

Proposal Grading Sheet

Content: (70%)

1.0 Introduction

- opportunity presented/purpose of the proposal
- description of primary intended audience for your site (and any secondary audiences)
- scope (if necessary) and organization of the proposal

2.0 Background

- background information necessary to understand the scope of project
- relevant literature/sources of information

3.0 Descriptions of Products

- general description of products
- graphic representation of your proposed products

4.0 Group Work and Schedule

- how work of ALL collaborative projects is divided among group members—see RFP!!
- Gantt chart (here or in appendix)

5.0 Qualifications

- What you're bringing to the project, why I should "hire" you
- Refer to resumes, other related work to establish ethos

FRONT AND BACK MATTER

- Letter of transmittal
- Cover/title page
- Table of Contents and List of Table and Figures
- Executive Summary
- List of References
- Glossary (if appropriate); appendixes (resumes, Gantt chart, others as appropriate)

Coherency and quality of writing

Quote sparingly, with in-text citations provided

Coherent sentences; clean and clear writing

Effective paragraphs, esp. transitions and advance organizers

Grammatically correct

Proofread!

Proper tone

Effective titles and effective headings

Document Design (30 pts)

fonts for headings/subheadings are indicative of content; fonts overall are pleasing

pagination: front matter in lower case Roman numerals; body starts on page 1 (header)

Graphics/figures: labeled? titled? properly done? easy to read/understand?

Are they the "right" graphic?

Layout of proposal overall:

White space (margins fit for binding) and around graphics

Balance, alignment, etc. employed

Titles/headings created to show levels of importance/leading appropriately used

Proposal "bound" neatly; emailed to me and to liaison

Overall "Ethos" of proposal and other comments: