

Capstone Presentation Rubric

Goal: Writing clearly, concisely, persuasively	<i>Improvement needed Up to 30% credit</i>	<i>Acceptable 30-70% credit</i>	<i>Outstanding 70-100% credit</i>
Formatting and Mechanics 20% weight	Formatting is distracting and/or hard to read. Contains more than two significant errors.	Formatting is not distracting, including no more than one significant error in presentation.	Professional look that creates a visual appealing layout that makes it easy to follow. Errors, if present, are minor.
Speaking Demeanor 20% weight	Several of the following: 1. Losing focus, 2. poor grammar, 3. speaking too quietly, fast, or slow, 4. Awkward gestures or bad posture, 5. Poor eye contact/no connection to audience	No more than 2 of issues listed in "Improvement Needed" or if more than 2, they are all minor issues.	Nice transitions, well-organized content; good vocal projections, natural speed and volume; confident posture, comfortable use of hands, feet, and facial expressions; good eye contact, connection to audience.
Clarity 20% weight	Every (or most) slides are choppy or difficult to understand.	Several slides are choppy and/or difficult to understand.	All slides are clear, well organized, and easy to understand.
Concise 20% weight	Information is repetitive with multiple filler phrases and unneeded words.	Information is somewhat repetitive and there are few filler phrases.	Information is presented concisely, and to the point with no unneeded words or phrases.
Compelling 20% weight	Content is unpersuasive with little connection between data and conclusions.	Content is somewhat persuasive, but not enough connection between conclusion and data presented.	Data clearly support the main point of the presentation.