

# PROJECT 1: ANTI-HUMAN TRAFFICKING NGOS AND THE US

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 5 POINTS	5 You used typesetting software to create 2–3 page policy brief and exported the document as a PDF. You enhanced or modified the graphics that were provided with vector editing software. Figures in the document are the appropriate file type ( <i>i.e. if you used InDesign or Scribus, figures in the document are still vectors; if you used Publisher, figures in the document can be bitmaps</i> ). You included a memo describing your design process.	4 3 Your policy brief is less than 2–3 pages. You created your brief with typesetting software, but you did not enhance the figures with vector editing software. Figures in the document are not the appropriate file type.	2 Your policy brief is less than 2–3 pages. You did not create it with typesetting software and you did not enhance the figures with vector editing software.		
<b>VISUAL DESIGN</b> 15 POINTS	15 14 13 12 11 Your visualization expertly demonstrates the best practices of visual design, including contrast, repetition, alignment, proximity, color, typeface choice, and is generally easy for your audience to understand.	10 9 8 7 6 Your visualization generally demonstrates best practices of visual design. There may be some elements of the visualization that may be confusing to your audience.	5 4 3 2 1 Your visualization generally lacks best practices of visual design. Elements of the visualization are confusing to your intended audience.		
<b>STORY</b> 10 POINTS	10 9 8 Your document explores a deeper story in the raw data. In your memo, you provide specific explanations of your design choices and demonstrate a deep understanding of the needs of your audience.	7 6 5 Your document explores a slightly more complicated story. Your explanations of design choices are cursory and demonstrate an okay understanding of the needs of your audience.	4 3 2 Your document does not tell a compelling story. Your memo offers only surface-level insights into your design choices and audience.		
<b>TOTAL</b> 30 POINTS					