

# PEER REVIEW

## Data Visualization Feedback



Smashing It



Pretty Good



Getting There



Needs Work



Uh-Oh!

Swap your data visualization with at least two different classmates and complete the formative feedback rubric for one another. Draw the appropriate symbols above onto the ratings column then write some comments in the last column to give suggestions on improving their piece.

CRITERIA	EXPECTATIONS	RATING	SUGGESTIONS FOR IMPROVEMENT
<b>Effective Communication</b>	<ul style="list-style-type: none"><li>• Is the intended message communicated clearly?</li><li>• Is the visualization effective?</li><li>• Fair Representation: Is the data accurate? Is a source included?</li></ul>		
<b>Creativity &amp; Innovation</b>	<ul style="list-style-type: none"><li>• Innovation: Is the visualization innovative?</li><li>• Inspiration: Is the visualization provocative, compelling, and memorable?</li><li>• Unique approach: Is the data visualization bold and original?</li></ul>		
<b>Design &amp; Aesthetics</b>	<ul style="list-style-type: none"><li>• Title, headings, &amp; labels: Does the size work?</li><li>• Are proper nouns capitalized?</li><li>• Visuals: Is the visual appropriate for the audience and message?</li><li>• Design: Is this piece cluttered or clear? Is the contrast done well?</li></ul>		
<b>Positive Feedback</b>	<ul style="list-style-type: none"><li>• Use this box for additional positive feedback (What do you like most about this piece? What did the artist do well? What stands out most to you as the viewer?)</li></ul>		

### Source

This rubric was adapted from Penn State University Libraries and can be found at: <https://libraries.psu.edu/about/departments/research-informatics-and-publishing/data-learning-center/data-visualization-1>