The faculty author used the following rubric to evaluate the entire interdisciplinary thesis, of which the data visualization assignment was a component.

**CONCEPTUAL CORE**

- The project’s controlling idea must be apparent.
- The project must be productively aligned with one or more multimedia genres.
- The project must effectively engage with the primary issue/s of the subject area into which it is intervening.

**RESEARCH COMPONENT**

- The project must display evidence of substantive research and thoughtful engagement with its subject matter.
- The project must use a variety of credible sources and cite them appropriately.
- The project ought to deploy more than one approach to an issue.

**FORM + CONTENT**

- The project’s structural or formal elements must serve the conceptual core.
- The project’s design decisions must be deliberate, controlled, and defensible.
- The project’s efficacy must be unencumbered by technical problems.

**CREATIVE REALIZATION**

- The project must approach the subject in a creative or innovative manner.
- The project must use media and design principles effectively.
- The project must achieve significant goals that could not be realized on paper.