**Exercise 9.6:** use an assessment rubric

See the following example assessment rubric, for use with [*storytelling with data: let’s practice!*](https://www.amazon.com/gp/product/1119621496/ref=as_li_qf_asin_il_tl?ie=UTF8&tag=storytellingwithdata-20&creative=9325&linkCode=as2&creativeASIN=1119621496&linkId=c74bc50a287b2986edae7e3b95f9f5f4) Create a copy to modify for your own needs.

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| **Component** | **Assessment** |
| I understand how to read the graph(s). |  |
| The choice of visual(s) makes sense given the data and what is being communicated. |  |
| An appropriate amount of context is present about the data/methodology/background. |  |
| Words are used well to title, label, annotate, and explain. |  |
| Visual clutter is minimized/absent. |  |
| It is clear where I should focus first. |  |
| Color is used effectively. |  |
| The communication is free of misspellings, grammar mistakes, and math errors. |  |
| The overall design is well structured: elements are aligned, white space is used well. |  |
| The order of content makes sense. |  |
| The main message and/or call to action is clear. |  |
| Materials are optimized for how the content will be delivered. |  |
| Overall success: the communication created solves the need it set out to. |  |
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