### Data Visualization Award Rubric

<table>
<thead>
<tr>
<th>Score:</th>
<th>10(A+)</th>
<th>9(A)</th>
<th>8(A-)</th>
<th>7(B+)</th>
<th>6(B)</th>
<th>5(B-)</th>
<th>4(C+)</th>
<th>3(C)</th>
<th>2(C-)</th>
<th>1(D)</th>
</tr>
</thead>
</table>
| **Visual Presentation (Design and aesthetics)** | • 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 | • 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) | • 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 | • 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)** | • 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 | • Visualization supports intended message, but requires information from other poster elements to be understandable  
• Chart selected for the data is appropriate | • Data visualization does not clearly portray intended message  
• More appropriate chart type could have been selected for the data | • 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)** | • Visualization inspires others to discuss and ask questions  
• Visualization is created with a creative and unique approach  
• Visualization clearly conveys its significance to research | • Visualization attempts to portray somewhat provocative, compelling, and memorable content, message, or design  
• Some creativity in data visualization design is apparent | • Visualization is not unique, shows little or no creativity and innovation  
• Data representation in this visualization is not original | • No data visualization present OR  
• Data visualization is misleading and inconsistent with the rest of the poster |