

Data Visualization Award Rubric

Score:	10(A+)	9(A)	8(A-)	7(B+)	6(B)	5(B-)	4(C+)	3(C)	2(C-)	1(D)
Visual Presentation (Design and aesthetics)	<ul style="list-style-type: none"> outstanding visual appeal excellent use of color and font graphics engaging and enhance text clear and orderly arrangement Title, figure caption, and labels: appropriate size, spelling, and content Color used according to data visualization best practices Publication quality figures, aesthetically pleasing, limited clutter 			<ul style="list-style-type: none"> effective visual appeal adequate use of color, and font graphics enhance text somewhat orderly arrangement. Figures may be cluttered Occasional spelling errors Appropriate use of color and good color contrast Figure caption, figure legend (if appropriate), and labels present Minor inconsistencies in design elements (e.g., font choice changes throughout design) 			<ul style="list-style-type: none"> adequate visual appeal color and font inconsistent excessive text, few supporting graphics arrangement not well organized. Frequent spelling errors Missing figure caption, figure legend, and/or labels Figure text is too small Low quality figures that are cluttered or have poor color contrast 			<ul style="list-style-type: none"> appearance lacks professionalism color and font distract from understanding graphics missing or do not enhance text arrangement detracts from understanding
Effective communication (Clear presentation of results through data visualization)	<ul style="list-style-type: none"> Intended message is communicated clearly Visualization tells a story with limited (or no) support from other poster elements Chart selected for the data is appropriate 			<ul style="list-style-type: none"> Visualization supports intended message, but requires information from other poster elements to be understandable Chart selected for the data is appropriate 			<ul style="list-style-type: none"> Data visualization does not clearly portray intended message More appropriate chart type could have been selected for the data 			<ul style="list-style-type: none"> No data visualization present OR Data visualization is misleading and inconsistent with the rest of the poster
Creativity and innovation (New direction in field to approach data visualization)	<ul style="list-style-type: none"> Visualization inspires others to discuss and ask questions Visualization is created with a creative and unique approach Visualization clearly conveys its significance to research 			<ul style="list-style-type: none"> Visualization attempts to portray somewhat provocative, compelling, and memorable content, message, or design Some creativity in data visualization design is apparent 			<ul style="list-style-type: none"> Visualization is not unique, shows little or no creativity and innovation Data representation in this visualization is not original 			<ul style="list-style-type: none"> No data visualization present OR Data visualization is misleading and inconsistent with the rest of the poster

