Assessment Task 3 – Data Visualisation Oral Presentation via Video Recor...

MIS771 - Descriptive Analytics And Visualisation

_Student _Admin

T2 2024 MIS771 Assignment 3 Rubric_New

Activity: Assessment Task 3 – Data Visualisation Oral Presentation via Video Recording

Course: MIS771 - Descriptive Analytics And Visualisation

Name: _Student _Admin

Close

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
Audience, Data Elements, The Right Fit, Ethical Considerations (GLO1) Add Feedback	0 points The presentation completely misses the target audience, with no clear consideration of their needs or interests. Data elements are irrelevant, misleading, or absent altogether. There is a complete mismatch between the data, message, and medium, leading to confusion. Ethical considerations are ignored, with no attention to data responsibi	3 points The presentation shows little understanding of the audience's needs or expectations. Data elements are weak or poorly chosen, adding little value to the narrative. The fit between the data and the story is misaligned, making it difficult to convey the intended message. Ethical considerations are minimal or inadequately addressed, raising concerns	6 points The presentation has some awareness of the audience but may not fully address their needs or interests. Data elements are present but may lack relevance or fail to enhance the narrative. The fit between the data and the story feels forced or unclear. Ethical considerations are mentioned, but there is limited discussion of data	9 points The presentation considers the audience, though there may be minor gaps in addressing their specific needs. Data elements are generally relevant but could be more carefully selected or integrated. The fit between the data and the story is good but not seamless. Ethical considerations are acknowledged, though there may	12 points The presentation is well-suited to the target audience, with clear attention to their needs and interests. Data elements are carefully selected and relevant to the narrative. The fit between the data and the story is strong, and the medium supports the message effectively. Ethical considerations are clearly addressed, with appropriate	20 points The presentation is tailored perfectly to the target audience, with a deep understanding of their needs and expectations. Data elements are expertly chosen, highly relevant, and seamlessly integrated into the narrative. The fit between the data, message, and medium is flawless, enhancing the impact of the story. Ethical considerat	/ 20

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
	lity or integrity.	about data use.	responsibility or transparency.	be opportunities for deeper reflection on data usage.	attention to data privacy and integrity.	ions are thoroughly addressed, with a clear demonstration of responsibility and transparency in the use of data.	

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
Interactive Storyboard content and analysis for Story Telling Digital Literacy (GL01, GLO2) Add Feedback	0 points The storyboard is disjointed, with no clear narrative or connection to descriptive analytics. The analysis is either missing or entirely inadequate, offering no meaningful insights. Data is poorly presented or absent, and interactive elements, if present, are ineffective or irrelevant. The overall presentation is confusing	6.75 points The storyboard lacks a cohesive narrative and presents a shallow analysis using descriptive analytics. Data is poorly selected or visualized, leading to confusion or misinterpretation. Interactive elements are minimal or irrelevant, detracting from the audience's ability to explore the data meaningfully. The overall presentati	13.5 points The storyboard has a basic narrative and provides a straightforward analysis using descriptive analytics. However, the insights are limited, and data visualization lacks clarity or creativity. Interactive elements are included but may not significantly enhance the audience's understanding or interactio	20.25 points The storyboard is coherent and demonstrates a solid understanding of descriptive analytics. The analysis is clear, though it may miss opportunities for deeper insight. Data is effectively presented, and interactive elements are present, but some may lack full integration with the narrative. The overall presentation	27 points The storyboard is well-structured, providing a clear and relevant narrative supported by descriptive analytics. The data is analyzed thoroughly, with strong insights and clear visualizations that support the story. Interactive elements are well integrated, making the data easily accessible and enhancing the audience's engageme	45 points The storyboard presents a highly insightful and detailed analysis using descriptive analytics, with an exceptional narrative that clearly and creatively links data to the story. Data is presented in an interactive, engaging, and easy-to-understand format. The analysis demonstrates deep understanding, offering unique	/ 45

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
	and fails to communicate any valuable story or analysis.	on fails to effectively support the story.	n with the data. The connection between the data and the narrative could be stronger.	supports the story well, though it could be more engaging.	nt with the narrative.	insights and interpretations. Interactive elements are highly effective, enhancing both the storytelling and the audience's ability to explore and comprehend the data.	

on fails to

n with the   supports   nt with
data. The   the story   the
connectio   well,   narrative.
n between   though it
the data   could be
and the   more
narrative   engaging.
could be
stronger.

