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	
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Criteria	Not Attempted	Needs Improveme nt	Satisfactory	Good	Very Good	Exemplary	Criterion Score
	lity or	about	responsibi	be	attention	ions are	
	integrity.	data use.	lity or	opportuni	to data	thoroughl	
			transpare	ties for	privacy	У	
			ncy.	deeper	and	addressed,	
				reflection	integrity.	with a	
				on data		clear	
				usage.		demonstra	
						tion of	
						responsibi	
						lity and	
						transpare	
						ncy in the	
						use of	
						data.	

Criteria	Not Attempted	Needs Improveme nt	Satisfactory	Good	Very Good	Exemplary	Criterion Score
Interactive	0 points	6.75	13.5	20.25	27 points	45 points	/ 4-
Storyboard	The	points	points	points	The	The	/ 45
content and	storyboar	The	The	The	storyboar	storyboar	
analysis for	d is	storyboar	storyboar	storyboar	d is well-	d presents	
Story Telling	disjointed,	d lacks a	d has a	d is	structured	a highly	
Digital	with no	cohesive	basic	coherent	, providing	insightful	
Literacy	clear	narrative	narrative	and	a clear	and	
GL01,	narrative	and	and	demonstra	and	detailed	
GLO2)	or	presents a	provides a	tes a solid	relevant	analysis	
•	connectio	shallow	straightfor	understan	narrative	using	
Add Feedback	n to	analysis	ward	ding of	supported	descriptiv	
	descriptiv	using	analysis	descriptiv	by	е	
	e	descriptiv	using	e	descriptiv	analytics,	
	analytics.	e	descriptiv	analytics.	е	with an	
	The	analytics.	е	The	analytics.	exception	
	analysis is	Data is	analytics.	analysis is	The data	al	
	either	poorly	However,	clear,	is	narrative	
	missing or	selected	the	though it	analyzed	that	
	entirely	or	insights	may miss	thoroughl	clearly	
	inadequat	visualized,	are	opportuni	y, with	and	
	e, offering	leading to	limited,	ties for	strong	creatively	
	no	confusion	and data	deeper	insights	links data	
	meaningfu	or	visualizati	insight.	and clear	to the	
	I insights.	misinterpr	on lacks	Data is	visualizati	story.	
	Data is	etation.	clarity or	effectively	ons that	Data is	
	poorly	Interactiv	creativity.	presented,	support	presented	
	presented	е	Interactiv	and	the story.	in an	
	or absent,	elements	е	interactive	Interactiv	interactive	
	and	are	elements	elements	е	, engaging,	
	interactive	minimal or	are	are	elements	and easy-	
	elements,	irrelevant,	included	present,	are well	to-	
	if present,	detracting	but may	but some	integrated	understan	
	are	from the	not	may lack	, making	d format.	
	ineffective	audience's	significant	full	the data	The	
	or	ability to	ly	integratio	easily	analysis	
	irrelevant.	explore	enhance	n with the	accessible	demonstra	
	The	the data	the	narrative.	and	tes deep	
	overall	meaningfu	audience's	The	enhancing	understan	
	presentati	lly. The	understan	overall	the	ding,	
	on is	overall	ding or	presentati	audience's	offering	
	confusing	presentati	interactio	on	engageme	unique	

23/24, 10:12 AM		Assess Rubrics for _Student _Admin							
Criteria	Not Attempted	Needs Improveme nt	Satisfactory	Good	Very Good	Exemplary	Criterion Score		
	and fails to communic ate any valuable story or analysis.	on fails to effectively	n with the data. The connectio n 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 interpreta tions. Interactiv e elements are highly effective, enhancing both the storytellin g and the audience's ability to explore and comprehe nd the data.			

