

Rubric for Project Proposal

* → → →	Very good = 10	Good = 8	Fair = 5	Poor = 2
Topic choice x1 weight	The chosen topic is a very good fit for the project (per the list of topics) and framed in a very engaging way.	The chosen topic is a good fit for the project (per the list of topics) and framed in an engaging way.	The chosen topic is a tangential fit (per the list of topics) or is framed in an unclear way.	The chosen topic is a not a good fit at all (per the list of topics) or is framed in a confusing way.
Introduction x1 weight	Very well thought out, comprehensive, clear and detailed.	Somewhat well thought out. Missing one or two key points, or somewhat unclear.	Not very well thought out, missing three or more key points, or unclearly presented.	Not at all well thought out. Unclear. Lacking many important details.
Target audience x1 weight	Very reasonable, fits the topic, comprehensive, and clearly defined.	Somewhat reasonable, fits the topic. Missing one of the three requested key points.	Not very reasonable or not a good fit given the topic. Missing two of the three key points.	Not reasonable or not a good fit at all given the topic, or not included.
Questions that the database will answer x1 weight	Very well-thought out, comprehensive, good variety, and fit for inclusion as potential questions.	Somewhat well-thought out, comprehensive, and fit for inclusion as potential questions. Somewhat lacking in variety.	Not very well-thought out and/or less than 10 questions, and/or not fit for inclusion as potential questions. Very lacking in variety.	Not at all well-thought out, incomplete, no variety, not fit for inclusion as potential questions.
Potential entities/tables and attributes/columns x2 weight	Very well-thought out, comprehensive (7-14 tables), and a good fit for inclusion as entities and attributes.	Comprehensive (7-14 tables), somewhat well-thought out, a moderately good fit for inclusion as entities and attributes.	Not very well-thought out, and/or less than 7 tables, and/or not a good fit for inclusion as entities and attributes.	Not at all well-thought out, and/or less than 7 tables, and/or not a good fit as entities and attributes.
Entities/tables to be excluded x1 weight	Very well thought out, comprehensive, and fit for exclusion as entities.	Somewhat well-thought out, somewhat comprehensive, and a moderately good fit for exclusion as entities.	Not very well-thought out, not comprehensive, and/or not a good fit for exclusion as entities.	Not at all well-thought out, and/or not comprehensive, and/or not a fit for exclusion as entities.
Sample data plan x1 weight	Very realistic and comprehensive given the topic.	Somewhat realistic given the topic and/or missing one of the two requested key points.	Not very convincing given the topic and/or missing both requested key points.	Not convincing or comprehensive at all, or not included.
Written Report – Complies with submission expectations and report requirements. x2 weight	Complies with all requirements.	Out of compliance with 1 or 2 requirements.	Out of compliance with 3 or 4 requirements.	Out of compliance with 5 or more requirements.

* → → → The scores mentioned above are sample scores for each quality level. Actual scores can be between these values, such as 9, 7, 6, etc. depending on the quality of each section in the proposal.