DGMD S-76 Group Blog Post Rubric

In small groups you will spend the first week writing a general-audience informal blog post using Tableau and the first week's dataset. Everyone will work with the same data. The text of the blog post should be ~800 words, and it should be accompanied by approximately one visual per person in the group. The blog post should draw on the methods discussed in class and focus on telling a clear story with the data provided. It should be engaging and inviting to read.

Overview:

The dataset all groups will use is the New York Times aggregated US Coronavirus data, which can be found at https://github.com/nytimes/covid-19-data

Students will be divided into groups of 5. The purpose of working in groups is to learn from one another, to share ideas, and to help each other understand the concepts covered in the course. Groups are expected to **meet virtually outside of class** to work on the assignments.

Group members will bring a variety of skills to the group. If you have experience that others in the group do not have yet, you are expected to help your teammates, and to find experience they have that can help you.

Software:

Tableau

Project Format:

The suggested word count for the entire blog post is 800 words. More is not better!

Use proper APA style, including correct grammar, syntax, and citations.
See: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

Questions to be Considered:

1. What trends do you see over time?
2. What trends do you see between regions?
3. How can you explain the differences that exist between states/counties?
4. Which types of plots/graphs/visualizations will best tell your story?

Project Submission:

Each group must submit the link to a medium blog post: https://help.medium.com/hc/en-us/articles/115004681607-Create-a-publication. At the start of the post you should include a link to a published Tableau dashboard containing your group's visuals. You may also clip some images to be included inline if you wish.

Category	4 – Above Standards	3 – Meets Standards	2 – Approaching Standards	1 – Below Standards
Data Preparation (5%)	The data set was cleaned, formatted, and prepared for analysis in an exemplary way.	The data set was cleaned, formatted, and prepared for analysis in a satisfactory way.	Flaws are present in the way the data set was cleaned, formatted, and prepared for analysis.	Substantial flaws are present in the way the data set was cleaned, formatted, and prepared for analysis, making the data set poor for analysis.
Concept Clarity (20%)	Initial concepts were original, relevant, and clear. The analysis was developed beyond expectations throughout the design process.	There is strength and relevancy in the initial concepts, most of which were visible throughout the iteration process.	The project presents a recognizable concept, but the presented analysis could have been taken much further in terms of depth, argument, and clarity.	The project lacks conceptual maturity – it does not have a clear point or contains flawed or contradictory arguments.
Choice of Visualization (25%)	The chosen visualizations present an innovative solution beyond being simply appropriate for the selected data structure.	Selection of visualization type is appropriate for the selected data structure	There are other visualization types that are better suited for the selected data structure.	Selection of visualization type is not appropriate for the selected data structure.
Consistency of Visual Language (25%)	The visualization is not only legible due to appropriate choice of colors, placement of visual forms, labeling, and annotation, but demonstrates a high level of design competency	The visualization is legible due to appropriate choices of colors, placement of visual forms, labeling, and annotation.	Some good choices of colors, arrangement of visual forms, labeling, and annotation, but inconsistencies and ambiguities remain.	Visualization is confusing due to inappropriate and inconsistent use of colors, placement of visual forms, or missing or confusing labeling and annotation.
Analysis in Post (20%)	Post includes a full analysis of questions about data, data sources, variables, methods, and findings. Post includes insightful patterns, similarities, or differences.	Post includes an analysis of questions about data, data sources, variables, methods, and findings.	Post includes only a cursory description of methodology used.	Post does not include an analysis of questions about data, data sources, variables, methods, and findings.
Writing (5%)	Uses clear language to accurately express ideas and explain concepts. No errors related to organization, grammar, style, or citations.	Uses clear language to express ideas. Minor errors related to organization, grammar, style, or citations.	Some errors related to organization, grammar, style, and citations. Lack of clarity in writing.	Major errors related to clarity, accuracy, organization, grammar, style, and citations.