

Dublin Business School Assessment Brief

Assessment Details

Unit Title	Data Visualisation
Unit Code	B9DA106
Unit Leader	Terri Hoare
Level:	9
Assessment Title	Formative assessment
Assessment Number	1
Assessment Type:	Individual
Assessment Weighting	40%
Issue Date:	Wednesday 30 September 2020
Hand in Date:	Sunday 1 November 2020 (23:55)
Mode of Submission:	On-line Moodle

Edward Tufte - Visual and Statistical ThinkingExercise 1

[50]

Read Edward Tufte's "Visual and Statistical Thinking: Displays of Evidence for Making Decisions".

Study the two case studies presented; the Cholera Epidemic in London in 1854 and the Decision to Launch the Space Shuttle Challenger in 1986.

Identify and critique the visualisation techniques that were applied in the two cases to communicate the information necessary to assist decision-making.

Guideline 800-1000 words.

Tableau Academia: Tableau Data Journalism.Exercise 2

[25]

Module 7 (Slides 17, 20 and 22)

Build a story board to show deficient bridges (slide 17) and explore the unsafe bridges (slide 20). Build the story around the causes of the collapse of the Skagit River Bridge.

- What's the rating of the Skagit River bridge that collapsed into the river? What other distinguishing information can we obtain that might go into a story?
- When was the bridge last inspected and how often is it inspected?
- Is it considered fracture-critical, meaning one hit to a span can knock it out?
- How much average daily traffic does it get?

Note: - there is supporting background information on Moodle on the structural integrity of bridges in the U.S.A.

Exercise 3

[25]

Tableau provides access to COVID-19 coronavirus data resources <https://www.tableau.com/covid-19-coronavirus-data-resources> The Tableau COVID-19 data stream is aggregated from the New York Times, the European Centre for Disease Prevention and Control, and the Public Health Agency of Canada and continues to be a vital resource for corporate and government decision makers as they navigate the global pandemic.

Access the Tableau COVID-19 data stream,

<https://data.world/covid-19-data-resource-hub/covid-19-case-counts/workspace/file?filename=COVID-19+Activity.csv>

and build a Tableau COVID-19 Dashboard including three visualizations telling a story related to the pandemic.

A single report should be prepared and submitted together with the Tableau workbooks. Submissions will be graded according to the DBS Grading scheme included.

DBS Grade Assessment Policy (B8IT107)

Module Descriptor	Mark Band	Criteria	Determinator within grade band
A (Outstanding)	80-100	<ul style="list-style-type: none"> Displays a thorough and systematic knowledge of module content through choice of scenario, solution and handover process and documentation. Clear grasp of the issues involved, with evidence of innovative and original use of learning resources. Knowledge beyond module content. Clear evidence of independence of thought and originality Methodological rigour High critical judgement and confident grasp of complex issues 	Excellent visualisation, oral and /or written communication showing depth of insight
A (clear)	70-79	<ul style="list-style-type: none"> Methodological rigour Originality Critical judgement Use of additional learning resources 	Very good visualisation, oral and/or written communication showing good insight in application of theory
B	60-69	<ul style="list-style-type: none"> Very good knowledge and understanding of the module content. Well-argued answer Some evidence of originality and critical judgement Sound methodology Critical judgement and some grasp of complex issues. 	Good visualisation, oral and/or written communication with evidence of research outside of course material
C	50-59	<ul style="list-style-type: none"> Good knowledge and understanding of the module content. Reasonably well-argued answer Largely descriptive or narrative in focus Methodological application is not consistent or thorough 	Sound visualisation, oral and/or written communication
D	40-49	<ul style="list-style-type: none"> Lacking methodological application Adequately argued Basic understanding and knowledge Gaps or inaccuracies but not damaging 	Assignment task satisfactorily completed
E (Fail)	0-39		Unsatisfactory

General Requirements for Students:

PLEASE READ CAREFULLY

1. It is your responsibility to ensure your file is uploaded correctly.
2. Students are required to retain a copy of each assignment.
3. When an assignment is submitted, it is the student's responsibility to ensure that the file is in the correct format and opens correctly.
4. Students should refer to the assessment regulations in their Course Guide.
5. DBS penalises students who engage in academic impropriety (i.e. plagiarism,
6. Collusion and / or copying). Please refer to the referencing guidelines on Moodle for information on correct referencing.
7. All relevant provisions of the Assessment Regulations must be complied with.
8. Penalties for late submission of assignments are as follows:
 - a. 25% penalty for assignments submitted within 5 working days of the deadline.
 - b. No marks for assignments submitted more than 5 working days after the deadline.
9. Extensions to assignment submission deadlines will be granted in exceptional circumstances only. The appropriate "Application for Extension" form must be used and supporting documentation (e.g. medical certificate) must be attached. Applications for extensions should be made directly to the Head of Year or Programme Leader in advance of the deadline date.