

# Breaking News: #DataViz Headline Challenge Judging Rubric

## A. Headline demonstrates understanding of the graph

*Headline demonstrates correct interpretation of the graph's most significant data and statistics.*

<b>1 Minimal</b>	<b>2 Satisfactory</b>	<b>3 Exceptional</b>
Demonstrates minimal understanding of data, statistics or graph.	Demonstrates appropriate references to data, statistics or graph.	Includes clear references to data, statistics or graph that demonstrate grasp of its content.

SCORE:

## B. Headline is Short, Newsworthy, and Encourages Viewers to Read the Article

*Headline is relevant and compelling, and is designed to draw readers into the article.*

<b>1 Minimal</b>	<b>2 Satisfactory</b>	<b>3 Exceptional</b>
Demonstrates minimal grounding in the graph's topic.  Prompts little interest to read the article.	Demonstrates basic grounding in the graph's topic.  Prompts interest to read the article with a brief, focused and creative headline.	Demonstrates exceptional grounding in the graph's topic.  Prompts compelling interest to read the article with a brief, focused and creative headline.  Makes sense even without further context of the graph or article.

SCORE:

TOTAL SCORE: