

# Communicate and pitch a solution by visualising STEM data

## Educational Level:

Higher Education

## Subject Area (s)

Science

### Rubric

A STEM Infographic based on data visualisations and the video to pitch the infographic video delivery based on creating the STEM Infographics will be marked according to the rubric below.

	High Distinction	Distinction	Credit	Pass	Unsatisfactory
<b>Content and Purpose (20%)</b> Infographic is evidence-based, compelling and focused to the chosen topic and target audience.	15.9-20 Key messages are exceptionally clear, very compelling, and skilfully tailored to target audience; evidence provided is excellent.	13.9-15.8 Key messages are very clear, compelling, and well-tailored to target audience; evidence provided is very good.	11.9-13.8 Key messages are clear, somewhat compelling, and adequately tailored to target audience; evidence provided is good.	10-11.8 Key messages are somewhat unclear and/or tailoring to target audience could be improved; evidence provided is adequate.	>10 Key messages are unclear, not tailored to the target audience, and/or are not evidence-based.

<b>Data Visualisations (20%)</b> Data visualisations present accurate relationships between elements and are attractive.	15.9-20 Exceptional data visualisations; showcase clear relationships between elements and are accurate and very attractive.	13.9-15.8 Very good data visualisations; showcase relationships between elements and are accurate and attractive.	11.9-13.8 Good data visualisations; links between elements are apparent, accurate, and attractive.	10-11.8 Fair data visualisations; links between elements may be unclear or unattractive (e.g., overly complex).	>10 No data visualisations are included, or visualisations are misleading and/or inaccurate.
<b>Textual Content (20%)</b> Textual content is clear, used effectively, and free of spelling or grammar errors.	15.9-20 Textual content is exceptional and used in a highly effective manner; expression is clear with virtually no errors.	13.9-15.8 Textual content is above average and used effectively; expression is very clear with no more than a couple of errors.	11.9-13.8 Textual content is good and used effectively; expression is clear with few errors.	10-11.8 Textual content is fair but could be used more effectively; may be unclear and/or include numerous errors.	>10 Textual content is either not used at all, not used effectively, and/or contains many errors.
<b>Aesthetics (20%):</b> Appearance (e.g., layout organisation, font(s), graphics, colour scheme,) is appealing.	15.9-20 Masterful use of design elements that are exceptionally appealing aesthetically and optimise communication.	13.9-15.8 Very good use of design elements that are aesthetically appealing and enhance communication.	11.9-13.8 Good use of design elements that are aesthetically pleasing and generally aid communication.	10-11.8 Fair use of aesthetically pleasing design elements, though some elements may detract from communication.	>10 Design lacks aesthetic appeal and/or design elements detract from communication (e.g., confuse key messages).
<b>References (5%):</b> References are cited in accordance with Harvard or APA 7th style. *	4-5 Virtually no errors in suggested formats are present.	3.5 A couple of errors in suggested formats are present.	3 A few errors in suggested formats are present.	2.5 A fair number of errors in suggested formats are present.	>2.5 Extensive errors in suggested formats are present, or a different style was used.
<b>Video Delivery (15%):</b> Demonstrate	11.9-15	10.4-11.8	8.9-10.3	7.5-8.8	>7.5

<p>ability to pitch language appropriately for online viewers and for different stakeholders in a professional, well-edited form.</p>	<p>Choice of language: right pitch of language for online readers; very well adapted across the range of blogs for different stakeholders. Editing is very professional - virtually no grammar, spelling, punctuation errors for text in the video. Excellent video delivery.</p>	<p>Choice of language: clear effort to pitch language for online readers generally well adapted across the range of blogs for different stakeholders. Editing shows evidence of occasional grammar, spelling, and punctuation errors for text in the video. Good video delivery.</p>	<p>Choice of language: some effort to use language suitable for online readers; adequately adapted across the range of blogs for different stakeholders. Editing shows some evidence of grammar, spelling, and punctuation errors for text in the video. Average video delivery.</p>	<p>Choice of language: limited effort to use language suitable for online readers; varies to a limited degree across the range of blogs for different stakeholders. Editing shows little evidence noticeable grammar, spelling, and punctuation errors for text in the video. Fair video delivery.</p>	<p>Choice of language: little effort to use language suitable for online readers varies little across the range of blogs for different stakeholders. Editing shows little evidence many grammar, spelling, and punctuation errors for text in the video. Poor video delivery</p>
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\*Due to space constraints on the infographic and the importance of considering design aesthetics, double spacing and hanging indent are not required. The doi may be omitted.

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