

Art 211: Infographics & Data Visualization

Name: _____

Infographics Project #1: Family Tree

60% CREATIVITY/CONCEPT

_____ 20% **Tree Diagram/Chart Style.** Did you choose an appropriate tree for the amount and type of info you are displaying? Would another tree have conveyed your information more efficiently?

_____ 40% **Communication.** Does this design communicate quickly, effectively, and easily? Does every decision you made regarding the layout, color, symbols/images, size/proportions, and/or words merge to create complex meaning?

Is there chartjunk? Yes or No _____

_____ 40% **Aesthetic Considerations.** Have you shown a proficiency in the elements of design?

100% Total Creativity/Concept _____

40% CRAFTSMANSHIP/PRESENTATION

_____ 25% **Organization.** Were all instructions followed? Did you meet the deadlines as described on the project sheet?

_____ 25% **Reflection Questions.** Did you sufficiently answer all reflection questions? Did you hand them in on time?

_____ 25% **Critique.** Did you participate in class critique? Did you show an understanding of the course material in your work and the work of your peers? Did you verbalize your thoughts in a clear and concise manner?

_____ 25% **Time, Effort, and Improvement.** Is there evidence of your consideration of feedback garnered from rough draft and final critiques? Does this project show a significant improvement from previous projects?

100% Total Craft/Presentation _____

60% CREATIVITY/CONCEPT + 40% CRAFTSMANSHIP/PRESENTATION = Project TOTAL _____ ()

8.5 - 10 = Excellent. Work meets or exceeds the requirements of the assignment. It has superb formal mediation and impeccable craft. Ideas are original, thoughtful and imaginative.

6.5 – 8.5 = Satisfactory. Work fulfills the requirements of the assignment, but does not demonstrate the additional effort needed to excel. It lacks thoughtful, original or imaginative resolution or attention to detail and craft.

1 - 6.5 = Unacceptable. Shows no understanding of the assignment. It shows a lack of understanding of design principles and poor craft.