

FACULTY OF BUSINESS AND LAW

Department of Information Systems and Business Analytics

MIS770 – Foundation Skills in Data Analysis



Assignment 1 – Analysing the Visual Presentation of an Organisation’s Annual Report

Particulars

- **Due:** Week 5, Thursday 4th April 2019, 11 pm (See **Notes:** Penalties for Late Submissions)
- **Marks:** 20%
- **Words:** 2,000 (See **Guidelines:** Item 1)
- **Submission:** Online to the MIS770 assignment one drop box in the Cloud Unit Site. Email submissions will not be accepted
- **Note:** This assignment is to be completed individually

Assurance of Learning

This assignment assesses following Graduate Learning Outcomes and related Unit Learning Outcomes:

Graduate Learning Outcome (GLO)	Unit Learning Outcome (ULO)
GLO1: Discipline knowledge and capabilities: appropriate to the level of study related to a discipline or profession	ULO1: Apply the fundamentals of quantitative reasoning to solve real-world problems

Overview

For this assignment, we will use the ideas and concepts introduced in Module 1 to evaluate the presentation of information.

The evaluation will centre on the suitability of Charts, Tables and/or Graphs used to represent, or visualise, data. The source document containing these Charts, Tables and/or Graphs will be a published report from a Government or significant Organisation of your choice. An example of an annual report containing suitable Charts, Tables and Graphs can be found at the end of this document under “Supporting Materials”.

There are many suitable reports that you can use for your evaluation such as those from reputable international organisations (e.g. World Health Organisation (WHO), the European Union (EU), World Trade Organisation (WTO), etc.), Australian government departments or NGO’s (e.g. Education Departments, water authorities, etc.). **Note: Do not source any annual reports from the ASX (i.e. ASX listed Australian company annual reports).**

When selecting a report to evaluate, ensure that the document is publically available and has a wide selection of Charts, Tables and Graphs. Several links are provided under “Supporting Materials” to assist you in your search for these reports.

Scenario

In this assignment you will undertake two distinct tasks divided as Part A and Part B.

- First, you will develop a list of generic evaluation criteria that critique valid practices when developing, or constructing, Charts, Tables and Graphs (i.e. visualisations), i.e. Part A.
- Second, you will use the criteria you have just developed to evaluate the suitability of the Charts, Tables and Graphs (i.e. visualisations) utilised in a publically available report of your choice (subject to the conditions presented in these instructions) i.e. Part B.

Requirements

- Part A: Develop Evaluation Criteria

Your evaluation criteria need to be **objective**, in that they stipulate the rules you would use in establishing whether a Chart, Table or Graph utilised in your selected Report, is appropriate for the data being presented. You need to make sure that each of your criterion is written in such a manner that a reasonable person can readily understand, or appreciate, the message being conveyed. You are expected to address approximately **20 criteria**.

Note: Do not simply “copy” criteria from textbooks etc. This would result in zero marks. You need to create your own criteria.

You should also group your criteria by visualisation type. For example, you might choose “Common”, “Chart”, “Table” and “Graph”, or some other suitable grouping. You are not restricted to these specific headings. It’s also important that you number each separate criterion as you will need to refer to its specific number when completing Part B.

An example of an appropriate criterion:

Line Charts should be used when analysing trends over time. To be effective, the time series should be placed on the x-axis with the measure on the y-axis.

An example of an unacceptable criterion:

Line Charts should have nice colours.

This example fails on two counts. It has an inadequate description (or explanation) and, it is subjective (i.e. the authors opinion).

- Part B: Report Evaluation

Select **10 to 12** diverse Charts, Tables or Graphs from your chosen Report (but not including any “Infographics”) and evaluate these visualisations using the criterion you have developed in Part A. It would not be unusual for an individual visualisation from your report to refer to multiple criteria. Further, any given visualisation you select may conform to some of your criterion but be in contravention of others, and this would need to be reported.

It is expected that each of your criterion would be used at least once when evaluating your chosen Charts, Tables or Graphs.

Note: In your submission, **include an image** of the Charts, Tables and Graphs that you have selected and **make sure** to associate them back to the specific criterion by using the criterion number you have presented in Part A.

Guidelines

1. The following word counts should be used as a guide for this assessment.

Criteria: Qty 20 with 20 to 30 words in each (i.e. 400 to 600 words)

Evaluation: Qty 10 with 100 to 120 words in each (i.e. 1000 to 1200 words), or
Qty 15 with 100 to 120 words in each (i.e. 1500 to 1800 words)

Therefore, using the above guidelines, your assignment should be no less than 1600 words and no more than 2400 words (i.e. 2000 words plus or minus 20%)

2. For this assignment, we are only interested in the Charts, Tables and Graphs contained in your selected published report. Again, **do not** include any items commonly known as “Infographics”.