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
Communication (GLO2) Add Feedback	0 points Communication is ineffective, with little to no coherence in the narrative. Major issues with tone, pacing, and emphasis make it difficult to follow or understand the presentation. Visual and verbal elements are disjointed, resulting in a lack of audience engagement.	2.25 points Communication is unclear, with a disjointed or confusing narrative. Significant issues with tone, pacing, and emphasis detract from the message. Visual and verbal elements are poorly integrated, leading to low audience engagement.	4.5 points Communication is somewhat clear, but the narrative may lack coherence or structure at times. There are noticeable issues with tone, pacing, or emphasis, which impact the delivery of key messages. Visual and verbal elements may not be fully aligned, and audience engagement fluctuates.	6.75 points Communication is mostly clear, with a coherent narrative. There are minor issues with tone, pacing, or emphasis, but the key messages are still effectively conveyed. Visual and verbal elements work well together, though not flawlessly. Audience engagement is generally maintained.	9 points Communication is clear and engaging, with a well-structured narrative that effectively conveys key messages. Tone, pacing, and emphasis are used appropriately, and there is strong integration of visual and verbal elements. Audience engagement is high for most of the presentation.	15 points Communication is clear, compelling, and highly engaging throughout the presentation. The narrative is coherent, with exceptional use of tone, pacing, and emphasis to convey key messages. Visual and verbal elements are seamlessly integrated to create a professional and impactful delivery. Audience engagement is maintaine	/ 15

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
						d from start to finish.	

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
Presentation Structure and Delivery (GLO6) Add Feedback	0 points The presentation is disorganized and lacks any clear structure. Transitions are abrupt or non-existent, and key points are either missing or unclear. Delivery is disengaged or hesitant, with minimal effort to connect with the audience. Visual aids are absent or irrelevant, and timing is severely mismanaged, causing the presentation to lose	3 points The presentation is poorly structured, with an unclear flow and weak transitions. Key points are difficult to identify, and delivery is lacking in confidence and engagement. Visual aids are either underutilized or poorly integrated. Timing is mismanaged, leading to a loss of audience interest.	6 points The presentation structure is somewhat clear, but there may be noticeable issues with flow or transitions, making it harder to follow. Key points are addressed but not consistently emphasized. Delivery lacks confidence or engagement at times, and visual aids are used inconsistently. Timing may be off, with sections	9 points The presentation has a coherent structure, though there may be minor issues with flow or transitions between sections. Key points are communicated clearly but could be emphasized more effectively. Delivery is generally confident, though some areas lack energy or engagement. Visual aids are used effectively, and timing is mostly	12 points The presentation is well-organized with a clear and logical flow. Transitions are smooth, and key points are clearly highlighted. Delivery is confident and engaging, with appropriate use of voice, body language, and visual aids. Timing is well-managed, maintaining audience interest for the majority of the presentation.	20 points The presentation is flawlessly structured with a logical flow that enhances the storytelling experience. Transitions between sections are seamless, and key points are emphasized effectively. Delivery is polished, confident, and highly engaging, with excellent use of voice, body language, and visual aids. Timing is perfect,	/ 20

Criteria	Not Attempted	Needs Improvement	Satisfactory	Good	Very Good	Exemplary	Criterion Score
	focus and impact.		that drag or feel rushed.	appropriate.		holding audience attention throughout.	

Total	/ 100

Overall Score

N	N	P	C	D	HD
0 points minimum	30 points minimum	50 points minimum	60 points minimum	70 points minimum	80 points minimum