

SUNY Geneseo, Spring 2025, DANL 310 Rubric for Project on Website

Attribute	Very Deficient 1	Somewhat Deficient 2	Acceptable 3	Very Good 4	Outstanding 5
1. Quality of research question	<ul style="list-style-type: none"> Not stated, or very unclear Entirely derivative Anticipate no contribution 	<ul style="list-style-type: none"> Stated somewhat confusingly Slightly interesting, but largely derivative Anticipate minor contributions 	<ul style="list-style-type: none"> Stated explicitly Somewhat interesting and creative Anticipate limited contributions 	<ul style="list-style-type: none"> Stated explicitly and clearly Clearly interesting and creative Anticipate at least one good contribution 	<ul style="list-style-type: none"> Articulated very clearly Highly interesting and creative Anticipate several important contributions
2. Quality of data visualization	<ul style="list-style-type: none"> Very poorly visualized Unclear Was unable to interpret figures 	<ul style="list-style-type: none"> Somewhat visualized Somewhat unclear Had difficulty in interpreting figures 	<ul style="list-style-type: none"> Mostly well visualized Mostly clear visualization Acceptably interpretable 	<ul style="list-style-type: none"> Well organized Well thought-out visualization Almost all figures are clearly interpretable 	<ul style="list-style-type: none"> Very well visualized Outstanding visualization All figures are clearly interpretable
3. Quality of proposed business/economic analysis	<ul style="list-style-type: none"> Demonstrates little or no critical thinking Demonstrates little or no understanding of business/economic concepts Proposes inappropriate analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates rudimentary critical thinking Demonstrates somewhat shaky understanding of business/economic concepts Misses some important analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates average critical thinking Demonstrates understanding of business/economic concepts Proposes appropriate analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates mature critical thinking Demonstrates clear understanding of business/economic concepts Proposes advanced analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates sophisticated critical thinking Demonstrates superior understanding of business/economic concepts Proposes highly advanced analytical and/or quantitative tools
4. Quality of proposed modeling analysis	<ul style="list-style-type: none"> Demonstrates little or no critical thinking Demonstrates little or no understanding of theoretical concepts Proposes inappropriate analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates rudimentary critical thinking Demonstrates somewhat shaky understanding of theoretical concepts Misses some important analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates average critical thinking Demonstrates understanding of theoretical concepts Proposes appropriate analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates mature critical thinking Demonstrates clear understanding of theoretical concepts Proposes advanced analytical and/or quantitative tools 	<ul style="list-style-type: none"> Demonstrates sophisticated critical thinking Demonstrates superior understanding of theoretical concepts Proposes highly advanced analytical and/or quantitative tools
5. Quality of writing	<ul style="list-style-type: none"> Very poorly organized Very difficult to read and understand Teems with typos and grammatical errors 	<ul style="list-style-type: none"> Somewhat disorganized Somewhat difficult to read and understand Numerous typos and grammatical errors 	<ul style="list-style-type: none"> Mostly well organized Mostly easy to read and understand Some typos and grammatical errors 	<ul style="list-style-type: none"> Well organized Easy to read and understand Very few typos or grammatical errors 	<ul style="list-style-type: none"> Very well organized Very easy to read and understand No typos or grammatical errors
6. Quality of Quarto usages	<ul style="list-style-type: none"> Very poorly organized Teems with redundant messages of warning and/or error from running R code chunks Provides inappropriate programming codes to produce figures/tables/results 	<ul style="list-style-type: none"> Somewhat disorganized Numerous messages of warning and/or error from running R code chunks Misses some important programming codes to produce figures/tables/results 	<ul style="list-style-type: none"> Mostly well organized Some messages of warning and/or error from running R code chunks Provides appropriate programming codes to produce figures/tables/results 	<ul style="list-style-type: none"> Well organized Very few messages of warning and/or error from running R code chunks Provides advanced programming codes to produce figures/tables/results 	<ul style="list-style-type: none"> Very well organized No messages of warning and/or error from running R code chunks Proposes highly advanced programming codes to produce figures/tables/results

Student Name: _____

Evaluated By: _____