**Proposal: Rough Draft Peer Review**

Use this to review each other’s proposals and as a guide as to what I am looking for in your own. Check that headings and content (whatever is done) match what is expected as based on the RFP. While groups can certainly expand on my guidelines, make sure that the asked-for material is also present.

**BODY OF REPORT**

1.0 Introduction

* opportunity presented/purpose of the proposal
* description of primary intended audience for your materials (and any secondary audiences)
* scope and organization of the proposal

notes:

2.0 Background

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

notes:

3.0 Descriptions of Products

* general description of products
* graphic representation(s) of your proposed products

notes:

4.0 Group Work and Schedule

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

notes:

5.0 Qualifications

* What you’re bringing to the project, why I should “hire” you
* Refer to resumes, other related work

notes:

Review coherence/style guidelines:

* Effective titles and headings (this will refer mostly to subheadings)
* Effective lists: look for places to turn into lists
* Effective paragraphs—check esp. on paragraph length, topic sentences
* Use of coherency devices (transitions, demonstrative pronouns, key words)
* Effective advance organizers to introduce materials in each section

**FRONT AND BACK MATTER**

Check any completed front matter, format and content:

* Letter of transmittal
* Cover/title page
* Table of Contents and List of Table and Figures (do they match the proposal?)
* Executive Summary

Check any completed back matter, format and content:

* List of References
* Glossary (if appropriate)
* Appendixes (resumes and perhaps the Gantt chart; others as appropriate)

**Document Design**

Check preliminary styles (if created) to make sure fonts for headings/subheadings match

Check the graphics/figures: are the required ones there? labeled? Titled? Properly done? Have enough white space? Easy to read?

Check document design:

* Font: standard is serif; headings in sans-serif (but just choose something easy to read and consistent)
* Fonts of headings consistent at each level
* Line spacing: single spaced, double btwn. paragraphs
* Effective balance, alignment, grouping; enough white space between sections
* Margins: at least 1.25/1.00, but ensure lots of WHITE SPACE
* Pagination: front matter in lower case Roman numerals; body-back matter starts on page 1; in body page numbers are in header, right margin, next to name