





This activity will use an individual task (discussion) and a peer participation task (showing your PowerPoint and graph to the class) to take the past few lessons and readings and apply them in a critiquing exercise. This will help you further develop your understanding of graphicacy in application.

 <p>PURPOSE</p> <p>The purpose of this activity is to apply the understanding of graphicacy to graphics from an outside source.</p>	 <p>LEARNING OBJECTIVE</p> <p>To recognize and discuss the failings as well as the successes in the visual presentation of data from studies in various research communities.</p>
 <p>REQUIRED RESOURCES</p> <ul style="list-style-type: none"> Web browser Microsoft PowerPoint Chapter 1, Keen 	 <p>TIME ALLOCATED</p> <p>30 minutes in-class</p>

TASKS



A. Analysis of Study Generated Graphic

Review the website <http://flowingdata.com/> and find one graphic that appeals to you (any). Answer questions 1 c) through g) from the questions at the end of Keen’s Chapter 1 for the graph that you have selected.

B. Create a Graphic Rubric

A rubric is a checklist for evaluating the quality of something. It should not be a yes/no checklist, but rather distinguish across a category how well something is. A simple example would be a good peanut butter and jelly sandwich:

Category	Excellent (5 pts)	Good (3 pts)	Poor (1 pts)
Bread	Fresh, chewy, wheat or white bread	Regular white or wheat bread	Stale, or not
Peanut Butter	Crunchy	Smooth	Oily or old
Jelly	Fresh, homemade, strawberry	Natural, other flavors, but still pieces of fruit	Processed goo

Figure 3 Grading rubric for a peanut butter and jelly sandwich

Whether the whole is a graphic, research project, or a sandwich, dissection of the discernible parts is necessary. Each component will have individual aspects that will contribute to the overall acceptability of the total package.

It is important to describe the various levels for each part to assist in understanding the whole within the rubric. If all parts fall within the description of excellent then the sum of the parts is excellent. However, if the peanut butter is processed goo, but the jelly and bread are excellent, the sandwich is neither excellent nor poor, instead residing somewhere between poor and excellent.

Your task is to create a rubric of what makes a good graphic (in this specific case) that you will use to judge the other group's graphics. Do this now.

DELIVERABLE



Prepare a three-slide PPT that summarizes your analysis. Upload your PowerPoint to the class dropbox folder.

ASSESSMENT



Tasks A and B: Short Response

Activity 3 Individual Component Rubric

	Excellent (10)	Good (8)	Poor (6)	0
Discussion	Insightful discussion or commentary relating to the question at hand demonstrating student understanding of the task.	Discussion lacked depth for one or two of the six questions, whereas the remaining parts had discussion that was thoughtful.	The discussion as a whole lacked depth demonstrating thoughtful application of the graphicacy.	Did not participate.
Quality	Document is typed, formatted, contains appropriate grammar and language.	Document has minor grammatical errors or inappropriate language.	Document was unorganized, contained inappropriate language and/or grammatical errors.	Did not participate.

Be prepared to share your PPT in a class lecture.