

## Top Viz Judging Criteria

**Purpose:** This guide will enable judges of American Family's Top Viz Competition to analytically score and evaluate visualizations.

**Overall:** Judges will award points to criteria up to a maximum (either 6 or 2) for each section. The total for the viz will be recorded below.

**Iron Viz Team:** \_\_\_\_\_

Score	Criteria:
_____ / 6	<b>1. Effective and clear communication of message (30%)</b> <ul style="list-style-type: none"><li>a. Does the visualization effectively communicate an overall purpose, message, or story?</li><li>b. Is the visualization tailored to the right audience?</li><li>c. Are related items grouped together, separated from unrelated items?</li><li>d. Are insights / takeaways easily extracted?</li></ul>
_____ / 6	<b>2. Easy to use dashboard functionality (30%)</b> <ul style="list-style-type: none"><li>a. Does the visualization function well enough to be utilized by analysts on a daily basis?</li><li>b. Is navigation and interactivity clear, logical, and consistent?</li><li>c. Does the visual allow for overview, zoom, filter, details on demand?</li><li>d. Does the visual showcase relationships and comparisons between data?</li><li>e. Are tool tips easy to read and understand?</li></ul>
_____ / 6	<b>3. Appropriate use of visuals (30%)</b> <ul style="list-style-type: none"><li>a. Are charts / graphs appropriate for the message and / or used correctly based on data types? (e.g. relationship between variables, parts of a whole, time-based data)</li><li>b. Are labels / annotations clear, legible, and effectively placed?</li><li>c. Are axes labeled clearly and accurately? Do axes use appropriate and familiar quantitative scales?</li><li>d. Are visuals free of unnecessary components and visual effects (e.g. lines, 3D)</li><li>e. Is important information highlighted? (e.g. by color, increased text size, bolded text)</li><li>f. Is the layout of the canvas clear and logical? (e.g. visualization reads well from top-left to bottom-right)</li></ul>
_____ / 2	<b>4. Overall presentation (10%)</b> <ul style="list-style-type: none"><li>a. Was the presentation clear and thorough? Did the information / data presented flow logically?</li><li>b. Was the presentation devoid of data / spelling / grammatical errors?</li><li>c. Was the delivery smooth and professional?</li></ul>
_____ / 20	<b>Total</b>