PROJECT REPORT EVALUATION RUBRIC

The students in the senior capstone course are developing a new product and you are assigned to work with them on the sensory evaluation aspect. You are asked to coordinate, plan and execute the appropriate test and provide conclusions for the consumer acceptance of the product. You are also asked to provide a concise (3-4 pages) report to be incorporated into the document for the Southeast IFT (SEIFT) Product Development Competition.

	EXPERT (100%)	**ADVANCED** (80%)	**INTERMEDIATE** (60%)	**BEGINNER** (0 – 40%)
STATEMENT OF THE PURPOSE (10 Points)	Statement of the purpose is clearly and completely described	Statement of the purpose is clearly described, but some key details are omitted	Statement of the purpose is described but not clearly articulated	Statement of the purpose is omitted
EXPERIMENTAL DESIGN (10 Points)	The series of methods used fully and correctly answer the question, but fall a little short	The series of methods used correctly answer the question, but fall a little short	The series of methods used do not correctly answer the questions	The series of methods used do not fully and correctly answer the questions
USE OF METHODOLOGIES (10 Points)	Methods used a correct and well implemented Students understand why the procedures are used	Most of the methods used are appropriate and are well executed Some of the methods may not be the best choice or minor details are incorrect	Some of the methods used are appropriate but some mistakes are made either in the use or implementation of the methodology	Most of the methods used are inappropriate and many mistakes are made either in the use of methodology or the implementation of the testing methodology
DATA ANALYSIS (20 Points)	Correct analysis of data	Correct analysis is performed Some mistakes in calculations are made	Some knowledge of statistical technique is demonstrated Analysis of data not always correct	Knowledge of statistical techniques is poor
RESULTS (10 Points)	Results are sufficiently described with appropriate format for text, tables, legends, figures	Results are sufficiently described with appropriate format for text, tables, legends, figures Some aspects of the results lack clarity	Results are sufficiently described with appropriate format for text, tables, legends, figures Some results are described incorrectly	Most of the results are incorrectly described Inappropriate format and description for text, tables, legends, figures

INTERPRETATION OF RESULTS (10 Points)	Interpretation of the data is always correct Interpretation of the data considers limitations of the methods used, and logical next steps	Interpretation of the results is statistically based and correct Interpretation is somewhat cursory	Interpretation of the data analysis is sometimes correct Interpretation of the results is not based on the statistics	Most interpretation of the data analysis is incorrect or omitted
DISCUSSION (20 Points)	Discussion on the project in terms of problem statement, experimental design, data analysis, results and application is efficiently done	Discussion on the project in terms of problem statement, experimental design, data analysis, results and application is mostly complete	Discussion on the project in terms of problem statement, experimental design, data analysis, results and application is attempted but needs more Three out of five aspects are discussed	Discussion on the project in terms of problem statement, experimental design, data analysis, results and application is very limited None to two out of five aspects are discussed
REFERENCES (10 Points)	Relevant references for the project are cited throughout the text and are listed reference list in the report References are correctly listed according to the requirement	Most relevant references for the project are cited throughout the text and are listed in the reference list in the report Most references are correctly listed according to the requirement	Many relevant references for the project are cited throughout the text and are listed in the reference list in the report Many formatting errors are observed throughout the report	Few relevant references for the project are cited throughout the text and are listed in the reference list in the report Most references are not correctly listed according to the requirement