

FIT5147 Data Exploration and Visualisation 1

**FIT5145 Data Exploration & Visualisation**

**Project Final**

Data Exploration and Visualisation Project Final (Marking Guide)

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| **Criteria** | **High distinction (100%**  **to 80%)** | **Distinction (70% to 79% of available mark)** | **Credit (60% to 69% of available mark)** | **Pass (50% to 59% of available mark)** | **Fail (<50% of available mark)** |
| **Visualisation Product**  **–**  **Accessibility** | The visualisation product is exceptionally clear, perfectly  structured. | The visualisation product is clear, well structured. | The visualisation product is generally clear and fine  structured. | The visualisation product does not have a good structure. | The visualisation product is not clear and messily structured. |
| **The visualisation product should tell the story itself without the need to refer to the report.** | Information in the product is complete and perfectly presented, and the conveyed message from the product is exceptionally easy to follow. | Information in the product is complete and well presented.  The conveyed message from the product is easy to follow. | Small amount of information is missing which creates some confusion from audience.  The conveyed message from the product is easy to follow. | Many information is missing which creates confusion from audience.  The conveyed message is ok to follow.  But in general, there are lots of improvements to be made. | The product is very confusing to the audience and there are large amount of information missing.  It is not clear at all what message the product is trying to deliver. |
| **Visualisation Product** | Exceptional and perfect | Appropriate choice of all | Most graphics used are | Contain some misuses | Contain many misuses |
| **–** | choice of all graphics to | graphics to present the | appropriate. For others, | of graphics. | of graphics. |
| **Use of Graphics** | present the data story it | data story it wants to | there are better |  |  |
|  | wants to tell. | tell. | alternatives that should |  |  |
|  |  |  | have been selected. |  |  |

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| **Visualisation Product**  **– Graphic Components, Views, Interactions and links** | The visualisation product presents multiple views of data that are perfectly linked with each other, along with exceptionally easy to follow user interactions that facilitate user to further dive into the data story.  Each component, view and interaction are crystal clear and provide extra in-depth insight to data, which further enrich the message conveyed. | The visualisation product presents multiple views of data that are linked with each other, along with easy to follow user interactions that facilitate user to further dive into the data story.  Each component, view and interaction are clear and provide extra insight into data.  As a whole, it tells a rich and interesting data story. | The visualisation product presents multiple views of data with basic user interactions, although some of the views are not very well linked together.  Some of the components, views and/or interactions are confusing, redundant, or do not add much value.  As a whole, it generally tells an interesting data story. | The visualisation product presents a single view of the data, with very basic user interactions;  or it provides a multiple view of the data, with minimal link with each other, and very basic user interactions.  Some components, views and/or interactions are confusing, redundant or do not add much value.  As a whole, it tells a basic data story. | The visualisation presents a single and/or static view of data with no or minimal user interactions. |
|  | As a whole, it tells an exceptionally rich and interesting data story. |  |  |  |  |
| **Visualisation Product -** | The design is | There are some creative | There are limited | No much creativity in | No much creativity in |
| **Creativity and** | exceptionally creative. | aspects of the design. | creative aspects of the | the design, and in some | the design, and in many |
| **attention to detail** | The author has paid | The author has paid | design. | areas the author does | areas the author does |
|  | meticulous attention to | attention to the fine | The author has paid | not paid much attention | not paid attention to |
|  | the fine details of the | details of the design in | attention to details in all | to details. | details. |
|  | design in all areas. | all areas. | areas. |  |  |

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| **Report –**  **Project description** | There is a clear focus, and an extremely comprehensive explanation of the project and its aim.  The description is engaging, states the problem, and provides a clear context for the investigation.  It clearly states and emphasizes the value and importance of the project, and well presents the motivation of the project. | There is a clear focus, and a developed explanation of the project and its aim.  The description states the problem, and provides a clear context for the investigation.  It clearly states the value of the project, and clearly presents the motivation of the project. | Provides some description of the project and its aim. The area of focus is either too broad or narrow.  The description states the problem, but does not provide a clear context for the investigation.  It states the value of the project, and presents the motivation of the project. Although some aspects are missing. | Provides limited description of the project and its aim. The area of focus is either too broad or narrow.  The description states the problem, but does not provide a context for the investigation.  The value and motivation of the project are not that clear. Many aspects are missing. | No clear information about the project and its aim. There is no clear focus in the description.  The description does not state the problem clearly; neither does it provide a context for the investigation.  It does not provide information of the value and motivation of the project as required.  Most aspects are missing. |
| **Report –** | All aspects of the data | Most aspects of the | Some aspects of the | Limited aspects of the | Minimal or no aspects of |
| **Data collection and** | collection and wrangling | data collection and | data collection and | data collection and | the data collection and |
| **Wrangling** | process is clearly stated | wrangling process is | wrangling process is | wrangling process is | wrangling process is |
|  | and exceptionally well | clearly stated and well | clearly stated and well | clearly stated and well | clearly stated and well |
|  | explained. | explained. | explained. | explained. | explained as required. |

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| **Report –**  **Data exploration** | It includes a comprehensive preliminary exploration of the data. | It includes complete preliminary exploration of the data. | It includes most preliminary exploration of the data. | It includes limited preliminary exploration of the data. | It includes minimal preliminary exploration of the data. |
|  | The exploration uses proper visualisations and statistical methods. The methods and tools use are well justified. | The exploration uses proper visualisations and statistical methods. The methods and tools use are well justified. | Most of the exploration uses proper visualisations and statistical methods. The methods and tools use  are justified. | Some of the visualisations and statistical methods used are misused. Some of methods and tools use  are not yet justified. | Most of the visualisations and statistical methods used are misused and are not justified |
|  | The findings are exceptionally well and clearly explained and it has identified all interesting trends and patterns for visualisation. | The findings are well and clearly explained and it has identified most interesting trends and patterns for visualisation. | The findings are explained and  It has identified some interesting trends and patterns for visualisation. | Some of the findings are not yet explained and  It has identified only limited number of trends and patterns for visualisation. | Most of the findings are not explained and  It has identified minimal number of trends and patterns for visualisation. |
| **Report –** | The report contains an | The report contains a | The report contains | The report contains | The report contain no or |
| **Message to convey** | exceptionally precise | precise description of | good information about | limited information | minmal description on |
|  | description of what | what message the | what message the | about what message | what message the |
|  | message the proposed | proposed narrative | proposed narrative | the proposed narrative | proposed narrative |
|  | narrative visualisation | visualisation conveys | visualisation conveys, | visualisation conveys, | visualisation conveys |
|  | conveys and what the | and what the intended | but the intended | and it is not clear what | and what the intended |
|  | intended audience is. | audience is. | audience is not clear. | the intended audience | audience is. Or the |
|  |  |  |  | is. | description is not clear |
|  |  |  |  |  | at all. |

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| **Report - Visualisation design process** | The design process is exceptionally well presented in the report, including alternatives considered and critique for those, as well as exceptionally well- justified reasons for the final chosen design.  The report demonstrates an excellent use of the five design-sheet methodology. | The report well presents the design process, including alternatives considered and critique for those, as well as well justified reasons for the final chosen design.  The report demonstrates a good usage of the five design-sheet methodology. | The report presents the design process, including alternatives considered and reasons for the final chosen design. The presentation is generally fine and clear.  The report demonstrates some good usage of the five design-sheet methodology. | The report presents the design process. It discusses alternatives considered but provides limited justification on the final chosen design.  The report demonstrates a limited usage of the five design-sheet methodology. | There is no or minimal information on the visualisation design process, or it is not clear at all.  The report does demonstrate no/minimal usage of the five  design-sheet methodology. |

