

TEAM PROPOSAL & PROJECT PLAN RUBRIC

Name: _____

Grade: **/135**
0%

CATEGORY	Perfect	Exemplary	Average	Pass	Regular Fail	Catastrophic Fail
CONCEPTS						
CONCEPTUAL KNOWLEDGE (how effectively you display your understanding of the concepts and theories relevant to this assignment as they were explained both in class and through course readings)	5	4	3	2	1	0
AUDIENCE & PURPOSE						
AUDIENCE (how successfully you have met both audience needs/expectations and your own communication objectives)	5	4	3	2	1	0
PURPOSE (how clearly and concisely you have articulated the purpose of the document; placement of purpose statement is appropriate for genre and context)	5	4	3	2	1	0
STRUCTURE						
ORGANIZATION + FORMATTING & LAYOUT (document structure meets expectations of professional communication and facilitates audience understanding, including key organizational elements such as appropriate paragraphing, use of headings, lists, white space, etc)	10	9-8	7-6	5-4	3-1	0
CONTENT						
EXECUTIVE SUMMARY (how efficiently you have summarized key content of the document; you have provided the intended audience with the information they require based on their unique needs)	5	4	3	2	1	0
STATEMENT OF PROBLEM (how effectively you have summarized your topic and articulated its importance and usefulness; the information is clear, precise, direct, and concise)	10	9-8	7-6	5-4	3-1	0
OBJECTIVES (list is clear and sufficiently detailed)	5	4	3	2	1	0
AUDIENCE DESCRIPTION (how clearly you have identified the intended readership of your report; your description is specific and your estimation of their needs is reasonable and detailed)	10	9-8	7-6	5-4	3-1	0
INDIVIDUAL SKILLS (how closely you have followed the guidelines for this section as outlined in the assignment instructions)	5	4	3	2	1	0

TEAM CHARTER (how clearly you have outlined expectations for team member behavior and participation; the charter is detailed and specific)	10	9-8	7-6	5-4	3-1	0
WORK BREAKDOWN (how clearly you have outlined team member responsibilities; the work breakdown is detailed and specific)	10	9-8	7-6	5-4	3-1	0
SCHEDULE (how clearly you have visualized the project timeline; the schedule is detailed, realistic, and includes all major dates)	5	4	3	2	1	0
CONCLUSION (how efficiently you have summed up key content of the document; you have provided the intended audience with a final persuasive push tailored their unique needs)	5	4	3	2	1	0
REFERENCES (how closely you have followed the guidelines for this section as outlined in the assignment instructions)	10	9-8	7-6	5-4	3-1	0
PERSUASIVENESS						
OVERALL PERSUASIVE APPEAL (how effectively you have employed rhetorical strategies to successfully persuade audience of the suitability and importance of proposed project)	5	4	3	2	1	0
PROJECT PROPOSAL (how thoroughly and completely you have described your project; audience is left with no residual questions)	10	9-8	7-6	5-4	3-1	0
PROJECT PLAN (how successfully and efficiently you have built credibility through a detailed description of the project plan, team member's skillsets, and ability to collaborate effectively; audience is confident you can successfully complete the project as outlined)	10	9-8	7-6	5-4	3-1	0

WRITING QUALITY						
STYLE & VOICE (how effectively your writing style conveys meaning in a tone and manner appropriate for both rhetorical context and audience needs/expectations; your document reads as though it had a single writer - a unified voice).	5	4	3	2	1	0
CLARITY (how efficiently you use language: your document is clear and concise; plain language supports usability by a broad audience; discipline-specific language is used appropriately and only when necessary)	5	4	3	2	1	0
GRAMMAR & MECHANICS (your document is error free; this category includes sentence structure, usage, syntax, punctuation, spelling, etc.)	5	4	3	2	1	0

ADDITIONAL COMMENTS:

-