

GEOG 4230/5230: Location Intelligence
Phase 1 Storyboard Proposal Evaluation Rubric

Name(s): _____

Part A: Report Components	Excellent	Satisfactory	Weak	Poor
1. Introduction	Well-written and interesting, defining a clear, compelling, and well-written question that strongly reflects a complete understanding of the project context and issues to be resolved.	Generally well-written and interesting, including an adequately defined problem statement that generally reflects the project context and issues to be resolved.	Adequately written, but does not hold the reader's interest, and leaves the problem statement weakly defined and loosely connected to the project context and issues to be resolved.	Is poorly written, uninteresting, and lacks a problem statement, with minimal or no connection to the project context and issues to be resolved.
2. Objectives for Analysis	Clearly defined specific milestones that allow the problem statement to be thoroughly covered.	Defined milestones that clearly link to the problem statement.	Some milestones that relate to the problem at hand.	Vague or missing milestones with little or no connection to the problem at hand.
3. Proposed Research Methods	Choice of analytical methods (study area, data requirements, analytical methods) clearly and thoroughly explained.	Analytical method choices (study area, data requirements, analytical methods) mostly explained.	Analytical method choices (study area, data requirements, analytical methods) minimally explained.	Analytical method choices (study area, data requirements, analytical methods) not explained
4. Research Tasks Definition	Provides clear and thorough definitions of specific tasks to be completed.	Provides a good set of research task recommendations.	Provides minimal research task recommendations.	Provides no clear definitions of specific research tasks.
5. Cumulative Plan Component Quality	Complete, logical, and well-integrated plan that provides a comprehensive foundation for issue resolution.	Complete, logical, and well-integrated plan that addresses the basics of issue resolution.	Incomplete plan that addresses some of the issues in need of resolution.	No plan to address few or any of the issues in need of resolution.
Part B: Report Quality	Excellent	Satisfactory	Weak	Poor
1. External Source Citations	As needed, all non-original ideas are well-referenced in-text and in a well-formatted reference list.	As needed, most non-original ideas are well referenced in-text and in a reference list.	Non-original statements are unsubstantiated and/or there are important reference list issues.	References are not cited to support non-original statements or major issues with the reference list.
2. Writing	All paragraphs are well-constructed, and there are no grammatical, spelling or punctuation errors.	Most paragraphs are well constructed, and there are few grammatical errors.	Paragraphs are typically not constructed well. Many grammatical or spelling errors.	Sentences within paragraphs do not relate to each other. Far too many grammatical or spelling errors.
3. Graphics	Includes relevant figures and tables, and all are well-designed and executed and make useful contributions to the paper.	Includes relevant figures and tables, and all are well designed and executed and add something useful.	Includes some figures and tables, but these are not well designed or executed, or make minor contributions to the plan	Few or no figures and tables, and if included, these are not well-designed or executed and do not contribute to the plan.
4. Organization	Report is clearly and logically organized in sequence by section and major theme.	Report is mostly well organized by section and theme.	Some sections and themes are presented outside of a clear and logical sequence.	Many sections and themes are presented outside of a clear and logical sequence.

5. Cumulative Plan Execution Quality	High	Average	Substandard	Low
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Comments (e.g., what worked well, what could be improved):

Overall Score:

Number of "Excellent" Ratings = _____ x 10 = _____

Number of "Satisfactory" Ratings = _____ x 8 = _____

Number of "Weak" Ratings = _____ x 6 = _____

Number of "Poor" Ratings = _____ x 4 = _____

Grand Total = _____ /100