

36-721

Statistical Graphics and Visualization

Fall 2015

6.0 units

## Critique Submission Form

Due Thu 10/1/15, 3pm (in class)

You have been assigned a classmate's Graphic Design project submission to critique.

Please submit (hardcopy, in class)

- **this double-sided sheet**, with your written comments below, and the appropriate rubric levels circled on next page; and
- (optional) a **printout of the classmate's submission**, marked up with any extra feedback, and stapled to this sheet.

**Your comments (at least one positive feedback and one constructive criticism):**

**Your name (will be redacted):**

<b>Component</b>	<b>Sophisticated</b>	<b>Competent</b>	<b>Not yet competent</b>
<b>Message</b>	Clear, multifaceted message. Text, graphs, and annotations are used to support the message strongly.	Simplistic but clear message. Text and graphs support the message adequately.	No message, or message is not at all supported by text and graphs.
<b>Graphs</b>	Three or more graphs that complement each other well. Visual style is consistent across graphs, and each demonstrates skills from the Legible and Visual Perception homeworks.	Two or more graphs. Each stands alone well, though may not complement each other and style may not be consistent across graphs.	No graph, or only one graph. Any graphs are unhelpful or unclear.
<b>Color &amp; Font</b>	Shows strong use of principles of <b>Contrast</b> and <b>Repetition</b> : limited color palette and font choices convey structure and unity.	Effective use of either Contrast or Repetition, though not both.	Poor Contrast (colors or fonts are not clearly distinguished, or are not used to provide structure) and poor Repetition (too many different colors or fonts, and do not convey unity).
<b>Layout</b>	Shows strong use of principles of <b>Alignment</b> and <b>Proximity</b> : bold alignment guides reader through the graphic; proximity groups related elements together and separates distinct groups.	Effective use of either Alignment or Proximity, though not both. Alignment is adequate within sections of graphic, but not across them.	Poor Alignment (elements are placed haphazardly) and poor Proximity (no obvious grouping of elements or separation of groups; unclear which captions match which text/graphs).
<b>Other</b>	Shows good craftsmanship and use of computer layout. Cites all data sources.	Shows decent craftsmanship on computer layout, with minor imperfections. Cites data sources.	Poor craftsmanship with many imperfections, or is only a hand-drawn sketch (placeholder for later revision). Does not cite data sources.