

CS2101 Effective  
Communication for  
Computing Professionals

Presentations



# Product Demos & Pitches



Brilliant code isn't enough until:

1. People **understand** what you're doing
2. People **become interested** in what you're doing
3. People **become excited** about what you're doing

Learn to pitch your ideas and demo your product, AND YOURSELF, to your lecturers, supervisors, mentors, colleagues, bosses, clients and investors.

Product demo  
skills are in  
demand

## Database/Software Engineer

IoTalents Pte Ltd - Singapore

\$3,500 - \$5,000 a month - Full-time, Permanent

### Job Description:

Includes product demo

- Provide pre-sales and post-sales support for software products
- Work closely with sales team to provide technical solutions
- Involve in technical clarifications
- Perform technical presentation on products and solutions
- Subject matter expert and well verse in database products portfolio
- Conduct technical/solution presentation, demo, proof of concept to customer

### Job Requirements:

- Possess a minimum qualification of a Diploma or Degree in Computer Engineering/ Information Technology/ Computer Science or related discipline
- Candidates with a minimum of 2 years' experience in similar capacity preferred
- Experience in performing database migration and clustering
- Knowledge in Linux and virtualization technology will be added advantage.
- Candidates with OCA/OCP in Oracle Database will be added advantage
- Excellent communicator, self-motivated, quick learner & good working attitude
- Ability to complete assigned work in a timely & independent manner

Job Types: Full-time, Permanent

Salary: \$3,500.00 to \$5,000.00 /month

# Software Engineering Team Leader

## Key Requirements

- Minimum Bachelor's degree in a concentration in software engineering
- 5+ years' experience in commercial software application development
- 2 to 5 years' experience as a technical team leader or technical lead
- Experience in software engineering principles and commercial software product development processes and methods
- Through prior work experience, has demonstrated leadership qualities and abilities
- Project management skills a must with a strong attention to detail and follow through
- Strong verbal and written communications skills
- Strong presentation and product demonstration skills
- Excellent understanding of the Java and Javascript programming languages
- Experience with Spring, Hibernate, Dojo, CSS, HTML, PostgreSQL, and Oracle Database 11g
- Knowledge of database design and BI; experience with Oracle a plus
- Proficient in SQL, with some knowledge of PL/SQL preferred
- Some experience with tools/platforms such as Maven, Git, Bamboo, Tomcat, and Linux
- Familiar and comfortable with the agile development methodology called Scrum



## WORKING FOR AVEVA: VACANCIES DETAILS

**Software Engineer – Malmö, Sweden**

### **Knowledge, Skills & Experience Preferred:**

- Degree or equivalent in Computer Science, Engineering or numerate subject
- At least 2 years' experience of developing professional software applications using C++ and C# in the Windows .NET Environment
- Knowledge and experience of object oriented design and development
- Logical and numerate, with complex problem-solving skills
- Team worker with proactive approach
- Good verbal and written communication skills
- Skilled in use of Visual Studio development Environment
- Knowledge of Windows architecture, including WPF and WCF
- Knowledge of complete software development lifecycle, preferably agile development methodology (e.g. Scrum)
- Experience of developing 3D graphical applications in OpenGL / DirectX
- Knowledge of computational geometry and programming design pattern fundamentals
- Experience of task based, multi-site configuration management, e.g. TFS
- User Interface and User Experience design skills
- Presentation and product demonstration skills

# Learning outcomes

By the end of the lesson, you will be able to:

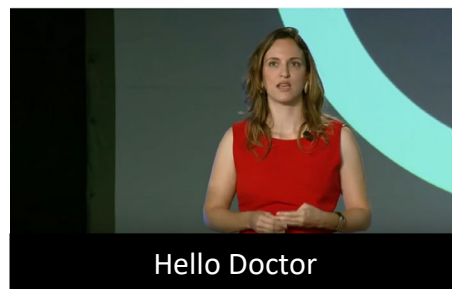
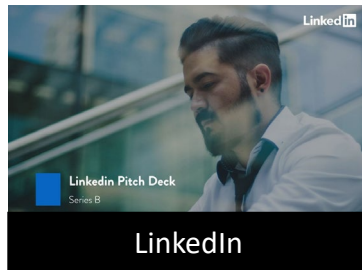
- Understand what a product demo and a product pitch looks like
- Tailor your product demo and pitch to the different context, audience and purpose of your presentation
- Anticipate and prepare for questions in the Q&A session

# Activity 1:

- What's the difference between a Product Demo and a Product Pitch?

## Activity 2:

- Go through the following videos/slides and discuss if it is a Product Demo or a Pitch.



