

Pair assesement

UE Storytelling with data

Étudiant évaluateur :

Étudiant évalué :

Criteria/Level	Unsufficient	Achieved	Excellent
	The quality is insufficient and undermines the message conveyed.	The main design criteria are met.	The quality is of the level produced by a junior consultant.
Message consistency (Integrate organizational issues into decisions and actions [CG 11])			
The audience is clearly identified			
The Big idea stands in one sentence with a clear idea, which, if followed, leads to an ideal situation that matter for the audience			
Call to action is consistent with stakeholders' expectations			
Storytelling (Communicate [CG 9])			
The narrative arc makes sense			
The story focuses on 1 Big Idea, and only 1 Big Idea			
Visual(s) participate to the argumentation of the Big Data, by demonstrating the problem/solution			
The communication is free of misspellings and grammar mistakes			
Data visualization (Solve a complex problem by combining theory and practice [CG 2])			
The choice of visual(s) makes sense given the data and what is being communicated			
Visual clutter is minimized/absent			
Focus et affordances are effective			

Your comments
<p>The pros : J'ai bien aimé...</p> <p>The cons : Ce qui n'était pas clair...</p> <p>What would you improve : Ce que je referai autrement...</p>