You have some choice in what you produce for the project so some of the items mentioned in each section may not be applicable to your group; or you may have chosen to produce something that is not specifically listed below. The general rubric for each section should still be applicable.

‘Proposal’ is intended to be broadly applicable to any format you choose to use for the coursework and in interpreting the marks the medium will be considered. For example, a suitable structure for a report would be sections and subsections, whereas a suitable structure for web app would be menu driven navigation, e-portfolio by sections or pages, a presentation by use of slides with headings, etc

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| **Component** | **Percentage** | **Distinction** | **Merit** | **Pass** | **Fail** |
| **Introduction**  (problem/opportunity statement, goal and objectives**)** | 10% | The problem is clearly defined with relevant information and constraints obtained and accurately analyzed.  Goal and SMART objectives are relevant and provide a thorough basis for assessing the success of the project. | The problem statement is clearly stated. All major objectives are identified and SMART.  Any decisions and recommendations are reasonable and mostly supported by any information given. | Most major objectives are identified but one or two minor ones are missing. Any decisions and recommendations are reasonable. | Many major objectives are not identified. Information is collected but without any analysis. It is unclear what the problem/opportunity is that is being addressed. |
| **Analysis**  Use of software engineering techniques (requirement specification/user stories, use cases) | 25% | Employ appropriate analytical tools and/or software engineering techniques. Clearly demonstrates mastery of several areas of the curriculum.  The requirements are comprehensive and have been prioritised effectively. | Employ appropriate analytical tools and/or software engineering techniques acquired in his course of study to the project at hand.  The requirements clearly and fully describe the problem and are prioritised. | Employ some analytical tools and/or software engineering techniques acquired.  The requirements may lack some details or are insufficient for the project. | Does not make use of analytical tools and/or software engineering techniques relevant to the project  Requirements are incomplete or do not describe the problem sufficiently. |
| **Design**  Use of software engineering techniques (application design, database design, interface design) | 25% | Employ appropriate analytical tools and/or software engineering techniques. Clearly demonstrates mastery of several areas of the curriculum.  Design clearly meets all functional requirements. Design is consistent with design principles and is open to potential future changes. | Employ appropriate analytical tools and/or software engineering techniques acquired in his course of study to the project at hand.  Proposes an appropriate technical design as a solution that meets the majority of the requirements. | Employ some analytical tools and/or software engineering techniques acquired.  The design meets most of the requirements. | Does not make use of analytical tools and/or software engineering techniques relevant to the project.  Design fails to meet many of the requirements. |
| **Data set** | 20% | There is evidence of a good understanding of the data; and its suitability for the project has been assessed.  Questions to be addressed by analysis of the data set have been clearly formulated and articulated and demonstrate insight.  The data has been prepared for use and there is evidence that the techniques used have been selected and applied effectively in the context of the project. | The data selected is well suited to the project and has been prepared so as to be immediately useful in the development phase of the project.  Questions to be answered by the analysis of the dataset are clearly given but may show minor inconsistency with the data set provided. | The data selected is mostly appropriate for the project however there may be some gaps or issues in the data requiring further preparation  The questions to be answered by the data analysis may be unclear or inconsistent with the data set.. | No data selected, or the data selected is not suitable for use in the project and/or the data has not been sufficiently prepared so as to be usable in the development project.  No questions have been identified to be addressed by analysis of the data set, or the questions are not well suited to the data set selected. |
| **Implementation plan**  (overall choice of software methodology, test plan) | 10% | Choice of methodology is clearly explained within the context of the project and shows evidence of nuance in understanding the issues involved in selecting and using an appropriate method.  The test plan is appropriate and demonstrates a thorough grasp of issues with some sophisticated insights. | A methodology has been selected that is appropriate for the project proposed.  The test plan is appropriate for the project. | A methodology has been selected though it may not be clear why this has been chosen for the given project The test plan has some. | Methodology not selected. Test plan is overly simplistic or has sig |
| **Communication of the proposal**  (clarity and presentation, structure, use of English) | 10% | The proposal is well organized and clearly written for the medium that is used. The underlying logic is clearly articulated and easy to follow. Words are chosen that precisely express the intended meaning and support reader comprehension. Diagrams or analyses enhance and clarify presentation of ideas. Sentences are grammatical and free from spelling errors. | Proposal is organized and clearly written for the most part (given the medium that is used). In some areas the logic or flow of ideas is difficult to follow. Words are well chosen with some minor exceptions. Diagrams are consistent with the text. Sentences are mostly grammatical and only a few spelling errors are present but they do not hinder the reader. | Proposal is organized via topic/flow, but in some areas it is difficult to follow the flow of ideas. Words can be further improved. Some diagrams are not well explained. Grammar errors that impede the flow of communication. | Proposal lacks an overall organization. Reader has to make considerable effort to understand the underlying logic and flow of ideas. Diagrams are absent or inconsistent with the text or inconsistent with each other. Grammatical and spelling errors make it difficult for the reader to interpret the text in places. |