**Presentation Rubric**

| Criteria | Basic | Proficient | Advanced |
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| Learning Objective: Communicate effectively with an audience based on audience characteristics. | | | |
| Building an Effective Presentation | Audience: Little evidence that the speech/presentation was designed for the target audience. Little attempt to connect with the audience. Little attempt to explain things at the audience's level.  Content: Most required content is included. Unnecessary and distracting information is included.  Organization: The speech is somewhat disorganized and sometimes difficult to follow. Ineffective opening. Ineffective closing.  Purpose: Purpose of the speech is not completely clear to most listeners.  Mechanics: Multiple occurrences of incorrect grammar, spelling, or punctuation. Words are used incorrectly. | Audience: The speech/presentation is designed with the audience in mind. Evidence of attempts to connect with the audience (with audience-specific content/contexts). One or two points could be better explained for this audience.  Content: All required content is presented. Some extraneous information may be included but does not detract from the purpose.  Organization: The speech/presentation is effectively organized. Engaging opening creates interest from the audience. Organized body that makes sense to audience. Effective closing.  Purpose: The intended purpose of the speech is clear.  Mechanics: Correct grammar, spelling, and punctuation. Words are used correctly and in the correct context. | Audience: The speech/presentation is perfectly designed for this audience. Several clear connections to the audience. All key points are understandable from the perspective of the audience.  Content: Evidence of extensive research. Content includes interesting and impactful information beyond the required content.  Organization: Can explain strategic choice of organizational structure (i.e., problem/solution, compare and contrast, order of importance, sequential). Opening catches the audience's attention. Powerful closing inspires the audience.  Purpose: The speech/presentation accomplishes the intended purpose.  Mechanics: Correct grammar, spelling, and punctuation. Words are used correctly and in the correct context and sentence structure. |

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| Delivering an Effective Presentation | Appearance: Student adjusts appearance for the occasion.  Poise: Student appears ill at ease. Displays many distracting behaviors.  Voice: Difficult to hear and understand words.  Eye Contact: Minimal eye contact with audience. Reads script.  Gestures: Minimal body movement, gestures, and facial expression.  Speed: Too slow or too fast to hold audience's attention and interest. | Appearance: Student looks sharp and is dressed appropriately for the occasion.  Poise: Student appears calm.  Voice: Voice clear and at an appropriate volume. Good verbal expression with some emotion.  Eye Contact: Makes eye contact with audience during most of the speech.  Gestures: Displays some facial expressions and appropriate body language. No distracting behaviors.  Speed: Good pacing. | Appearance: Student looks sharp and is dressed appropriately for the occasion. Student provides something that is out of the ordinary and memorable.  Poise: Student exhibits confidence.  Voice: Voice clear and at an appropriate volume. Verbal expression enhanced with emotion contributes to interesting delivery.  Eye Contact: Continuous eye contact—looks at each member of the audience.  Gestures: Facial expressions and body language contribute to meaning.  Speed: Varies pacing to enhance the message. Uses pauses for dramatic effect. |
| Effective Use of Visual Aids | Visual aids only marginally relevant.   Visual aids do not add to the presentation, merely represent what is said.   Visual aids not appropriate for the intended audience or for the presentation environment. | Visual aids are relevant and enhance understanding of the information.   Visual aids are neat, attractive, and add interest. Appropriate for the audience.   Most of the audience can easily see and interpret the visual aids. | All digital media and visual aids are relevant, well designed, and enhance understanding.   Visual aids provide clarity and convey important ideas in a clear and concise way (perhaps more effectively than words).   Provide evidence that the presentation environment has been considered and the presentation built and/or revised appropriately. |

**Comments:**