

MS URPL Professional Project Rubric

Assessment of Written Report				
Criteria	1 - Unacceptable	2 - Marginal	3 - Strong	4 - Exceptional
1. Report demonstrates ability to synthesize and critically evaluate subject knowledge , including foundational and current literature, concepts, and applications.	Project does not demonstrate a background in subject knowledge or reveals misunderstanding of literatures, concepts, or applications.	Some gaps in subject knowledge, with weak or uncritical understanding of relevant literatures, concepts, or applications.	Well-developed understanding of subject knowledge with reference to some relevant literatures, concepts, or applications.	Exceptional depth of subject knowledge, including relevant literatures, concepts, and applications.
2. Report demonstrates ability to collect and analyze appropriate data based on clear project objectives.	Data interpretation is inappropriate and/or uses incorrect methods; project objectives are poorly defined; identifies no weaknesses in interpretation; absence of critical thinking.	Data interpretation is rudimentary and/or project objectives are poorly defined; limited use of correct methods; identifies no weaknesses in interpretation; limited critical thinking.	Data interpretation is appropriate and mainly uses correct methods for a clearly defined project objective; identifies some weaknesses in interpretation; some critical thinking.	Data interpretation is appropriate and creatively uses correct methods; objectives are clearly defined; identifies weaknesses in interpretation; shows strong critical thinking.
3. Report presents reasoned conclusions based on original analysis or creative work.	Little discussion of project findings/outcomes; poor grasp of material; no original analysis or creative work; conclusions not supported.	Relevant discussion missing; some conclusions/recommendations not supported by findings from original analysis; may be a restatement of existing information.	Good reasoning based on available data; conclusions/recommendations mostly based on original analysis or creative work.	Superior, accurate, and engaging reasoning based on deep understanding of available data; conclusions/recommendations based on original analysis or creative work.
4. Written communication demonstrates mastery of genre, style, grammar, spelling, and formatting.	Significant problems meeting expectations for a professional report, prose, grammar, spelling, or formatting.	Attempt to meet expectations of a professional report; prose needs further revision; consistent problems with grammar, spelling, or formatting.	Meets expectations of a professional report, clear prose, and few problems with grammar and spelling; minor issues with formatting.	Outstanding example of a professional report, with skillful prose, without grammatical or spelling errors; formatting consistently follows department standards.
5. Report explains relevance and application to planning-related practices or processes.	Report does not remark on the possible application to planning practice.	Report poorly describes how it could be applied to planning practice.	Report references some conceptual or concrete applications to planning practice.	Report makes a strong argument for a concrete application to planning practice.
Assessment of Presentation				
Criteria	1 - Unacceptable	2 - Marginal	3 - Strong	4 - Exceptional
6. Organization of the presentation	The presentation uses inappropriate logic and is difficult to understand.	Audience has difficulty following the logic of the presentation and its logic may be flawed.	Information is presented in logical sequence which the audience can follow.	Information is presented in a logical and interesting sequence that an audience can follow. Flows well.
7. Speaking skills	Presenter mumbles, talks very fast, and speaks too quietly for a majority of students to hear & understand. No eye contact with audience, presentation read entirely from notes.	Presenter's voice is low. The pace is much too rapid/slow. Audience members have difficulty hearing presentation. Minimal eye contact with audience, reads mainly from notes.	Presenter's voice is clear. The pace is a little slow or fast at times. Most audience members can hear the presentation. Consistent use of direct eye contact but reads partly from notes.	Uses a clear voice and speaks at a good pace so the audience can hear presentation. Does not read off slides or notes. Uses direct eye contact with audience.
8. Visual communication skills	Little or no visual content, too much text on slides.	Visuals are used but not helpful, or they are not explained or put in context.	Appropriate visuals are used and explained by the speaker.	Excellent visuals that reinforce the message of the project; skillfully applies graphic design. Slides are not text-heavy.
9. Expression of subject knowledge	Goal of project unclear, information included does not support conclusions of the report.	There is a great deal of information that is not clearly integrated or connected to the report.	Sufficient information with many good points made, some gaps in the information presented or differences between the presentation and the report.	Purpose of project is clearly articulated. Findings/project outcomes are applicable to planning practice and reflect what was included in the report.