	Concept Mastery (25%)	Insights (25%)	Aesthetics (25%)	Code Quality (25%)
Outstanding (100%	Demonstrates a mastery of module content. Techniques and approaches chosen are relevant, and go far beyond the module content.	Data exploration methods are thoughtful and appropriate and yield new insights into the data.	Demonstrates a mastery of visualisation techniques. Visualisations are of an extremely high aesthetic standard and convey information extremely effectively	Code is very clear and concise and comments (or markup) give a fluent narration of the data exploration process
Excellent (80%)	Demonstrates proficiency in module content. Techniques and approaches chosen show evidence of independent research.	Data exploration methods are thoughtful and appropriate give a clear summary of the data.	Demonstrates proficiency in visualisation techniques. Visualisations show evidence of aesthetic polish while conveying information effectively	Code is clearly written and comments (or markup) convey clearly what is being done, and what is intended
Good (60%)	Demonstrates an ability to apply concepts covered in module content. Techniques and approaches chosen cover a wide range of the module content.	Data exploration methods are thoughtful and appropriate and summarize the data.	Demonstrates an ability to visualise data effectively. Visualisations convey information to the reader	Code is somewhat easy-to-follow and comments give some idea of what is being done and what is intended
Acceptable (40%)	Demonstrates some engagement with concepts covered in module content. Techniques and approaches chosen are informed by module content.	Data exploration shows ability to use functions, but not necessarily an understanding of how they can be used effectively.	Demonstrates some ability to correctly use the visualisation functionality in R	Code is legible with limited comments
Poor (20%)	Fails to demonstrate engagement with concepts covered in module content. Very limited range of techniques and approaches.	Data exploration fails to show an ability to use functions.	Fails to demonstrate an ability to correctly use the visualisation in R	Code is illegible or uncommented
N/A (0)	Fails to show a convincing attempt to answer the question	Fails to show a convincing attempt to answer the question	Fails to show a convincing attempt to answer the question	Fails to show a convincing attempt to answer the question