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| Measure: | Evaluation criterion: |
| Effort | Are the audience able to navigate their way around the different parts of the infographic with a minimal amount of effort? |
| Time | Can the audience follow the infographic without spending time finding the next graph? |
| Cost | Is the infographic free to create and for the audience to access? |
| accuracy | Does the infographic use accurate data that is free from error? |
| attractiveness | Does the infographic follow a consistent colour scheme and font/text size? |
| clarity | Can the audience look at each chart and understand what it represents? |
| completeness | Does the infographic include a suitable number of charts in order to convey the message? |
| relevance | Is all of the data used able to be linked back to the research question? |
| timeliness | Is the infographic completed by the due date? |
| communication of message | Can the audience understand the message with only the data presented in the infographic? |

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| Input | Process | Output |
| Qualitative survey results for why people watch AFL games their favourite team didn't play in | -pull key terms from each answer  -group key terms into related groups  -tally each of the groups  -create a pie chart using the grouped key terms | pie chart that compares the reasons why people watch AFL games their favourite team didn't play in |
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| AFL ladder for the last 10 years  Number one draft pick for the last 10 years | -list the teams that received the number one pick for each of the last 10 years  -note the team's ladder position the year before they received the number one pick.  -note the team's ladder position the year after they received the number one pick.  -calculate the difference in position | table that compares the ladder postions for teams the year before they received the number one pick and the year after |
|  |  |  |
| Research data  Survey results | -talk about the survey results and the participant's opinions  -talk about the researched data and what it represents  -compare the two to see if there are similarities and differences | Discussion that compares the results of the survey with what was discovered in the research |