**xxx-xxxx Visualisation and Data Storytelling**

**Final Project – Video Presentation**

**Value:** 30%

**Due:** End of Week 14

**Assignment Objective**

The 5 minute presentation is your commercial to get your stakeholders to want to learn to more about your topic and take specific next steps. Your objective is to deliver a clear and passionate video presentation supported by data.

**Instructions**

1. Go to the website *Centers for Disease Control and Prevention* located at <https://www.cdc.gov/niosh/data/researchdata.html>
2. Choose one of the following datasets for your presentation.

* Anthropometric Database for the EMTs in the United States
* An Investigation into the Relationship Between Coal Workers’ Pneumoconiosis and Dust Exposure in U.S. Coal Miners
* NIOSH HHE Program: Lead Measurement Database
* NIOSH HHE Program: Noise Measurement Database
* Occupational Hearing Loss (OHL) Worker Surveillance Data “Prevalence of Hearing Loss in the United States by Industry”

1. Explore the data in your dataset. Review the corresponding data dictionary and abstract to better understand your chosen dataset.
2. Identify a question/problem your presentation will solve.
3. Choose your presentation format and approach.
4. Create a slide presentation where each slide will most effectively communicate your message. Outline:

* Slide 1 – Overview – Core message with the question, problem background, conclusion, and recommendation.
* Slide 2 – Brief explanation of data analysis and assumptions used for your data set
* Slide 3 – Combined visualisation abstraction
* Slide 4 – Detail Point 1, 2 and 3. Use both anecdotal and objective views with rhetoric supported by data.
* Slide 5 – Conclusions and Recommendations
* Slide 6 – Summary of presentation and state Call to Action. Use an abstract-universal view.

1. Choose the kind of 4-5 minute video you want to deliver.

* Talking Head Video – Video shows slides in the background with your waist and above in the foreground
* Narrator Video – Video shows slides in the foreground with you presenting the slides using just your voice

1. Project executive presence throughout your presentation

* Note – even when not seen, your body language and gestures come out in your voice

1. Submission: Submit via the DCConect for this assignment your presentation video recording in an standard MP3.

**This assignment relates to the following Course Learning Outcomes**

* CLO 2 – Produce visualisations and technology options to expedite communications for decision making and machine learning procedures.
* CLO 3 – Produce stories, rhetoric, and data stories to build calls to action for decisions and next steps in accordance with business objectives.
* CLO 4 – Produce digital, print, and augmented reality presentations to groups of stakeholders for facilitating business decision making.
* CLO 5 – Develop and deliver role play presentations to business and technical stakeholders using storytelling and data stories that complements ones leadership and presentation style.

**Assignment Rubric**

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| --- | --- | --- | --- | --- |
| **Criteria** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **3 points** | **2 points** | **1 point** | **0 points** |
| Data Analysis | Correct data points were selected.  Distracting data points were excluded.  No errors made in data or its analysis. | Correct data points were selected.  Distracting data points in the most part were excluded.  Some errors made in data or its analysis. | Correct data points were selected.  Distracting data points were often included.  OR  Significant errors made in data or its analysis. | Correct data points were not selected. |
| Presentation Structure and Content | Slides follow specified structure and world-view with an overarching core message that connects content on each slide.  Presentation has the right content with quick opening, quick closing, and balanced details. Presentation completed within 4-5 minutes.  Data narrative and slides are memorable and smoothly transitions towards a call-to-action throughout the presentation. | Slides follow specified structure and world-view with a reinforcing core message that in the most part connects content on each slide.  Presentation has the right content with good timing. Presentation can be completed in a much more comfortable pace with additional work.  Data narrative and slides advance towards a call-to-action throughout the presentation. | Slides follow specified structure and world-view with weak core message that doesn’t connect content across most slides.  Presentation has poor timing.  OR  Data narrative and slides don’t advance towards a call-to-action throughout the presentation. | Slides don’t have a core message that connects them. |
| Visuals, Abstractions, and Visualisations | Slides, bullets, and visualisations are simple, straightforward, and contain bare minimum key information.  Visuals and abstractions are balanced, symmetrical, and use colour contrasts giving them a good feeling.  Slides and presenter don’t distract the audience with what is shown, worn, or said. Distractions may be caused by unneeded information from words and colours or inconsistencies in core message presented. | In the most part slides, bullets, and visualisations are simple and contain bare minimum key information.  Most visuals and abstractions are balanced, symmetrical, and use colour contrasts.  In the most part slides and presenter don’t distract the audience. | Slides, bullets, and visualisations don’t contain bare minimum information.  OR  Visuals and abstractions aren’t balanced, symmetrical, or use colour contrast effectively. | Slides, bullets, and visualisations are either missing or overloaded with information. |
| Presentation Flow | Presentation is straightforward to follow and flows cohesively from one moment to the next.  Slides are simple that focus on senses, key information, and data.  Sentences are clear, grammatically correct, and easy to understand. No spelling or formatting errors. | Presentation is in the most part straightforward to follow from one moment to the next.  Most slides are simple that focus on senses, key information, and data.  Most sentences are grammatically correct and easy to understand. Some spelling and formatting errors. | Presentation is difficult to follow from one moment to the next.  OR  Most slides aren’t simple or focus on senses and key information. | Presentation can’t be followed or understood. |
| Data Narrative and Rhetoric | Data narrative creates strong call-to-action for immediate and long-term change using targeted rhetoric, high-energy words, personal connection, and memorable emotional visuals.  Data narrative complements the visuals, slides, and data.  Data narrative supports both the options and the recommended decision. | Data narrative in the most part creates call-to-action for immediate and long-term change using rhetoric, personal connection, and emotional visuals.  Data narrative in the most part matches the visuals, slides, and data.  Data narrative in the most part supports the options and the recommended decision. | Data narrative creates a weak call-to-action for immediate and long-term change.  OR  Data narrative doesn’t match the visuals, slides, and data. | Data narrative doesn’t create a call-to-action. |
| Call-to-Action | Call-to-action is clear and connects question, rhetoric, visuals, and data to recommendations using the data story/narrative.  Call-to-action creates a sense of urgency to complete specific next steps.  Sense of urgency to act is built up during the presentation through information, rhetoric, and executive presence. | Call-to-action in the most part connects question, rhetoric, visuals, and data to recommendations using the data story/narrative.  Call-to-action creates some urgency to complete next steps.  Sense of urgency to act is reinforced during the presentation through information, rhetoric, and executive presence. | Call-to-action in the most part doesn’t connect question, rhetoric, visuals, and data to recommendations using the data story/narrative.  OR  Call-to-action doesn’t create urgency to complete next steps. | Call-to-action doesn’t create a sense of urgency and doesn’t connect across the presentation. |
| Executive Presence | Positive articulation of feelings using emotional words for pain, vision, surprises, people, the future, and the worst that didn't happen.  Effective use of voice, body language, facial expressions, movement, and pacing.  Body language and how words are used does not distract nor confuse. | In the most part positive articulation of feelings using emotional words for pain, vision, surprises, people, the future, and the worst that didn't happen.  Mostly effective use of voice, body language, facial expressions, movement, and pacing.  Mostly body language and how words are used doesn’t distract nor confuse. | Articulation of feelings are infrequently done or don’t match the presentation.  OR  Voice, body language, facial expressions, movement, and pacing don’t match the presentation. | Presenter completely distracts the stakeholders from the presentation. |
| **Overall Score** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **20 or more** | **13 or more** | **6 or more** | **0 or more** |