

## Grading Rubric for Client Proposal (Total score is out of 10 possible points)

	<b>Exemplary</b>	<b>Competent</b>	<b>Needs Work</b>	<b>Score</b>
<b>Quality, Organization and Development of Ideas</b> Demonstrated understanding of client company's mission; client and industry background adequately researched. Good development of ideas through supporting details and evidence. Logical and clear arrangement of ideas; effective use of transitions; unity and coherence of paragraphs.	Displays understanding of client industry and clients place in it. Clearly describes client mission. Connects these in an appropriate way. Proposal builds in a clear and logical manner and sections are naturally connected with good transitions.	Includes references to client industry, but they are limited and relationship of client to industry is not clear. Mission adequately stated. Proposal builds in a more or less clear and logical manner and sections are naturally connected with good transitions.	Very limited or no description of client industry, client's place in the industry, or stated mission. Proposal does not build in a clear and logical manner and/or sections lack good transitional elements.	(2.5 points)
<b>Statement of Communications Objective and Audience Analysis</b> Describes both broad goals for the clients as well as objectives(s) that can be addressed within the scope of the project. Audience is well described and delineated.	Clearly states broad goals of the client as well as objectives for the current project; thoroughly describes audience and analyzes relationship to client/product.	Goals/objectives can be found in the document, but they are not clearly stated such that communication can be realized. Audience not sufficiently delineated.	Objectives/goals are either not stated or so vague that they do not serve to guide the proposal. Very limited audience analysis.	(2.5 points)
<b>Appropriate Use of Media</b> Describes use of media tools to reach communication objective; treatments (look and feel) of each piece included.	Each required media format is included and how it will be used; what the piece will look and feel like is included in description.	Media formats are included, but how each will be used and/or what the piece will look and feel like is not adequately described.	Not all media formats are included, or how each will be used and/or what the piece will look and feel like is not included in description.	(1.5 points)
<b>Clarity and Style</b> Ease of readability, good use of formatting, good use of headings, tables, and lists. Sections fit easily into separate pages avoiding splitting up sections across more than a single page.	Proposal is very easy to browse and can be read quickly. Uses formatting techniques such as tables and list to organize content	Proposal uses some good formatting techniques, but there are some areas which could be made more clear by separating given sections	Proposal is very hard to read due to densely appearing paragraphs, tables that split between pages. Eye does not flow easily down the page.	(2 points)
<b>Sentence Structure and Mechanics</b> Grammatically correct sentences; absence of comma splices, run-ons, fragments; accurate spelling; careful proofreading.	Completely grammatically correct sentences. No run-on sentences or fragments; No misspelled words or typos	One or two grammatical errors. Some use of passive voice. Sentences may lack maturity. Sentences not crisp.	Many grammatical errors, typos in more than one section. Frequently long, wordy sentences.	(1.5 points)