|  |  |
| --- | --- |
|  | **Data Visualization Scorecard** |

## Rate it: From Good to Hilariously Bad

Making good data visualizations is hard work, even for so-called experts. Today you and a partner are going to **collaboratively review a collection of data visualizations**. Some are strong data visualizations that create a deeper understanding of the underlying data. Others are difficult to interpret or even just hilariously bad. Your job is to rate the quality of the visualizations and keep a few notes about why they are good or bad.

## Directions

You can find a collection of visualizations on this document [[Link](https://docs.google.com/document/d/1Uc-KTdT1TAs0aPGgm6aLVHoH-6vwh95n9mLa1p_V7FE/edit?usp=sharing)]. Go through each visualization. For each one:

* **Examine the visualization**, as well as any included text. What is it trying to communicate?
* **Discuss with a partner**: Is the visualization clear? Is it misleading? How could it be improved?
* **Rate the visualization** and make a short note about why you gave the rating you did.

|  |  |  |
| --- | --- | --- |
| Number | Your Rating | Comments / Notes |
| **1** | Great Good Bad Horrible | The chart is visually stimulating,however, there are too many case studies in a single chart. |
| **2** | Great Good Bad Horrible | It is clear and concise, straight to the point |
| **3** | Great Good Bad Horrible | It’s engaging because it’s in real time |
| **4** | Great Good Bad Horrible | It is visually unappealing, so much is happening in one chart that it can get confusing |
| **5** | Great Good Bad Horrible | Infographaphics which captures a lot of information |
| **6** | Great Good Bad Horrible | Very captivating, makes you eager to find out more |
| **7** | Great Good Bad Horrible | One can draw many conclusions from it |
| **8** | Great Good Bad Horrible |  |
| **9** | Great Good Bad Horrible | It’s hard to understand |
| **10** | Great Good Bad Horrible | Easy to keep track of your data |
| **11** | Great Good Bad Horrible | Gives detail information |
| **12** | Great Good Bad Horrible | Gives detail and explain them |
| **13** | Great Good Bad Horrible | Clear and straight to the point |
| **14** | Great Good Bad Horrible | Clear and straight to the point |
| **15** | Great Good Bad Horrible | Clear and straight to the point |
| **16** | Great Good Bad Horrible | Detailed and explain the data given |
| **17** | Great Good Bad Horrible | Detailed and explain the data given |
| **18** | Great Good Bad Horrible |  |
| **19** | Great Good Bad Horrible |  |
| **20** | Great Good Bad Horrible | detailed |
| **21** | Great Good Bad Horrible | Clear and straight to the point |
| **22** | Great Good Bad Horrible | Explanatory and detailed |
| **23** | Great Good Bad Horrible |  |
| **24** | Great Good Bad Horrible | Squeezed data hence not clear |
| **25** | Great Good Bad Horrible | Easy to interact and draw conclusions |
| **26** | Great Good Bad Horrible | It appears to be a visual representation of the popularity of different programming languages |
| **27** | Great Good Bad Horrible |  |
| **28** | Great Good Bad Horrible | Easy to understand |
| **29** | Great Good Bad Horrible | Very clear and east to understand |
| **30** | Great Good Bad Horrible | Infographics are visual representations of information |

## 

## Best and Worst Visualizations

Choose the **best and worst** visualization from the list above.

## The Best One

* Which visualization was the best?
* What story or idea does it successfully convey?
* What specific aspects of this visualization makes it particularly effective?

## The Worst One

* Which visualization was the worst?
* What story or idea do you think it is trying to convey?
* Why specific aspects of this visualization makes it particularly ineffective? Is it wrong? Misleading? Nonsense?

## Fix It (optional)

**Sketch** an outline of a better way to visualize the information from **the worst visualization**. **Briefly explain** why your suggestions would improve the visualization.