11.204 – Planning, Communication, and Digital Media
Project 2 Evaluation Criteria

Images = 30 pts.

Composition – Are the graphics complete in their design and content? Could the graphics stand alone and still be understood? Are they designed for maximum understanding and efficiency? **(5 pts.)**

Framing/Perspective – Is there too much white space in the graphics' frames? Is the size appropriate? Are the data presented in an interesting and engaging way? **(5 pts.)**

Symbols – Are all graphics understandable from the viewing distance? Do the chosen symbols match the data? **(5 pts.)**

Color – Does the use of color enhance understanding or detract from the presentation? Are the selected colors relevant to the message? **(5 pts.)**

Numbers – Do all numbers make sense? Is it evident exactly what the numbers represent? **(5 pts.)**

Labeling –Are all elements labeled and positioned to maximize understanding? Are all legends, titles, sources, dates, scale bars, etc., present, complete, and understandable? **(5 pts.)**

Argument = 30 pts.

Clarity – Is a planning question or an objective to the research posed at the outset? Does the development of the argument make sense? Do the graphics adequately support the argument? **(10 pts.)**

Relevance to planning – Does the argument capture a plausible and relevant planning issue? Do the researchers acknowledge the link to planning? Do the researchers present a general background statement about the planning issue? **(10 pts.)**

Sequencing – Is the argument presented as a logical series of statements (premises to conclusion) through images and text? Is the conclusion stated? Is the conclusion valid? **(10 pts.)**

Composition = 30 pts.

Arrangement of graphic content – Does the arrangement of graphics follow a logical sequence or storyline – from the statement of the issue or objective, through premises and supporting data, to conclusion? **(10 pts.)**

Text selection and positioning – Are the text statements concise, efficient and relevant to the position of graphics? Does the arrangement allow for easy flow of the argument or is it difficult to follow? **(10 pts.)**

Creativity – Is the story interesting and presented in an engaging way? Is the issue presented in an unusual way that made you think differently about it? **(10 pts.)**

Oral Presentation = 10 pts.

Organization – Was the presentation logical? Did the oral delivery match the graphics shown to the audience both in sequence and in content? **(4 pts.)**

Delivery – Did the presenters appear to have practiced; was the presentation smooth? Could you read everything on the screen? **(4 pts.)**

Length – Was the presentation within the time limit specified? Was the final document at the specified three page length? **(2 pts.)**