

## Grading Rubric For Final Project, Crime and Demographics

Jour 405v Spring 2017

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Substandard</b>	<b>100 Points Possible</b>	<b>Points on Assignment</b>
Writing	Excellent use of data that describes a trend and provides adequate context. Story has an effective lede. Strong organization. Paper has a clear flow of ideas with good transitions.	Average use of data. Story has problems with lack of context or incorrect assumptions. Writing is generally clear with decent transitions and organization.	Lack of context with use of the data. The writing is unclear or overly complex. Requires a conversation with writer and a total rewrite.	The data is used incorrectly or draws misleading conclusions that are unsupported. Writing is poor and not up to university-level standards.	40	
Visualize Data	Charts tell a simple and clear story. Proper formatting of labels and axes. Excellent use of design options in Tableau	Charts are good but are overly complex or somewhat unclear. Problems with formatting of labels and axes. Adequate use of design options in Tableau but additional measures could have been taken to improve chart.	Charts are overly complex and unclear and do not illustrate an obvious trend. Problems / omissions with formatting of labels and axes. Minimal proficiency with Tableau.	Misleading data and unclear charts. Lack of formatting of labels and axes.	25	
Build Database	SQL and Excel used successfully to join the crime and census data. Calculations performed correctly.	Some problems with the SQL work and/ or Excel calculations. Duplication not eliminated. Minor errors in calculations.	Significant problems with the SQL work and/ or Excel calculations. Missing major cities or counties in the join. Significant errors in calculations.	Failure to join tables in SQL and produce a unified table of FBI and Census data in Excel.	25	
Style	Excellent, no AP style or spelling errors. Little copy editing needed.	Two or more AP style, spelling or grammatical errors or minor issues of clarify. Minor copy editing	More than four AP style, spelling or grammatical errors or confusing passages. Paper requires a significant rewrite	Writing is unclear and requires a significant conversation with the writer to understand the point of the paper.	10	
					100	0