Marking criteria

Graphic inquisition

1. Source of figure
   1. Mentioned source = 1
   2. Applied APA7 formatting to figure head and notes = 1.5
2. Gestalt principles & visual structure
   1. Mentioned the word “Gestalt” = 1
   2. Mentioned feature(s) of Gestalt principles = 1.5
   3. Applied/linked feature(s) to graph = 2
   4. Evaluated/commented the effects = 2.5
3. Decoding & operations
   1. Mentioned “(common) scale”, “length, direction, angle”, “area, “volume, curvature”, “shading, color” = 1
   2. Commented on grid lines = 1.5
   3. Commented on (in)consistency/distance in scales = 2
   4. Commented on superimposition vs projection = 2.5
4. Chart junk & data-ink ratio
   1. Mentioned data ink vs non-data ink = 1
   2. Discussed visual elements unnecessary = 2
   3. Non-prominent gridline = 2.5
5. Data integrity & lie factor (0.5 each)
   1. Discussed visual vs numeric measure
   2. Discussed labelling as a safeguard to graphical distortion
   3. Discussed data variation vs design variation
   4. Discussed info-carrying graphical dimensions vs data dimensions
   5. Computed size of effect or lie factor
6. Annotation & stand-alone readability (0.5 each)
   1. Mentioned annotation
   2. Evaluated annotation
   3. Mentioned stand-alone readability
   4. Evaluated stand-alone readability
   5. Draw a balanced conclusion

Graphic design

1. Gestalt principle
2. Decoding
3. Data ink
4. Data integrity
5. Annotation
6. APA
   1. Elements present but not APA7-formatted = 1
   2. APA7-formatted = 2
7. Argumentation
   1. Evidence of attempting argumentation = 1
   2. Successful argumentation = 2
8. Message come across
   1. Graph-message referred to each other = 1
   2. Justification why this particular graph is suitable for conveying this message = 2
   3. Logically established link between message and graph = 3