		Needs					
Criteria	Not Attempted	Improveme nt	Satisfactory	Good	Very Good	Exemplary	Criterion Score
ommunicati	0 points	2.25	4.5 points	6.75	9 points	15 points	
n (GLO2)	Communic	points	Communi	points	Communi	Communi	/ 15
dd Feedback	ation is	Communi	cation is	Communi	cation is	cation is	
du l'ecuback	ineffective	cation is	somewhat	cation is	clear and	clear,	
	, with little	unclear,	clear, but	mostly	engaging,	compellin	
	to no	with a	the	clear, with	with a	g, and	
	coherence	disjointed	narrative	a coherent	well-	highly	
	in the	or	may lack	narrative.	structured	engaging	
	narrative.	confusing	coherence	There are	narrative	throughou	
	Major	narrative.	or	minor	that	t the	
	issues	Significant	structure	issues	effectively	presentati	
	with tone,	issues	at times.	with tone,	conveys	on. The	
	pacing,	with tone,	There are	pacing, or	key	narrative	
	and	pacing,	noticeable	emphasis,	messages.	is	
	emphasis	and	issues	but the	Tone,	coherent,	
	make it	emphasis	with tone,	key	pacing,	with	
	difficult to	detract	pacing, or	messages	and	exception	
	follow or	from the	emphasis,	are still	emphasis	al use of	
	understan	message.	which	effectively	are used	tone,	
	d the	Visual and	impact the	conveyed.	appropriat	pacing,	
	presentati	verbal	delivery of	Visual and	ely, and	and	
	on. Visual	elements	key	verbal	there is	emphasis	
	and verbal	are poorly	messages.	elements	strong	to convey	
	elements	integrated	Visual and	work well	integratio	key	
	are	, leading	verbal	together,	n of visual	messages.	
	disjointed,	to low	elements	though	and verbal	Visual and	
	resulting	audience	may not	not	elements.	verbal	
	in a lack	engageme	be fully	flawlessly.	Audience	elements	
	of	nt.	aligned,	Audience	engageme	are	
	audience		and	engageme	nt is high	seamlessly	
	engageme		audience	nt is	for most	integrated	
	nt.		engageme	generally	of the	to create	
			nt	maintaine	presentati	a	
			fluctuates.	d.	on.	profession	
						al and	
						impactful	
						delivery.	
						Audience	
						engageme	
						nt is	

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

		nt				Exemplary	Score
Presentation	0 points	3 points	6 points	9 points	12 points	20 points	/ 20
Structure	The	The	The	The	The	The	/ 20
and Delivery	presentati	presentati	presentati	presentati	presentati	presentati	
(GLO6)	on is	on is	on	on has a	on is well-	on is	
	disorganiz	poorly	structure	coherent	organized	flawlessly	
Add Feedback	ed and	structured	is	structure,	with a	structured	
	lacks any	, with an	somewhat	though	clear and	with a	
	clear	unclear	clear, but	there may	logical	logical	
	structure.	flow and	there may	be minor	flow.	flow that	
	Transition	weak	be	issues	Transition	enhances	
	s are	transitions	noticeable	with flow	s are	the	
	abrupt or	. Key	issues	or	smooth,	storytellin	
	non-	points are	with flow	transitions	and key	g	
	existent,	difficult to	or	between	points are	experienc	
	and key	identify,	transitions	sections.	clearly	e.	
	points are	and	, making it	Key points	highlighte	Transition	
	either	delivery is	harder to	are	d.	s between	
	missing or	lacking in	follow.	communic	Delivery is	sections	
	unclear.	confidenc	Key points	ated	confident	are	
	Delivery is	e and	are	clearly but	and	seamless,	
	disengage	engageme	addressed	could be	engaging,	and key	
	d or	nt. Visual	but not	emphasize	with	points are	
	hesitant,	aids are	consistent	d more	appropriat	emphasize	
	with	either	ly	effectively	e use of	d	
	minimal	underutiliz	emphasize	. Delivery	voice,	effectively	
	effort to	ed or	d.	is	body	. Delivery	
	connect	poorly	Delivery	generally	language,	is	
	with the	integrated	lacks	confident,	and visual	polished,	
	audience.	. Timing is	confidenc	though	aids.	confident,	
	Visual aids	mismanag	e or	some	Timing is	and highly	
	are absent	ed,	engageme	areas lack	well-	engaging,	
	or	leading to	nt at	energy or	managed,	with	
	irrelevant,	a loss of	times, and	engageme	maintainin	excellent	
	and timing		visual aids	nt. Visual	g	use of	
	is severely	interest.	are used	aids are	audience	voice,	
	mismanag		inconsiste	used	interest	body	
	ed,		ntly.	effectively	for the	language,	
	causing		Timing	, and	majority	and visual	
	the		may be	timing is	of the	aids.	
	presentati		off, with	mostly	presentati	Timing is	
	on to lose		sections		on.	perfect,	

Criteria	Not Attempted	Needs Improveme nt	Satisfactory	Good	Very Good	Exemplary	Criterion Score
	focus and		that drag	appropriat		holding	
	impact.		or feel	e.		audience	
			rushed.			attention	
						throughou	
						t.	

Total / 100

Overall Score

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