

*Pennsylvania: Past, Present and Future*  
2017 ArcGIS Online Mapping Competition Evaluation Rubric

Criteria	Description of Expectations	Points
Topic	The topic of the map is clear and connects to the PA 2017 ArcGIS Online Mapping Competition theme: Pennsylvania: Past, Present and Future	/5
Map Presentation	The student(s) effectively use either an AGO story map, AGO presentation or AGO Web app to present their map.	/15
Cartographic Design	The development of the map including base maps, layers, and different views are cartographically effective presenting all needed elements of the map. The design itself supports the focus of the map.	/25
Data	The data selected are appropriate and logically connect to the focus of the map; the data include the most important elements, incorporates all needed data and irrelevant data elements are not included.	/15
Student Created Data	Students who are able to collect and create their own data for their PA AGO Map Competition entry may be awarded up to 5 points for their original data depending on the significance of the data created. Data created by the student(s) should be documented on the Details page.	
Geographic Analysis	Students should use at least one type of geographic analysis to present their map. Here are some examples of types of geographic analysis: <ul style="list-style-type: none"> <li>○ Classification: data are presented using some method of classification</li> <li>○ Symbolization: the data are symbolized (either quantitatively or qualitatively) in order to support the focus of the map</li> <li>○ Filtering: the data have been filtered to depict specific characteristics related to the focus of the map</li> <li>○ Geoanalysis: the distribution of the data has been analyzed and the pattern(s) explained</li> </ul>	/25
Documentation	Documentation in the item details page must be clear and complete. This includes, but is not limited to: <ul style="list-style-type: none"> <li>○ All non-original content (images, videos, text) incorporated in the map are appropriately referenced and linked</li> <li>○ Original content is described and/or linked</li> <li>○ Documentation identifies processes used to analyze the content.</li> <li>○ All people who assisted the student(s) in the project are identified. For example: teachers, parents, external mentors, librarians, etc.. If no one was involved, the project must also state that fact.</li> </ul>	15