Submission

Your completed work should be a single Word document divided into two sections:

- Part A. Evaluation Criteria
- Part B. Report Evaluation

In addition, please include a **link** in your “Report Evaluation” to the Published Report you used as part of your evaluation.

The assignment is to be submitted to the MIS770 assignment box in Deakin’s Cloud Campus before **11 pm on Thursday 4th April 2019**. Please ensure you include your name and student details in your Word document as well as naming the file in the following format: *yourstudentid_A1.docx*. Failure to follow this naming convention may lead to a delay in receiving feedback and marks.

Note: Cloud Campus is the only method of submission acceptable.

Extensions

Extensions will only be considered if your draft assignment is attached with your request for an extension (this will indicate your progress to date), and documentary evidence for the extension is provided. Applications after the due date will not be accepted and submissions after this date/time, without an approved extension, will be considered late and subject to penalties.

Extensions are only granted in extreme circumstances, such as ongoing health, personal hardship or work-related problems. Temporary illnesses, normal work pressures, multiple assignments due at the same time, failure to keep backups, technology failure, etc. are **not** reasons for an extension.

Notes

Penalties for late submission: The following marking penalties will apply if you submit an assessment task after the due date, without an approved extension. Five percent (5%) will be deducted from the available marks for each day (or part thereof) for up to five days, and work that is submitted more than five days after the due date will not be marked and you would receive 0% for this assessment. As this assignment is worth 20 marks (i.e. 20% of your overall mark), each day late, or part of a day, will mean a loss of 1 mark. 'Day' means calendar day for electronic submissions. The Unit Chair may refuse to accept a late submission where it is unreasonable or impracticable to assess the task after the due date.

For more information about academic misconduct, special consideration, extensions, and assessment feedback, please refer to the document “Your rights and responsibilities as a student in this Unit” in the first folder next to the Unit Guide of the Resources area in the CloudDeakin unit site.

Supporting Materials

Example of suitable Charts, Tables and Graphs can be found in the following document available in CloudDeakin:

- NAB Full Year Investor Presentation

Note: This document is to be utilised as an example only and it is **not** to form any part of your assignment submission.

Example Organisations containing suitable reports:

World Trade Organisation (WTO): <https://www.wto.org>

Documents, Data and Resources Page: https://www.wto.org/english/res_e/res_e.htm

European Union (EU): <https://europa.eu/european-union>

Publications Office of the EU: <https://publications.europa.eu/en/more-search-options>

World Health Organisation (WHO): <https://www.who.int/>

Digital Library: <https://apps.who.int/iris/>

Hint: Try searching for “Annual Reports”

Marking Rubric

	Poor	Needs Improvement	Satisfactory	Good	Very Good	Exemplary
Part A: Develop Evaluation Criteria (Marks: 6) <i>Create rules by which charts, graphs & tables are to be judged</i>	1 points Proposes no valid criteria which indicates no comprehension of the task 0 – 1 Marks	2 points Proposes only a few valid criteria that indicate little comprehension of the task 1.5 – 2 Marks	3 points Proposes several more satisfactory creative criteria that indicates satisfactory comprehension of the task 2.5 – 3 Marks	4 points Proposes a reasonably good number of creative criteria that indicates a good comprehension of the task 3.5 – 4 Marks	5 points Proposes many very good creative criteria that indicates a deep comprehension of the task 4.5 – 5 Marks	6 points Proposes comprehensive creative criteria that meets best practice and are grounded in empirical theory. All criteria reflect a high level of judgement 5.5-6 Marks
Part B: Report Evaluation (Marks: 12) <i>Apply the rules you created in Part A to your selection of charts, graphs & tables</i>	2.5 points Provides no direction as to how criteria might be implemented 0 – 2.5 Marks	5.5 points Provides little direction as to how criteria might be implemented 3 – 5.5 Marks	7.5 points Provides acceptable direction as to how criteria might be implemented in a satisfactory manner 6 – 7.5 Marks	9.5 points Provides a good direction as to how criteria might be implemented 8 – 9.5 Marks	11 points Provides a detailed and insightful direction as to how criteria might be implemented 9.5 – 10.5 Marks	12 point Provides outstanding detail and insightful direction as to how criteria might be implemented 11 – 12 Marks
Overall Assignment Presentation (Marks: 2)	0 points No attempt has been made to follow assignment particulars. Poorly presented 0 Marks	0.5 points Little attempt has been made to follow assignment particulars. Unsatisfactorily presented 0.5 Marks	1 point Most of the assignment particulars have been followed. Satisfactorily presented 1 Mark	1.5 point Majority of the assignment particulars have been followed. Good presentation 1.5 Marks	1.75 points All of the assignment particulars have been followed. Very good presentation 1.75 Marks	2 points All of the assignment particulars have been dealt with meticulously. Faultless assignment presentation 2 Marks