**xxx-xxxx Visualisation and Data Storytelling**

**Exercise #1 – Produce a Dashboard Mock-up**

**Assignment Objective**

Storytelling supported by data is a powerful tool for analysis and stakeholder decision-making. Your objective is to construct a dashboard mock-up recreating visualisations from an IBM report to support storytelling and a stakeholder’s analysis during that story.

**Instructions**

1. Download and review the report *1 + 1 = 3: CMO & CIO Collaboration Best Practices That Drive Growth*

* [http://www-03.ibm.com/services/ca/en/documents/CMO\_CIO\_Collaboration\_Report.pdf](about:blank)

1. Select five visualisations from the report
2. Create a landscape oriented single page for your dashboard mock-up using Word or PowerPoint.
3. On the upper half of the page create mock-ups of the visualisations

* Order the visualisations in an order that supports the telling of a story
* Use size, colour, text, and formatting so stakeholders eyes are guided from the left of the page to the right of the page

1. On the lower half of the page states the visualisation’s name in the report and how the visualisation helps direct a stakeholder’s analysis. Examples:

* Identify patterns for how...
* Rank in order to compare...
* Look for patterns in frequency for...
* Compare information about locations...

1. Submission: Save your presentation as a PDF file and submit via DCConnect

**This assignment relates to the following Course Learning Outcomes**

* CLO 1 – Assess strategies to communicating complex information and findings to stakeholders to augment decision making.
* CLO 2 – Produce visualisations and technology options to expedite communications for decision making and machine learning procedures.

**Assignment Rubric**

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| **Criteria** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **3 points** | **2 points** | **1 point** | **0 points** |
| Visualisations Storytelling | Mock-up created as instructed with all content specified.  Visualisations ordered in a sequence natural for storytelling.  No significant gaps in the story. | Mock-up created as instructed with all content specified.  Visualisations not completely ordered in a sequence natural for storytelling.  Some gaps in the story. | Mock-up created as instructed with all content specified.  Major gaps in the story. | Mock-up not created as instructed. |
| Visual Aspects | Visual aspects guide stakeholder eyes from the left of the dashboard mock-up to the right that matches the pace of the story. | Visual aspects in the most part guide stakeholder eyes from the left of the dashboard mock-up to the right that matches the pace of the story. | Visual aspects haphazardly guide stakeholder eyes from the left of the dashboard mock-up to the right. | Visual aspects don’t guide stakeholder eyes from the left of the dashboard mock-up to the right. |
| Visualisation Transitions | Smooth and consistent transitions between visualisations using visual aspects. | In the most part, transitions are clear between visualisations using visual aspects. | Transitions are not often clear between visualisations using visual aspects. | Transitions are not clear between visualisations using visual aspects. |
| Stakeholder’s Analysis | Straightforward articulation of the stakeholder’s decision and through process. | In the most part has clear articulation of the stakeholder’s decision and through process. | Articulation of the stakeholder’s decision and through process is often not clear. | Articulation of the stakeholder’s decision and through process is not clear. |
| **Overall Score** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **11 or more** | **7 or more** | **3 or more** | **0 or more** |