

## ENSC 405W Grading Rubric for Project Proposal

Criteria	Details	Marks
<b>Introduction/Background</b>	Introduces basic purpose of the project. Includes clear project background.	<b>/05%</b>
<b>Scope</b> (CEAB 11.3)	Clearly outlines project scope.	<b>/05%</b>
<b>Risks (CEAB 11.4)/ Benefits</b>	Details both potential risks involved in project and potential benefits from it.	<b>/05%</b> <b>/05%</b>
<b>Market/Competition/ Research Rationale</b>	Describes the market for a commercial project and details the current competition. For a research project, the need for the system or device is outlined and current solutions are detailed.	<b>/10%</b>
<b>Company Details</b>	Team has devised a creative company name, product name, and a logo. Outlines relevant skills/expertise of team members.	<b>/05%</b>
<b>Project Planning</b> (CEAB 11.5)	Details major processes and milestones of the project. Includes Gantt and/or Milestone charts as necessary (MS Project or similar).	<b>/10%</b>
<b>Cost Considerations</b> (CEAB 11.2)	Includes a realistic estimate of project costs. Includes potential funding sources. Allows for contingencies.	<b>/10%</b>
<b>Conclusion/References</b>	Summarizes project and motivates readers. Includes references to information from other sources.	<b>/10%</b>
<b>Rhetorical Issues</b>	Document is persuasive and could convince a potential investor to consider funding the project. Clearly considers audience expertise and interests.	<b>/10%</b>
<b>Presentation/Organization</b>	Document looks like a professional proposal. Ideas follow in a logical manner. Layout and design is attractive.	<b>/10%</b>
<b>Format Issues</b>	Includes letter of transmittal, title page, executive summary, table of contents, references, and possibly lists of figures and tables, and glossary. Pages are numbered, figures and tables are introduced, headings are numbered, etc. References and citations are properly formatted.	<b>/05%</b>
<b>Correctness/Style</b>	Correct spelling, grammar, and punctuation. Style is clear, concise, coherent.	<b>/10%</b>
<b>CEAB Outcomes:</b> Below, Marginally Meets, Meets, or Exceeds standards	11.2 – Cost Considerations 11.3 – Project Assessment and Scope 11.4 – Project Risk 11.5 – Project Planning <div style="text-align: right;">(CEAB info for grader's use)</div>	