

# Fall Data Challenge Judging Rubric

## A. Strength of story

*Your presentation should tell a story that engages the audience and holds their interest. Do this by building a strong theme with compelling facts and a connection to the overarching goal of the analysis.*

<b>1 Poor</b>	<b>2, 3, 4 Fair</b>	<b>5 Exceptional</b>
Poor Strength of Story - Did not convince audience of importance/impact	Fair Strength of Story - Convinced audience of importance/impact, but could be stronger	Exceptional Strength of Story - Convinced audience of importance/impact - "Wow factor"
Weakly engaging - Does not display enthusiasm - Lacking real-world relevance - Poor connection with the intended audience and the context	Moderately engaging - Displays fair enthusiasm - Displays fair real-world relevance - Fair connection with the intended audience and the context	Very engaging - Displays strong enthusiasm - Displays clear real-world relevance - Good connection with the intended audience and the context

SCORE:

## B. Evidence & Methods

*Your presentation must contain objectively correct interpretations of evidence and be supported by the data through properly conducted analyses. Your technical document should clearly communicate the analysis process and be consistent with the presentation narrative.*

<b>1 Poor</b>	<b>2, 3, 4 Fair</b>	<b>5 Exceptional</b>
Poor Evidence - Statements not backed by data	Fair Evidence - Questionable statements with data	Great Evidence - Statements backed by data
Poor Methods - Used inadequate, improper, or overly simplistic methods - Incorrect interpretations of modeling or graphical items	Fair Methods - Used questionable methods - Lacks sophistication - Some incorrect interpretations of modeling or graphical items	Great Methods - Used appropriate/sophisticated methods properly - Correct interpretations of modeling or graphical items
Poor Impact - Analysis and Data visualizations demonstrate limited understanding of the data and statistical and visualization tools and methods	Fair Impact - Analysis and Data visualizations demonstrate moderate understanding of data and statistical and visualization tools and methods	Great Impact - Analysis and Data visualizations demonstrate an exceptional understanding of data and statistical and visualization tools and methods

SCORE:

## C. Clarity & Visual Presentation

Your presentation should be organized in a logical progression so that an audience could easily follow along. Keep your slides simple and clean, and use only as many slides as you need to tell your story. You should use terms and descriptions that are clearly understandable to a general audience. Make sure all grammar, spelling, and punctuation are correct.

<b>1 Poor</b>	<b>2, 3, 4 Fair</b>	<b>5 Exceptional</b>
<b>Poor Progression</b> - Difficult to follow train of thought - Results presented out of order	<b>Fair Progression</b> - Fairly clear train of thought - Results in reasonable order	<b>Great Progression</b> - Intuitive order to presentation - Covered all important topics
<b>Poor Lexicon</b> - Use lots of unclear jargon, phrases or terms that would be unfamiliar to audience	<b>Fair Lexicon</b> - Uses very little unclear jargon, phrases or terms that would be unfamiliar to audience	<b>Great Lexicon</b> - Use no jargon that would be unfamiliar to audience - Clear/concise language used.
<b>Clutter and Complication</b> - Huge volume of words - Poorly organized items - Visual does not match presentation - Many typos	<b>Little Clutter and Complication</b> - Reasonable volume of words - Organized items - Visual matches presentation - Few typos	<b>No Clutter and Complication</b> - Concise/clear wording - Well organized items - Visuals complement presentation - Few typos

SCORE:

## D. Graphical Design and Impact

You should use graphical aesthetics (color, shape, size, position, orientation, etc.) that are appropriate given the context of the data. The scales associated with these attributes should also be contextually appropriate. Your graphics used contribute to the strength of the narrative and improve the ability to connect to the data in meaningful ways.

<b>1 Poor</b>	<b>2, 3, 4 Fair</b>	<b>5 Exceptional</b>
<b>Poor Aesthetics</b> - Use continuous graphical aesthetic to display categorical data element, or vice-versa - Distractingly poor graphical choices	<b>Fair Aesthetics</b> - Generally avoids using continuous graphical aesthetic to display categorical data element, or vice-versa	<b>Great Aesthetics</b> - Appropriately uses graphical aesthetics
<b>Poor Scaling</b> - Numeric scales improper for the context of the data	<b>Fair Scaling</b> - Numeric scales mostly proper for the context of the data	<b>Great Scaling</b> - Numeric scales proper for the context of the data
<b>Poor Depth</b> - Only very simple data attributes plotted	<b>Fair Depth</b> - Relatively simplistic data relationships visualized	<b>Great Depth</b> - Complex data relationships visualized
<b>Poor Impact</b> - Data visualization did not contribute in a meaningful way to the presentation	<b>Fair Impact</b> - Data visualizations contribute moderately to the presentation	<b>Great Impact</b> - Data visualizations contribute in a major way to the presentation

SCORE:

## E. Optional Use of External Data

*Any publically available data may be used to supplement the provided data to enhance your analysis. This criterion will be judged based on the creativity and success with which your team integrates this external data with the provided data.*

0	1	2
- No external data - External data used with limited creativity or integration	Incorporated a low quality/quantity of external data in an creative way  OR Incorporated a high quality/quantity of external data in an creative way	Incorporated a high quality/quantity of external data in an creative way

SCORE:

TOTAL SCORE: