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Building Better News Graphics

Grading Rubric

Note to all: Newspapers are judged by, among other things, their accuracy. To receive maximum credit any documents presented to the instructor or displayed to the class must be free of typos and obvious grammatical errors. Deductions apply as detailed below.

Assignments for Week 1

Maximum 35 points

Exercise 1 15 points

Identification of at least three (3) graphics ideas from their designated hypothetical. 5 points for each of three. Ideas must be original, supportable by data, relevant and potentially visual with one-point or more deductions for those that are not.

Exercise 2

(10 points to each student in the group, awarded after group presentation to the class during session 2.)

The group clearly and coherently identified two ways the selected graphic enhanced their chosen news story for a total of 10 points. (Five points for each identified enhancement.)

These could include ...

- Identified the location of an event.
- Graphically represented data in support of the story.
- Used data to support trends and perhaps future tendencies.

Exercise 3 (1 point for each correct answer in the 10-question quiz, 1 point deduction for each incorrect answer.)

Total _____ of 35 points

Grading Rubric: Assignments for Week 2

Maximum 25 points (5 points extra credit available)

Exercise 1 (10 points to each student in the group with five (5) points for successfully ...

- Identifying at least one source for a potential graphic from the Week 1 assignment and its potential usefulness to the graphic.
- Defending the legitimacy of the source and its applicability to the hypothetical.
- Sources that are not credible such as Wikipedia or irrelevant to the graphic receive an automatic 5-point deduction.

Exercise 2 (10 points to each student in the group for successfully ...)

Articulating in a group budget note the necessity of the graphics ideas to the larger story. It must be written in persuasive language, free from typos and grammatical errors and relevant to the story. Remember, you are competing with many other departments for editorial space so make your case appropriately.

Budget lines that contain typos and / or grammatical errors receive a deduction of five (5) points per error. Proofread your work.

Exercise 3 (5 points to each student in the group for an effective ...)

Storyboard of what the graphic could look like. An early version of an Illustrator file or a hand drawing is acceptable. Consider page dimensions when crafting your storyboard and again, proofread. There is a minimum deduction of one (1) point for each obvious typo.

Extra credit (5 points) for each student group for a worthwhile attempt at constructing the graphic in Illustrator. Note: This must be more substantive than a storyboard: It must include all relevant data plotted and / or located. Typos and / or grammatical errors disqualify the attempt.

Total _____ of 25 points

Extra credit _____ points

(FOR INSTRUCTORS EYES ONLY)

POTENTIAL GRAPHICS IDEAS COULD INCLUDE ...

Hypothetical 1

- Locations of classrooms targeted for soundproofing.
- A chart showing sources of funding, federal vs. state.
- List of goals for the project.

Hypothetical 2

- Access League of Women Voters registration numbers of college-age voters from the past, say, 10 election cycles. Present that as a chart or fever line.
- Likewise, access recent Pew Research Center data on reasons behind voter apathy among college students. Highlight in a bar chart the top 5 reasons for non-interest.

- Locator map(s) showing locations of polling places in the vicinity of the college and their distance from the college.

Hypothetical 3

- Map locating potential parking areas, including those properties owned by the college.
- Chart documenting approximate cost of repurposing some of those properties.
- Chart comparing the number of commuter vs. resident students, and those commuters who drive to school vs. those who take mass transit.