

## Project 1: Graphic Design

Due Sat 9/26/15, 5pm

You will choose a **dataset to explore and summarize graphically** in the form of a multi-part static graphic, such as a web infographic or conference poster.

[For dataset and question ideas, see `ProjectIdeas.pdf`.]

Find a story or message to convey using several graphs and text. Decide on an appropriate size and format. Sketch several layout ideas, choose a visual style, and implement your multi-part graphic on the computer. You do not have to use Inkscape, though it's a useful tool and I encourage you to practice using it or Adobe Illustrator (available on CMU computer clusters). Other alternatives for layout include Scribus, Adobe InDesign, special L<sup>A</sup>T<sub>E</sub>X templates, or even PowerPoint.

For your first submission, it's OK to turn in just a hand-drawn sketch of your layout along with your proposed graphs and text. You can submit the computer layout in a revision, if you need the extra time.

Please submit

- a **stand-alone image file** of your multi-part graphic, and
- **your code** for the individual graphs.

See rubric on next page.

<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.