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| **Report -Description of the implementation** | The implementation details are exceptionally well presented in the report, including frameworks and packages used etc,, as well as exceptionally well-justified reasons for the implementation decision of the final narrative visualisation. | The implementation details are well presented in the report, including frameworks and packages used, etc., as well as justified reasons for the implementation decision of the final narrative visualisation. | The implementation details are presented in the report, although some information is missing.  The report provides some reasons for the implementation decision of the final narrative visualisation. | The implementation details are presented in the report. although lots of information is missing.  The report provides limited reason for the implementation decision of the final narrative visualisation. | The report provides no or minimal description on implementation, neither on its implementation decisions. |
| **Report -** | The report contains | The report contains | The report contains | The report contains | The report contains no |
| **Instructions** | complete and | complete and clear | most instructions on | some instructions on | or minimal instruction on |
|  | exceptional well written | instructions on both | both | both | how to run the code or |
|  | and clear instructions on | - how to run the code, | - how to run the code, | - how to run the code, | how to view view and |
|  | both | and | and | and | explore the narrative |
|  | - how to run the code, | - how to view and | - how to view and | - how to view and | visualisation using a |
|  | and | explore the narrative | explore the narrative | explore the narrative | standard web browser. |
|  | - how to view and | visualisation using a | visualisation using a | visualisation using a |  |
|  | explore the narrative | standard web browser. | standard web browser. | standard web browser. |  |
|  | visualisation using a |  | It is generally well | However, it is not clearly |  |
|  | standard web browser. |  | written, although some | written and lots of |  |
|  |  |  | information is missing. | information is missing. |  |

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| **Report - Conclusion** | The report contains an exceptionally well- written conclusion summarising what has been achieved and also a perfect reflection on what you learnt in this project and what in hindsight you might have done differently. | The report contains a well-written conclusion summarising what has been achieved and also a good reflection on what you learnt in this project and what in hindsight you might have done differently. | The report contains a conclusion summarising what has been achieved. It is generally well-written and contains some reflection on what you learnt in this project and what in hindsight you might have done differently. | The report contains a conclusion summarising what has been achieved. There is limited reflection on what you learnt in this project and/or what in hindsight you might have done differently. | The report contains no or minimal conclusion summarising what has been achieved.  There is minimal or no reflection on what you learnt in this project and/or what in hindsight you might have done differently |
| **Video Demo Presentation** | The video exceptionally clear. It | The video is generally clear. It presents the | The project and the developed | The project and the developed | No presentation on the project or no |
|  | well presents the | project and demos | visualisation product | visualisation product | demo for the |
|  | project and demos | the developed | are presented in the | are presented in the | developed |
|  | the developed | visualisation product. | video, although some | video, but lots of the | visualisation product. |
|  | visualisation product. |  | of the information | information is missing | Or the video demo |
|  |  |  | provided is confusing. | or confusing. | presentation overall is |
|  |  |  |  |  | messily structured |
|  |  |  |  |  | and very confusing. |

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**Mark allocations [Total 45%]:**

* Visualisation Product [30%]
* Report [10%]
* Video demo [5%]

**Other notes:**

1. Different data has different levels of complexity, in turns of how it is obtained, wrangled, analysed and visualised. This will be considered when assessing your work and determining the significance of the elements of each submission. However, it is still vital that all key criteria for this assignment are adequately met.
2. The final visualisation product has to be developed using either R or D3. There is no penalty or reward for choosing a particular tool.
3. Missing proper references and bibliography will be penalised (FIT prefers the APA or IEEE style guides to be followed). Plagiarism of text or programming code will be reported as a breach of academic integrity and may result in failure of the assignment, the unit or even expulsion from the course.
4. Missing the video URL link in the report, or if the demo video is not made or ‘unlisted’ (resulting in the assessor not being able to view your video) will incur a penalty.
5. You should refer to Module 1 Chapter 7 for the Five Design-Sheet methodology. To demonstrate the use of the Five Design-Sheet methodology in designing your narrative visualisation, you can provide screenshots to each sheet and summarise each.