Data Visualization Final Project Rubric

The following rubric is a guide for scoring the four sections of the Visualization Assessment Tool: cognitive load, accessibility, narrative quality, and other. Scores are determined based on the scores and comments from each section (see summary report).

Point Score Range	Characteristics of Section
9 – 10	Exceeds expectations. Large relative reduction in cognitive load, high speed and clarity marks, variety of parallel-processing visual elements used. Very high percentage agree on accessibility of visualization. Rated highly on narrative quality. Visualization successfully stands alone and uses OCAR storytelling. Student scores highly on ability to answer questions, comments supportive.
7 – 8	Meets expectations. Reduction in cognitive load relative to topic complexity, good marks on speed and clarity. Good number of parallel-processing visual elements used. Moderate-to-high percentage agree on accessibility. Visualization successfully stand alone, but may or may not use OCAR storytelling. Student scores moderately on ability to answer questions and questions in comments.
5 – 6	Does not meet some expectations. Little or no reduction in cognitive load, some issues with speed and clarity. Parallel-processing elements few or absent. Less than 50% agree on accessibility. Visualization does not stand on its own and does not use OCAR storytelling. Student scores low on ability to answer questions.
≤ 4	Fails expectations. One or more element of section missing. Visualizations are complex and difficult to understand. Reviewers do not understand the main ideas of the visualization. Student is unable to answer questions.