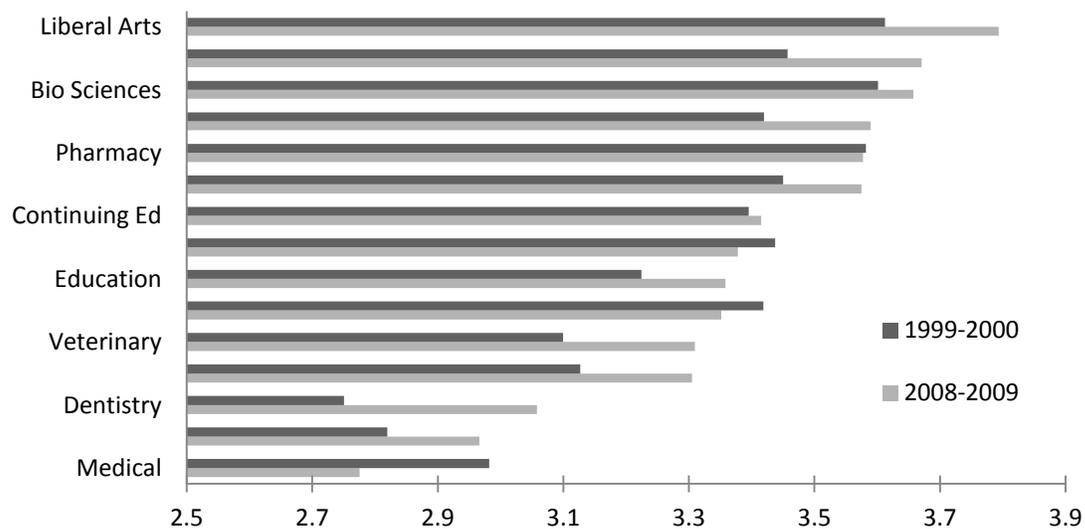


Case Study 8: Grade Inflation, Part Two

**Grade Inflation at the U:
Average GPA at different colleges**



When we were brainstorming for this, we assumed that the story we were telling went along with the Daily's story and was intended for a University audience. We thought students would be most interested in seeing how their schools compared to others.

We considered all the default Excel charts but quickly focused on column, bar, pie, and segregated column charts. After further discussion, we agreed on a horizontal bar chart with two bars for each school, one for each year. We selected GPA as our variable of interest.

In making the chart, we selected a black and white color scheme. We agreed to a title and the appropriate title formatting. We sorted the data from highest GPA in 2008-2009 to lowest GPA in 2008-2009 so the chart would convey information at first glance, in accordance with the strong criterion. We abbreviated the school titles and tightened the GPA axis to the existing data points. We also got rid of grid lines, chart area borders, and the legend border to limit the non-data related ink.