

Visualization Assessment Rubric

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OBJECTIVES	Outstanding (4)	Effective (3)	Adequate (2)	Ineffective (1)
<i>Clearly defined topic that answers a specific question or facilitates decision making.</i>	Visualization has a concise and clearly defined topic that addresses one question.	Topic is well defined but visualization addresses too many questions to be useful.	Topic is somewhat defined, and the visualization addresses multiple questions.	Poorly defined topic that addresses too many questions to be useful.
<i>Applies appropriate graphic variable types for the data type and scale.</i>	All of the graphic variable types used are well-suited for the type and scale of the data they represent.	Most of the graphic variable types used are well suited for the type and scale of the data they represent.	Only a few of the graphic variable types used are well suited for the type and scale of the data they represent.	None of the graphic variable types used are suited for the type and scale of the data they represent.
<i>Legends should describe and explain every graphic variable type employed.</i>	Legend describes every graphic variable type present in the visualization.	Legend describes most of the graphic variable types present in the visualization.	Legend describes only a few of the graphic variable types present in the visualization.	Either there is no legend, or it does not describe any of the graphic variable types present in the visualization.
<i>Everything in the visualization conveys some information to the viewer.</i>	Visualization contains no color, symbolism, or text that is irrelevant to the question the visualization seeks to answer.	Visualization has very little color, symbolism, or text that is irrelevant to the question the visualization seeks to answer.	Visualization some color, symbolism, or text that is irrelevant to the question the visualization seeks to address.	Visualization is overwhelmed by symbolism, text, and color that are irrelevant to the question the visualization seeks to answer.
<i>Visualization makes appropriate use of color.</i>	Fewer than 8 colors used in visualization, uses color value for quantitative data variables, and color hue for qualitative data variables.	Fewer than 12 colors are used, but similar colors are not adjacent.	Fewer than 12 colors are used, and some similar colors are adjacent.	More than 12 colors are used. Similar colors are adjacent. Color hue and value are applied to the wrong data types.



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