**Final Poster Project: 25 points**

The Instructor Should indicate the time of the final poster session.

For your final project, you will be creating an information visualization poster and presenting your work during the poster session that is open to the iSchool community and employers.

See example posters

I recommend watching the short video below, which provides some tips on how to present a poster.

https://www.youtube.com/watch?v=0ozwCEeaVWE

YOU MUST UPLOAD YOUR POSTER AS A PDF TO GET CREDIT. It will be considered late if not uploaded before poster session.

The procedure you will follow will be very similar to the visualization report you created earlier in the semester.

Go over the rubric carefully. You will be graded against the rubric (below). Also look at the examples, but note that the requirements of the project change, so the examples may not match the rubric.

The question I get asked most: Do you need to use R for the plots in your final poster?

Answer: No! Only if you want full credit should you use R for all the final plots. Note, you can add extra plots if they help you tell the data story, but the rubric plots must be made with R.

DATA

You need to find a substantial dataset for this project. Your dataset must score at least 100 in the formula below:

(NumberOfColumns * 4) * (NumberOfRows/100) >= 100
Examples:

A dataset with 5 columns and 10,000 rows would score: (5 * 4) * (10,000/100) = 2000
A dataset with 17 columns and 3,000 rows would score: (17 * 4) * (350/100) = 238
A dataset with 5 columns and 500 rows would score: (5 * 4) * (500/100) = 100

**GRADING RUBRIC FOR FINAL PROJECT**

| Criteria | Points |
|---|---|
| House keeping:<br>Your name and class (IST 719) clear on poster (can include a photo of you)<br>Poster is minimum 24 x 36 to max 36 x 48. Poster can be portrait or landscape mode. | 1 |
| Presentation: practiced and delivered within instructor specified timeframe | 1 |
| Poster Story: Two sentences that provide overall context for the poster. In addition a meaningful poster title. | 1 |
| Motivation: 2 or 3 sentences that answer these questions: 1) who might be interested in this (audience); 2) why might they be interested? Ideally, this text leads to your questions (next item). | 1 |

| | |
|---|---|
| Questions: between 2 and 3 questions (with question mark) that can only be answered by relating two or more fields of data. | 2 |
| Data description text: 2 or 3 sentences that includes number of rows and columns, what the data is about and note subsetting, cleaning, and aggregations. | 1 |
| Sources: data source, R packages, R scripts, any templates, vector or raster images (small clip art, icons and small bits of code are excluded). Include link when possible. | 1 |
| Data descriptive plots: 2 to 4 single dimension plots that show the data distributions. Uses appropriate data encoding. Used R to make plot. These plots don't answer your questions. They provide insight into your dataset and help provide depth to your overall data story. | 3 |
| Key visualization: the main plot. Must be 2 or more dimensions showing a relationship that answers one of your questions. Uses appropriate data encoding. Use R to make plot. Should be in its own sub-heading area on poster with a relevant title. | 3 |
| Supporting Visualization(s): one or two additional multi dimension visualizations that answer your other questions. Uses appropriate data encoding. Used R to make plot. Should be in its own sub-heading area on poster with a relevant title. | 2 |
| Color: consistent, appropriate, appealing | 2 |
| Layout and use of space: good alignment, space for eye to rest, good navigation clues, not crowded | 2 |
| Image Quality: vector graphics or high resolution supporting images | 2 |
| Good overall design. Has WOW factor. | 2 |
| Files uploaded: Your original Adobe Illustrator file, **a pdf of the poster**, and all R script(s) that load data, do some data prep work, and make your plots. DO NOT INCLUDE THE DATA (but the poster should give me enough information that I could download it if I wanted). Files should be uploaded before live session 11. | 1 |
| **Total** | **25** |

Specific ways I think about the poster as I grade it:
Could I reproduce your work? Could I find the data, select the same subset or do the same kinds of aggregations? What packages would I need? Did you have to do a lot of work to clean the data? If you used graphics or templates from the web, can I find and use them as well?

How is the overall effect? Does the poster support the "3 distances" (across the room appeal, middle distance topic overview, up close detail).

Does the layout and other visual elements support a visual hierarchy that enables quick navigation? Do you have clear sections for different areas (data description, areas for the two important plots, maybe an area for questions and motivation).

Consider, given that your data supports, using examples of some of the more advanced plots covered this semester ie. alluvial, network, leaf, spatial