Formal Proposal Grade Rubric

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| Major Area | Description | Points |
| Cover Sheet | None/Missing Elements | 10 |
| Transmittal Memo | None/Missing Elements/Not Single Spaced | 10 |
| Table/Contents | None/Missing Elements/Separate Page | 10 |
| List/Illustrations | None/Missing Elements/Separate Page | 10 |
| Exec. Summary | No Titles/Not drafted in a manner designed to cause the reader to read the entire proposal | 10 |
| Introduction | No Title/Weak Introduction | 10 |
| Discussion | Missing/No Title/No Sub-Headings | 10 |
| Conclusion | Missing/No Title/No Sub-Headings | 10 |
| Illustrations | 3 in text illustrations—minimum not met | 10 |
|  | Illustrations exceed 1/2 of 1 page/illustration when in text. Remember to put larger illustrations in the Appendices. | 10 |
|  | Illustrations not identified in text | 10 |
|  | Illustrations not explained in text | 10 |
| Page Numbering | Missing/Not done per sample given | 10 |
| Resumes | Not all group member resumes attached in final format (from previous assignment) | 10 |
|  | Resumes not revised per prior grading—each resume | 10 |
| Format & Elements Total |  | **50** |
| Grammar | 2 points each with maximum of 10 points total | 10 |
| Grammar Total |  | **10** |
| References | Minimum of 15 not met | 10 |
|  | Failure to cite internally | 10 each |
|  | Failure to cite illustrations/reference in text | 10 each |
| References Total |  | **25** |
| Analysis | Weak/Missing/Undocumented/Poorly Documented/Not Well Conceived | **15** |
| **Total Points** |  | **100** |