UNB Data Challenge
Data Visualization Presentation Rubric

Scoring Key: Excellent: 9-10 pts   Very good: 7-8 pts   Good: 5-6 pts   Limited: 3-4 pts   Poor: 1-2 pts

Category	Criteria	SCORES					
		Team 1	Team 2	Team 3	Team 4	Team 5	Team 6
Analysis: The depth of the data analysis and insights.	What questions were asked, and how appropriate are chart types, aggregations, and analyses in providing insight? Have trends, patterns, or outliers been identified in the data? Have meaningful conclusions been drawn?						
Storytelling: The clarity and effectiveness of the narrative in conveying key findings.	Is the context and topic of the presentation clear? Is there a logical flow?						
Presentation: The skill the shown in presenting the findings effectively.	Presentation is well organized and displayed well to permit improved understanding. Presenters demonstrate heart and enthusiasm and are convincing and confident. There is eamless flow between presenters, if applicable.						
Design: The visual appeal, creativity, and usability of the data visualization.	Have the presenter(s) demonstrated design principles in your layout, use of color, and formatting? Is the user experience intuitive?						
	TOTAL SCORE	0	0	0	0	0	0

Note to judges: 1 or more team members may present; team members not presenting do not need to be present

Adapted from:

Princeton University Center for Data Analytics and Reporting

Penn State University Libraries

Infographic Poster Judging Criteria

Judges will review ALL infographic submissions and score based on these general criteria:

1. **Analysis: The depth of the data analysis and insights.**

   - What questions were asked, and how appropriate are chart types, aggregations, and analyses in providing insight?
   - Have trends, patterns, or outliers been identified in the data?
   - Have meaningful conclusions been drawn?

2. **Storytelling: The clarity and effectiveness of the narrative in conveying key findings.**

   - Is the context and topic of the visualization clear?
   - Is there a logical flow?
   - Is the reader inspired to take action?

3. **Design: The visual appeal, creativity, and usability of the data visualization.**

   - Has the team demonstrated design principles in the layout, use of color, and formatting?