TCO 341 Proposal Design Rubric

Examine the sample proposal you've been given and answer each of the questions below. Point to particular parts of the document as evidence for your answers.

Effective Document Design

1. What elements of the document make a good impression on the reader?

2. What elements of the document help the reader understand its structure and the hierarchy of information it contains?

3. What elements of the document help the reader find information they need?

4. What elements of the document help the reader understand information?

5. What elements of the document help the reader remember information?

6. Do the document's size, paper, binding, colors, and text direction conform to the reader's cultural expectations and to the requirements of the RFP?

Effective Page Design

1. Is information on the page effectively chunked to help readers find, understand, and remember it?

2. Does the page make visual distinctions that indicate the relative level of importance of information through heading levels, use of bold type, alignment of information, and so forth?

3. Does the page use visual patterns such as boxes or typographic conventions that help the reader distinguish different types of information?

4. Does the page use white space effectively (within the limitations of the proposal requirements)?

5. Does the page use larger type for first-level headings (20% larger) than for second- and third-level headings? Are the first-level headings closer to the left margin than second- and third-level headings? Are headings at the same level formatted exactly the same (same type face, type size, and space before and after)?

Effective Visual Design

1. Do graphics have consecutive figure numbers and captions, and are the figures "called out" in the text in the order they appear?

2. Are the graphics honest, simple, and uncluttered?

3. Do the graphics present a manageable amount of information that readers can easily understand?

4. Do the graphics use color effectively but not excessively?

5. Does the document use color for emphasis?

6. Does the document use tables, bar graphs, pictographs, line graphs, and pie charts to illustrate numerical information?

7. Does the document use diagrams and organizational charts to illustrate logical relationships?

8. Does the document use checklists, tables, flow charts, and logic trees to illustrate instructions and processes?

9. Does the document use drawings, maps, photographs, and screen shots to illustrate visual or spatial characteristics?