**Assignment #3: Personal Data Visualization**

*MSiA – Introduction to Data Visualization and Data Storytelling*

1. **Requirements**

Collect data about yourself (e.g., websites visited, time spent on various activities throughout the day, career interests, music interests, etc.). The instructor will provide a few examples. Use the data that you collected to create a visualization that “talks” about you. Visualizations must be a Tableau dashboard or story and must include at least 3 graphs.

Your submission will include:

1. A Word or PowerPoint document explaining (min. 400 words):
   1. how you collected the data
   2. why the chart type(s) you selected is/are relevant
   3. who the audience was for your visualizations (it could be you!)
   4. what question you tried to answer/problem you tried to solve
   5. how you considered (or broke) some of the core data visualization rules
   6. what you learned in the process
2. A copy of the visualizations you created in Tableau (use the .twbx file extension)
3. **Grading Rubric**

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| **TABLEAU DATA VISUALIZATION**  Your Tableau dashboard or story incorporates the learnings discussed in class around data visualization best practices. | 5 points |
| **EXPLANATION IN WORD OR POWERPOINT (MIN. 400 WORDS)** |  |
| You provide a clear overview of how the data was collected. | 2 points |
| You mention your audience and the question that you tried to answer. It is immediately apparent how your audience, the question that you were trying to answer, and your graphs are connected. | 2 points |
| You provide strong and clear reasons for the chart type(s) that you selected. | 2 points |
| You are able to clearly articulate, based on readings, class lectures, and in-class exercises what data visualization rules you considered (and potentially broke). | 2 points |
| You are able to clearly explain what you learned throughout the process of working on this assignment. | 1 point |
| Ideas are logically organized.  Correctness of grammar and spelling. | 1 point |
|  | **15 points** |