# Section Guidance for Case Study

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| Criteria | Excellent | Satisfactory | Unacceptable |
| *Title Page* | A professional looking single page with all necessary information including *Project title, Prepared for, Prepared by, and Date.* | Title page is missing 1 information component.  | Title page is missing 2 or more information components.  |
| *Table of Contents* | All topics are listed with the appropriate page numbers. Following topics is a list of design drawings, and list of appendices (if applicable).  | All major components of the case study are identified. May be missing appendix identification or 1-2 errors in page identification. | Document lacks professionalism and contains more than 2 errors in page identification.  |
| *Executive Summary* | The executive summary clearly communicates the critical elements of the effort so it reads as a stand-alone document. A well-stated introduction and summary is provided. Lessons learned are presented in bullets. Length is long enough to sufficiently cover critical information, but no longer than 2 pages. One clear and concise image is provided. | The executive summary includes most, but not all of the critical elements of the research. Some of the information is trivial or unnecessary to understanding the effort.  | The executive summary is either too short (less than ½ page) or too long (more than 2 pages). The summary contains mostly unnecessary or trivial information; therefore, it is inadequate as a stand-alone document. |
| *Project Introduction and Background Information* | Information about the project is clearly reported, including the objective(s), project need, and teams involved. | Information is, for the most part, clearly reported, but some information that may be critical to the project is missing.  | Information is provided, but there is a great deal of potentially important information missing.  |
| *Technical Methodology*  | Technical methods are clearly stated, explained, and appropriate for the project. Discussion of potential alternatives are presented, in addition to technical methodology utilized. Images, graphs, etc are included to illustrate methodology and project progress. | Methods are clearly identified, somewhat explained and appropriate for the project, but further detail was required. Images and data are included but not clearly tied to methodology and project progress.  | Methods are identified and appropriate for the project, but no explanation is provided. No images or data. |
| *Lessons learned* | More than 3 meaningful and well-stated lessons learned are presented and expanded on. Lessons learned convey a deep understanding of the project/problem and offer a meaningful reflection on the work carried out. | 2-3 well-stated lessons learned are presented in bullet form. There is understanding of the project/problem and some reflection. | Less than 2 recommendations are presented. Lessons learned are loosely linked to the project/problem. No reflection is shown.  |
| *References* | Material used in the case study taken from external sources is appropriately referenced.  | Some material from external sources is not referenced.  | No references are documented, although it is obvious material from external sources has been used.  |

# General Guidance for Project Report

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| Criteria | Excellent | Satisfactory | Unacceptable |
| **Organization** | Written work is well organized and easy to understand. Sections of the case study are labeled with appropriate headings. Data displays are appropriately used and easy to understand and contribute to ease of report reading. | The organization is generally good, but some sections are out of place. Some headings may be missing. Data displays are included, but are difficult to understand. (i.e.- poorly labeled) | The case study is disorganized to the extent that it prevents understanding the content. There are no headings and inappropriate use of data displays.  |
| **Writing Style** | The case study has a writing style that is uniform throughout the plan and appropriate for this project.  | The writing style lacks uniformity at times and in not always appropriate for a case study.  | Case study has numerous different writing styles, and errors in margins and fonts. |
| **Professionalism** | Written communication conveys a sense of professionalism; a written document appears and reads like it was developed by professionals.  | Many aspects of the report convey a sense of professionalism, but there are some written communication problems that are not congruent with a professionally prepared case study.  | The research report lacks any sense of professionalism.  |