



At the School of OPENCOHESION

EVALUATION CRITERIA AND ITEMS FOR THE ASOC ETC ITALY-CROATIA CIVIC MONITORING RESEARCH

| OUTPUT | CRITERION | ITEMS |
|------------------------|-------------------|---|
| DYNAMIC INFOGRAPHIC | Visualising data | <p>Graphic quality: originality, visual impact and stylistic consistency</p> <p>Appropriate balance between graphic design and the quality of the data presented</p> <p>Effectiveness, coherence and impact of the dynamic progression of the data visualisation (e.g. is the dynamic sequence linear and consistent with the description it aims to provide?)</p> |
| | Arguing with data | <p>Narrative coherence: ability to construct a clear and well-organised story, with a beginning, development and conclusion, guiding the reader – including the less experienced one – through the data and information</p> <p>Relevance and critical use of data: the data presented must be relevant, reliable and consistent with the message the infographic aims to convey</p> <p>Appropriateness of the types of charts chosen in relation to the analysed and described data (in line with the recommendations in “Visualising data”)</p> <p>Accuracy and completeness in citing sources</p> |



| OUTPUT | CRITERION | ITEMS |
|-------------------------------------|------------------------|---|
| CIVIC MONITORING VISIT VIDEO | Monitoring the project | <p><u>Achievement of the objectives indicated in the brief:</u> describing the state of progress of the project, exploring critical aspects, and identifying further useful elements</p> <p><u>Narrative coherence:</u> effectiveness and clarity of the messages conveyed, in line with the objective of the civic monitoring visit</p> <p><u>Audio-video editing quality:</u> clear audio, smooth video sequences, sharp images, etc.</p> <p><u>Quality of the interviews conducted:</u> questions structured in line with the objectives of the research and ability to interact with interviewees</p> <p><u>Originality of storytelling:</u> ability to personalise the video with graphic elements and animations; originality of the narrative device chosen to tell the story of the civic monitoring visit</p> |
| MONITHON REPORT | Monitoring the project | <p><u>Ability to describe the monitored project:</u> clearly illustrate the characteristics and key elements of the project</p> <p><u>Ability to effectively present the strengths and weaknesses</u> of the monitored project</p> <p><u>Ability to highlight the most relevant issues</u> emerging from interviews with the stakeholders involved</p> <p><u>Accuracy and completeness</u> in citing sources</p> <p><u>Ability to propose solutions</u> to the critical issues identified in the implementation of the project</p> <p><u>Proficiency in the English language</u></p> |



| OUTPUT | CRITERION | ITEMS |
|------------------------------|----------------------------|---|
| FINAL CREATIVE OUTPUT | Telling the research story | <u>Effectiveness of the synthesis</u> in presenting the results of the civic monitoring research <u>Originality of the narrative device</u> chosen to present the results achieved during the civic monitoring activity <u>Narrative coherence</u> : clarity and effectiveness of the message <u>Creative approach</u> to the storytelling and the chosen format <u>Overall quality</u> of the creative product produced |

NOTE:

All items carry the same weight within the same criterion.
The jury members assign scores from 0 to 10.