

REDESIGN 2: RATS OF NEW YORK

| | EXCELLENT | GOOD | NEEDS WORK | POINTS | COMMENTS |
|---------------------------------------|--|--|--|--------|----------|
| TECHNICAL THINGS 8 POINTS | 8 7 You included all your code and output in an R Markdown document that was converted to PDF or docx. The output in the final document does not include warnings or messages. Figures in the document are the appropriate file type (<i>i.e. if exported as PDF, embedded figures are vector-based PDFs; if exported as docx, embedded figures are bitmap PNGs</i>). You included standalone PNG and PDF versions of your final graphic. | 6 5 4 You included your code and output in an R Markdown document, but the output includes warnings and package loading messages. Figures in the document are not the appropriate file type. You did not include either a PNG or a PDF version of your graphic. | 3 2 You did not include your code in an R Markdown document or correctly export a PNG or PDF version of your final graphic. | | |
| VISUAL DESIGN 5 POINTS | 5 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. | 4 Your visualization generally demonstrates best practices of visual design. There may be some elements of the visualization that may be confusing to your audience. | 3 2 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. | | |
| TOTAL 30 POINTS | | | | | |