



# **DAT7002**

## **Data Visualisation and Interpretation**

### **Part 2 - Critique**

**Date for Submission:** Please refer to the timetable on ilearn

(The submission portal on ilearn will close at 14:00 UK time on the date of submission)



## Assignment Brief

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As part of the formal assessment for the programme you are required to submit a **Data Visualisation and Interpretation** assignment. Please refer to your Student Handbook for full details of the programme assessment scheme and general information on preparing and submitting assignments.

### Learning Outcomes:

After completing the module, you should be able to:

- 1) Evaluate methods of data visualisation in terms of presenting data in specific contexts.
- 2) Evaluate the effectiveness of data visualisation choices.
- 3) Apply data visualisation tools to present a complex dataset.
- 4) Understand the needs of an audience and tailor presentations to suit.
- 5) Present the findings of data analysis through a visual medium as part of a presentation.
- 6) Apply appropriate 'story telling' approaches to supplement visual media.
- 7) Communicate effectively both, verbally and in writing, using a range of media widely used in relevant professional context.

Your assignment should include: a title page containing your student number, the module name, the submission deadline and a word count; the appendices if relevant; and a reference list in Arden University (AU) Harvard format. You should address all the elements of the assignment task listed below. Please note that tutors will use the assessment criteria set out below in assessing your work.

**Maximum word count:** 1,500 words (see tasks for further guidance)

*Please note that exceeding the word count by over 10% will result in a reduction in grade by the same percentage that the word count is exceeded.*

**You must not include your name** in your submission because Arden University operates anonymous marking, which means that markers should not be aware of the identity of the student. However, please do not forget to include your STU number.



## **Assignment Task (LO 1 - 2)**

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**This assessment is worth 40% of the overall marks for this module.**

The communication of data through visual means is a subjective process. It is up to the presenter to help the audience to fully understand what is being shown, especially where they are not subject specialists. In this assessment, you will have the opportunity to critique the data presentation of another student to demonstrate your understanding of how to effectively communicate data.

### **Question**

A week before the submission deadline you will be provided with a copy of the poster along with either a recorded data presentation or a presentation deck, of another student on the programme. Applying the theory that you have learnt throughout the module, evaluate the methods used in terms of how well they communicate the data within the given context and evaluate the effectiveness of the data visualisation choices.

The evaluation of the work of others is not based upon your own preferences. Wherever you offer praise or constructive criticism you must support your points effectively with established theory. You are being assessed on your ability to evaluate the data presentation and your critique will not affect the grade allocated to the student whose work you are evaluating. The quality of your evaluation will contribute only to your own work.

**(100 marks)**



## Formative Feedback

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You have the opportunity to submit your critique to receive formative feedback.

The feedback is designed to help you develop areas of your work and it helps you develop your skills as an independent learner.

Your work must be submitted to your tutor via email at least one week prior to the scheduled presentation date. This is to allow time for you to reflect on the feedback and draft your final submission.

Formative feedback will not be given to work submitted after the above date

## Guidelines

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You **MUST** underpin your analysis and evaluation of the key issues with appropriate and wide ranging academic research and ensure this is referenced using the AU Harvard system.

The My Study Skills Area on iLearn contains useful resources relating to referencing.

**You must use the AU Harvard Referencing method in your assignment.**

### Additional notes:

*Students are required to indicate the exact word count on the title page of the assessment.*

*The word count excludes the **title page, tables, figures, diagrams, footnotes, reference list and appendices**. Where assessment questions have been reprinted from the assessment brief these will also be excluded from the word count. **ALL other printed words ARE included in the word count** See 'Word Count Policy' on the homepage of this module for more information.*

## Submission Guidance

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**Assignments submitted late will not be accepted and will be marked as a 0% fail.**

Your assessment should be submitted as a single *Word (MS Word) or PDF* file. For more information please see the "Guide to Submitting an Assignment" document available on the module page on iLearn.

You must ensure that the submitted assignment is all your own work and that all sources used are correctly attributed. Penalties apply to assignments which show evidence of academic unfair practice. (See the Student Handbook which is on the homepage of your module and also in the Induction Area).



### Assessment Criteria (Learning objectives covered - all)

<p><b>Level 7</b> is characterised by an expectation of students' expertise in their specialism. Students are semi-autonomous, demonstrating independence in the negotiation of assessment tasks (including the major project) and the ability to evaluate, challenge, modify and develop theory and practice. Students are expected to demonstrate an ability to isolate and focus on the significant features of problems and to offer synthetic and coherent solutions, with some students producing original or innovative work in their specialism that is potentially worthy of publication by Arden University. A clear appreciation of ethical considerations (as appropriate) is also a prerequisite.</p>		
Grade	Mark Bands	Generic Assessment Criteria
<b>Distinction</b>	70%+	Excellent analysis of key issues and concepts/. Excellent development of conceptual structures and argument, making consistent use of scholarly conventions. <i>Excellent research skills, independence of thought, an extremely high level of intellectual rigour and consistency, exceptional expressive / professional skills, and substantial creativity and originality.</i> <i>Excellent academic/intellectual skills. Work pushes the boundaries of the discipline and demonstrates an awareness of relevant ethical considerations. Work may be considered for publication by Arden university</i>
<b>Merit</b>	60-69%	Very good level of competence demonstrated. High level of theory application. Very good analysis of key issues and concepts. Development of conceptual structures and argument making consistent use of scholarly conventions. Some evidence of original thought and a general awareness of relevant ethical considerations
<b>Pass</b>	50-59%	A satisfactory to good performance. Basic knowledge of key issues and concepts. Generally descriptive, with restricted analysis of existing scholarly material and little argument development. Use of scholarly conventions inconsistent. The work lacks original thought. Some awareness of relevant ethical considerations. Satisfactory professional skills (where appropriate).
<b>Marginal Fail</b>	40-49%	<i>Limited research skills impede use of learning resources and problem solving.</i> <i>Significant problems with structure/accuracy in expression. Very weak academic / intellectual / professional skills.</i> <i>Limited use of scholarly conventions.</i> Errors in expression and the work may lack structure overall.
<b>Fail</b>	39% and below	A poor performance in which there are substantial gaps in knowledge and understanding, underpinning theory and ethical considerations. <i>Little evidence of research skills, use of learning resources and problem solving.</i> <i>Major problems with structure/ accuracy in expression.</i> Professional skills not present. <i>Very weak academic / intellectual / professional skills.</i> <i>No evidence of use of scholarly conventions</i>