

REDESIGN 1: COMIC RELIEF GRANTS

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
VISUAL DESIGN 9 POINTS	9 8 Your visualization expertly demonstrates the best practices of visual design, including contrast, repetition, alignment, proximity, color, typeface choice, and is generally easy for your audience to understand.	7 6 Your visualization generally demonstrates best practices of visual design. There may be some elements of the visualization that may be confusing to your audience.	5 4 3 Your visualization generally lacks best practices of visual design. Elements of the visualization are confusing to your intended audience.		
TRUTH & BEAUTY 9 POINTS	9 8 Your visualization expertly demonstrates a solid understanding of Alberto Cairo's five qualities of great visualizations and is truthful, functional, beautiful, insightful, and enlightening.	7 6 Your visualization generally demonstrates an okay understanding of the five qualities of great visualizations and is lacking in some aspects.	5 4 3 Your visualization generally lacks any of the five qualities of great visualizations.		
STORY 8 POINTS	8 7 Your visualization explores a deeper story in the raw data. You provide specific explanations of your design choices and demonstrate a deep understanding of the needs of your audience.	6 5 Your visualization explores a slightly more complicated story. Your explanations of design choices are cursory and demonstrate an okay understanding of the needs of your audience.	4 3 Your visualization does not tell a compelling story. Your description offers only surface-level insights into your design choices and audience.		
TECHNICAL THINGS 4 POINTS	4 You used a PivotTable and exported a PDF and a PNG of your final graphic.	3 2 You used a PivotTable but did not correctly export either a PNG or a PDF or both.	1 0 You did not use a PivotTable or correctly export a PNG or a PDF.		
TOTAL 30 POINTS					