

Group Name:		OB Project Rubric (25 points)					
Criteria	Wgt	Novice (0/1)	Fair (2)	Proficient (3)	Excellent (4)	Rate	Total
Project Design and Execution	7	Major components of the project design are flawed, missing or lack connection to each other.	Two or more parts of the project design -- selection of subjects, design of questions, execution -- are flawed and/or lack connection to other parts; this limits the ability to understand key problem/issues	The selection of subjects, design of questions and execution provide a useful means of understanding the key problem/issues; either 1 component is weak or the parts need better integration with each other	The selection of subjects, design of questions and execution are well integrated and used to create a better understanding of key problem/issues		
Use of Theory	4	No theoretical perspective is identified in the answer. Or theoretical perspective is identified but use is generally parrot fashion or copied from a book; no real sign of understanding of the theory or ability to apply to the problem	A theoretical perspective is identified; however use of the theory to understand the problem is incomplete and may be partly incorrect; the theory is not always well linked to the interview questions or the solution	Student demonstrates correct understanding of a theoretical perspective. Application of the theory to the problem is generally correct but may lack consistent integration with problem analysis, interview questions or solutions	Applies a theoretical perspective to the investigation process in order to gain a deeper understanding of the problem and develop a solution		
Conclusion & Recommend	4	No clear solution or recommendations are offered or those offered bear little relationship to the problem and its solution	Recommendations either do not reflect knowledge gained from the investigation process or appear impractical	Solution is consistent with the theoretical analysis; recommendations may lack necessary details or examples to determine feasibility and practicality of the recommendations	Student develops a solution that is consistent with the theoretical analysis and sufficiently detailed to determine that it is practical and likely to solve the problem		
Visual Aids	5	The visual aids are either missing or difficult to understand with numerous errors. They detract from the presentation of content.	The visual aids are clear, but quite basic and not well integrated to create a consistent message. Graphics and video do not add significantly to the understanding or to the impact of the presentation.	The visual aids are clear, easy to understand and relevant to the presentation of the content. Video is used to enhance understanding but may does not consistently add impact.	The visual aids are clear, easy to understand, aesthetically pleasing, creative and relevant to the presentation topic. The use of video is skillful and clearly adds impact and enhances understanding.		

Present Organ'n	2	No visual aids used. Or the presentation is complete but the parts are not presented in a logical, understandable sequence.	Presentation is complete and logically sequenced, but the emphasis is inappropriate and the presentation fails to achieve the desired communication impact.	Presentation is complete and logically sequenced with appropriate emphasis on different parts. Audience understanding is enhanced by the presentation.	Presentation is complete, and logically sequenced with appropriate emphasis on different parts. Audience understanding and emotional engagement are enhanced by the use of an interesting storyline.		
Present Delivery	3	Delivery of presentation lacks fluency and evidence of preparation. Or presenter relies upon heavily upon memorization and reads slides. Verbal fluency is limited with many errors; no audience contact.	Fluency of delivery and audience contact are inconsistent. Over-reliance on notes and reading of slides.	Delivery is fluent with appropriate positioning, and some audience contact. Only limited use of notes or reading of slides.	Delivery is fluent and responsive to the audience. The speaker engages and maintains audience interest with various techniques (e.g., positioning, humor, eye contact, movement).		
Comment:							