

## PROJECT SPECIFICATION

### Telling Stories with Data

#### Visualization is Explanatory

| CRITERIA                                     | MEETS SPECIFICATIONS  |
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| Does the visualization have a clear finding? | The visualization centers on a specific, clear finding in the data.   |
| Does the visualization focus on its finding? | <p>The selected finding is clearly communicated. Design choices foster communication between the reader and the visualization.</p> <p>Visualization does not add additional colors, shapes, or other design elements in an unnecessary way. Rather, each additional element should add to the insight being made.</p> |

#### Design

| CRITERIA   | MEETS SPECIFICATIONS   |
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| Does the written summary reflect what a reader would interpret from the graphic? | <p>The written summary should include a brief description of the visualization and state at least one finding.</p> <p>A reader's summary of the graphic would closely match the written summary in the writeup, and a reader is able to identify at least one main point or relationship that the graphic attempts to convey.</p> <p><b>To reiterate your report should include at least 3 sets of</b></p> <ul style="list-style-type: none"><li>• <b>Link(s) to your dashboards or story</b></li><li>• <b>Summary:</b> brief description of the visualization and the main story or findings conveyed (please include an insight you are able to make from the visualization)</li><li>• <b>Design:</b> explain any design choices you made including changes to the visualization after collecting feedback</li><li>• <b>Resources:</b> list of Web sites, books, forums, blog posts, GitHub repositories etc that you referred to or used in this submission (<b>Add N/A if you did not use such resources</b>).</li></ul> |
| Does the data visualization incorporate interaction or animation?                | <p>The visualization includes interaction or animation. The inclusion of filters and additional variables shown in tool tip as appropriate within the visualization interaction are present.</p> <p>At minimum you are required to include a filter in one visualization and you are required to include a tool tip in at least one visualization. You should strive to include these anywhere where they would benefit your visualization.</p>  |
| Are colors used appropriately?   | <p>Color choices must accurately reflect the data and be chosen with accessibility in mind. For example, <i>values that span from negative to positive numbers should be encoded with a diverging palette</i>. Also, the color palettes should work for colorblindness.</p>  |

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Are the plots appropriate for the data types?      Line plots for sequences, bar charts for categorical variables, etc.

## Completeness

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| The three visualizations are provided.  | <p>The three visualizations are included. These visualizations may be a single worksheet, but <i>at least one must be a dashboard involving more than one worksheet</i>. A dashboard counts as a single visualization. All visualizations must be clearly connected to a finding, and foster the interaction pieces (filters, colors, etc.) that allow for the finding to be found easily by a user.</p> <p><i>One Dashboard is required.</i> A Dashboard is an option in Tableau that allows you to combine multiple charts into one page. This counts as 1 visualization.</p> <p>Two other unique visualizations are also required, These can be two single worksheets, two more dashboards, two more stories, or any combination of worksheet, dashboard, or story.</p> |
| Are links to each of the dashboards hosted on Tableau Public provided?                    | <p>The visuals need to be saved to Tableau Public and the links to those visuals must be provided in the report along with the finding for each visual.</p> <p>If you are unable to save to Tableau Public please include screenshots in your pdf report of each visualization. If you choose to use screenshots you should <i>include at least one screenshot of your filters being used (a before and after picture of the visualization)</i>.</p>   |
| For each visual, there is a written response as to the insight(s) gained from the visual. | <p>The insight(s) should be accurate and easily available from the filters and interactivity available in the visual.</p>  |
| Across your three visuals, you should incorporate at least 3 different types of visuals.  | <p>Each visual must be appropriate for the particular data type. However, you cannot submit three bar charts, or three line charts. You should have a <i>minimum of at least three different types of visuals</i> across all of your turned in items.</p> <p>3 Different types of charts required, here are some types you can choose</p> <ul style="list-style-type: none"> <li>• Bar Chart</li> <li>• Line Chart</li> <li>• Scatter Chart</li> <li>• Histogram</li> <li>• Bubble Chart</li> <li>• Map</li> <li>• Area Chart</li> <li>• Pie Chart</li> <li>etc</li> </ul>   |