

Coursework Marking Grid – Data Visualisation – Part 1

Name Jessica Marfell

Grade **62%**

QUESTION	EXCEPTIONAL 6	MERITORIOUS 5	HIGHLY COMPETENT 4	COMPETENT 3	PASS 2	FAIL 1
Description of what is right with the original poster (20%)	Provides detailed breakdown of cognition in data presentation	Identifies a wide range of good points	Explains the main good points in terms of cognitive processes	Identifies three to six good points	Identifies one or two obvious good points	Provides no ideas relating to the good points of the poster
Description of what is wrong with the original poster (20%)	Provides detailed breakdown of cognitive errors in data presentation	Identifies a wide range of problems	Explains the main problems in terms of cognitive processes	Identifies three to six problems	Identifies one or two obvious problems	Provides no reasons why the original poster was weak
Suggestion of improvements (30%)	Provides detailed breakdown of cognitive support in data presentation	Suggests a wide range of justified improvements	Justifies the main improvements in terms of cognitive processes	Suggests seven or more improvements; may justify some of them	Suggests three to six appropriate improvements	Makes few suggestions for how to improve the poster
Links to literature (10%)	All points referenced	Most points referenced	Considers cognitive issues	Considers other issues	Considers visual issues	No links to the literature
Document presentation (10%)	Reads like a technical review article	Good use of signposting; good use of English; tables of figures and tables	Clear sectioning of content; labelling of tables and figures; reasonable English	Some labelling of tables and figures; clearly needs spell- and grammar-checking	Basic use of introduction, body and conclusion; English is comprehensible.	No clear structure; incomprehensible
Referencing (10%)	>10 references AND three quarters or more of references are book/journal standard	>4 references AND three quarters or more of references are book/journal standard	<5 references AND more than half of references are book/journal standard	<5 references OR fewer than half of references are book/journal standard	<5 references AND fewer than half of references are book/journal standard	No references

Comments

For a short report like this you don't need to put each new major section on a new page. It wasn't necessary to do a focus group on this – the aim was to have you, as a data visualisation specialist, identify problems with the visualisation provided. Good identification that a poster is the right medium, but what message are they trying to convey? That different people believe that success comes for different reasons. Some good issues raised, and sensible suggestions, but more links to the cognitive processes are needed. Good revisualisation, although you should always keep the data bars attached to the axes, not centred as you've done.

Part 2

QUESTION	EXCEPTIONAL 6	MERITORIOUS 5	HIGHLY COMPETENT 4	COMPETENT 3	PASS 2	FAIL 1
Presentation of data (35%)	All forms are highly effective	Most forms are highly effective	Some forms are highly effective; all forms work	Most forms work, none a wildly inappropriate	Some forms work, others are inappropriate	Uses totally inappropriate forms
Answers questions (15%)	Answers all questions clearly and with minimal cognitive load	Answers all questions clearly	Answers 4 questions clearly	Answers 3 questions clearly	Answers 2 questions clearly	Answers 1 or no questions clearly
Use of colour (20%)	Professional-looking design	All colours are used appropriately and allow for limits of visual system	All colours are used appropriately	Most colours are visible	Some colours are readable	Unreadable
Use of other elements (20%)	Professional-looking design	All elements are used appropriately and allow for limits of visual system	All elements are used appropriately	Text is a sensible size and well-spaced	Text is readable but in an inappropriate manner.	Unreadable
Creativity (10%)	Professional-looking design	Most graphic design elements work well	Aesthetically pleasing/elegant in its simplicity	Some graphic design elements that work well	Plain, with no attempt to add graphic design elements	Ugly

Comments

Good title and use of NWIS graphics (yes, I recognise those colour blots!). Don't use 3D graphics, as the distortions used to make them look 3D make them more difficult to read quickly. The 'Three month attendance' graph also shouldn't be a line graph, as line graphs should only be used where there is a clear link between the horizontal axis categories. Dates work well as they are clearly related, but hospitals or health boards are not. The side box has too much text – it would be better to convey these messages with graphs.

Q1: Good. A line graph of patients v. month would also work well, with each health board shown as a different colour line.

Q2: Okay, but better to show the number treated in each time bracket rather than the total treated to that point. A stacked bar chart would work well.

Q3: You state this, but you don't give the graphics to support it. A good way to do this is to do a dual axis plot showing the total number of attendances for each health board and the percentage seen within 4 hours.

Q4: Okay, but showing the percentages rather than the total number of patients would make it easier to compare health boards.

Q5: MIUs have higher percentages treated in under 4 hours. A good way to do this is to calculate the average percentage of people waiting for under 4 hours for all major units and again for all minor units and then showing these.