# DA6213 Rubric for Presentation

Summary: Every single presentation rubric criteria starts at 100 points for evaluating the presentation. So you start with a perfect slate! Points are deducted for elements of the criteria that don’t meet the standard for that score. **If there is more than one presenter then you must give approximately equal time to each presenter – no weaseling by having one student carry the presentation.** You can use the following standard chart for evaluating each criteria.

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| Score | 99+ | 92-98 | 90-91 | 87-89 | 83-86 | 80-82 | 77-79 | 73-76 | 70-72 | 67-69 | 63-66 | 60-62 | <60 |
| Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | F |

Here are the criteria that are used

Content: As the syllabus says, content of the presentation is considered 25% of the course grade. You start with 100 points for each of the criteria below. The content of your presentation is evaluated on the following rubric criteria:

1. Organization – does the presentation tell a story from start to end? Is it organized in a logical step by step manner? (100 points)
2. Content – how many of the key concepts are covered in the presentation? Did the presenter miss any critical concepts that should have been covered? (100 points)
3. Conciseness – you only have about 7 minutes. You have a lot to communicate in that time. Your communication needs to be concise and to the point. (100 points)
4. Appropriateness – is the analysis appropriate for the data set? Were there any mistakes made in the application of the technique? (100 points)
5. Knowledge – how knowledgeable was the presenter about the topic was the presenter? Did they misinterpret a component of the analysis? Do they understand the part of the analysis they are presenting? (100 points)

Presentation: Here I am looking for how clearly and well the presenter can communicate the ideas that appear on the screen. If you can’t communicate your ideas and analysis to your boss or clients then there isn’t much sense in conducting the analysis in the first place.

1. Clarity of presenter – how well does the presenter communicate the ideas and results that are up on the screen? Did they talk at an appropriate rate and not sound hurried? (100 points)
2. Visual impact of the slides – are they readable? Is there too much text on the screen? Do the slides impede the presenter’s approach? Are there any relevant visual plots or even figures to break up the textual look of the slide? (100 points)
3. Timing – remember that you have 7 minutes for the whole presentation. You should probably count on no more than 15 slides (about 30 seconds a slide). You might work in more slides if there’s just a quick point to make. You are given a 30 second “grace period” after the seven minutes is up. You should have your phone handy with a timer to ensure you stay on track. Go over the 7 minutes + 30 second grace period and points will start to disappear from this criteria. (100 points)

**Bonus round** – learn some new metric or idea that is interesting in terms of this technique and we didn’t talk about it in class? Before you start your presentation, you **must** state you wish to declare a bonus slide. You are allowed up to two bonus slides and an extra minute for your presentation. The 1-2 bonus slides **must** be labeled with the word BONUS in nice sized text somewhere on the slides. You could gain anywhere from 0 to 20 extra credit points for your content portion of the evaluation. (0-20 points extra credit)

Note that the syllabus says the presentation portion of the project is worth 25% of the grade. So I will weight your content and presentation scores appropriately. Hopefully this should help you gauge how to construct and present your presentation.