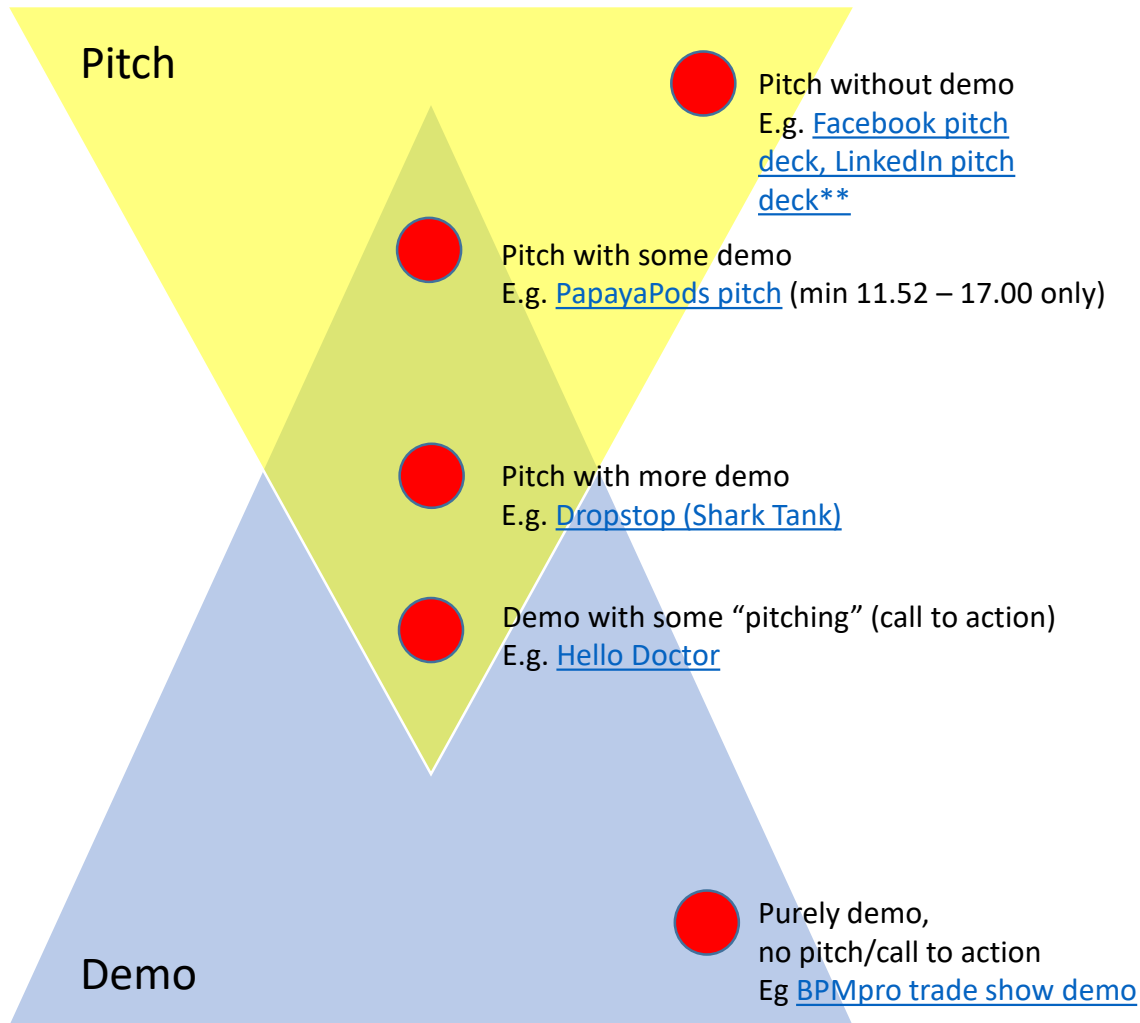


## Discuss:

- What is the slide deck/ video about?
  - Is it a product pitch or a demo?
- What rhetorical appeal did it go for?



# Is this a product demo or a pitch?



\*\* NOTE:

“A **pitch deck** is usually a 10-20 slide presentation designed to give a short summary of your company, your business plan and your startup vision. It also serves very different purposes, from trying to get a meeting with a new investor, to presenting in front of a stage, and each one of them should follow a different structure.”

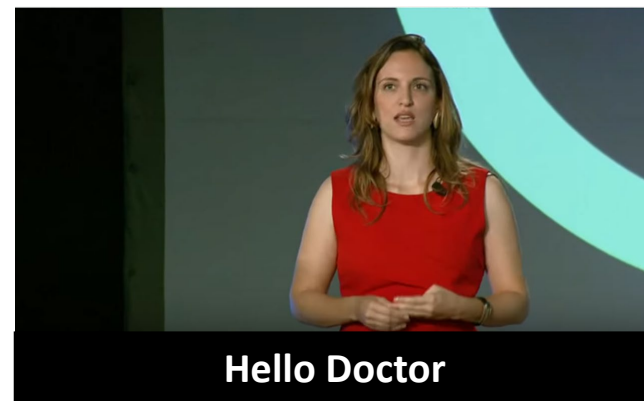
Source:

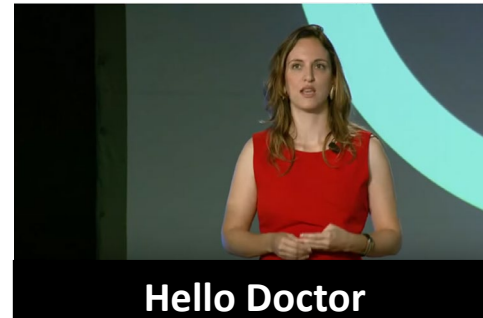
<https://slidebean.com/blog/startups-pitch-deck-examples>

## Activity 3:

- What goes into a Product Demo and Pitch?

