Sample feedback for Retail data visualization coursework, 2014

Retail Coursework Feedback

Summary of mark breakdown

Research questions / data insight:	A+
Sophistication of sketch:	A+
Application of good practice in datavis design:	A-

Where grade A is distinction/first class, B to C are in the 50-70% range and D and E are below the pass mark.

You provide a comprehensive set of research questions that show enough detail to inform the design of your sketch while being sufficiently open to allow deep analysis that is potentially answerable via data visualization. You have also clearly spent some effort in gathering relevant data to support your visualization.

There is clearly a high degree of sophistication in your sketch showing plenty examples of mouse and keyboard interaction, of a range of chart types and assemblages of visual features. Interaction is generally fluid.

You follow many aspects of good practice and your justification document demonstrates an awareness of how to incorporate ideas such as filtering, comparison and details on demand into the design of your sketch. While many of the colour choices are made well good practice is not always consistently applied – for example the yellow of the Morrisons colour shows significantly different brightness to the other brands and is hard to detect against a white background. A stronger link with literature on good practice would help to avoid problems like this. Interaction and layout are used well though and support the discovery necessary to answer your research questions.

Overall a very rich visualization showing considerable technical skill and some good design sense. Only let down a little by a lack of strong links with literature on good visualization design.