Let's read the transcripts for PapayaPods and Hello Doctor.





## Discuss

- A. What do you think is the purpose of this presentation?
- B. Who is/are their target audience?
- C. Which elements in the Motivated Sequence Pattern are there?

# Motivated Sequence pattern (MSP)

## 1. Attention

- e.g. a compelling story, an interesting question, a shocking statistic

## 2. Need

- Show how the problem affects them, demonstrate how urgent the problem is

## 3. Satisfaction

- Propose a solution to the problem.

## 4. Visualization

- Demonstrate the solution or share inspirational success stories

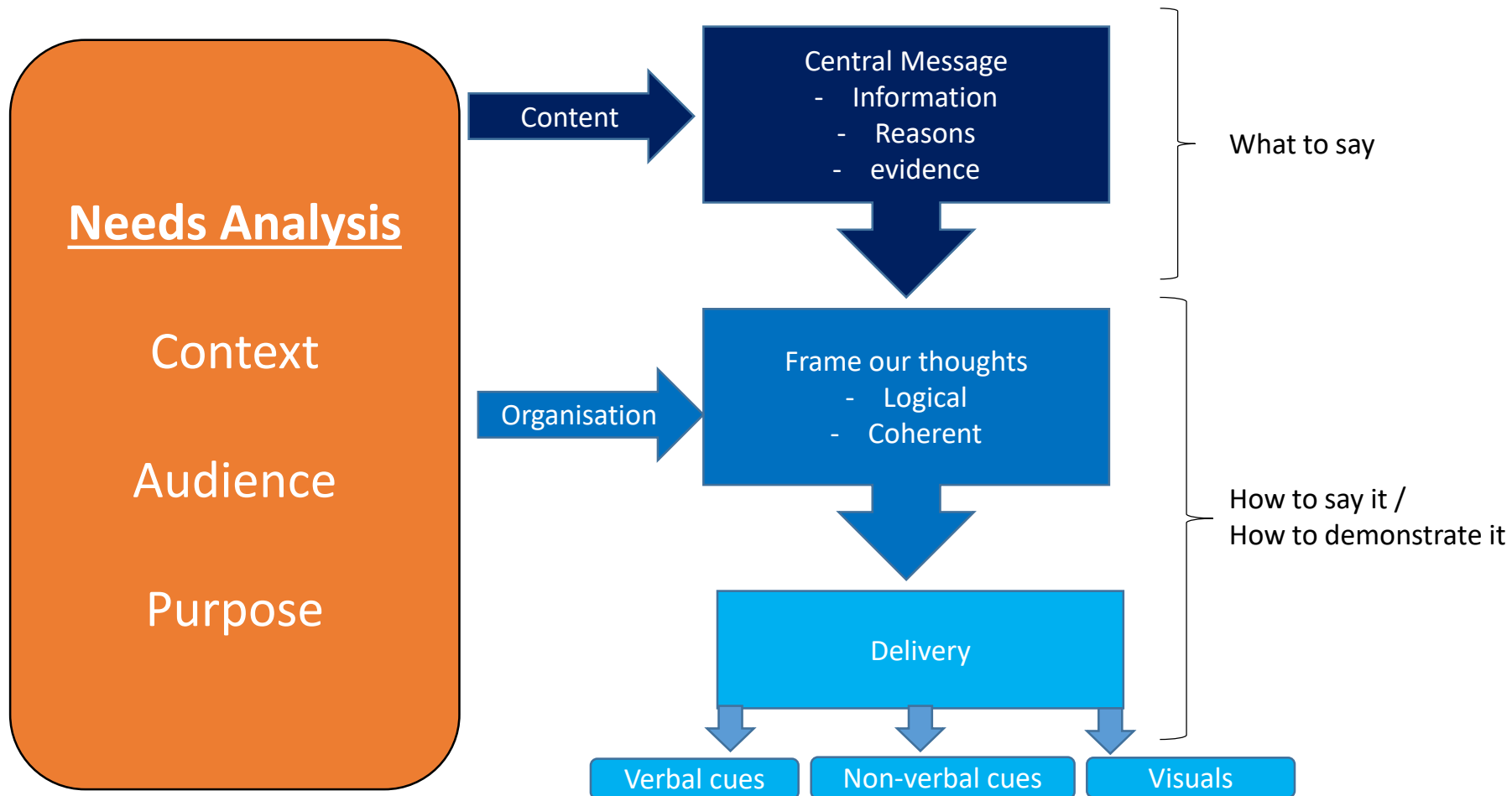
## 5. Action

- Give a specific and tangible call to action

# Activity 4

In groups, discuss what you need to do for OP2 by:

- Choosing Scenario A or B for the Product Demo
- Considering the Scenario for the Product Pitch
- Conducting a Needs Analysis for the Product Demo and Product Pitch
- Deciding on the type of content that you would like to include for each presentation

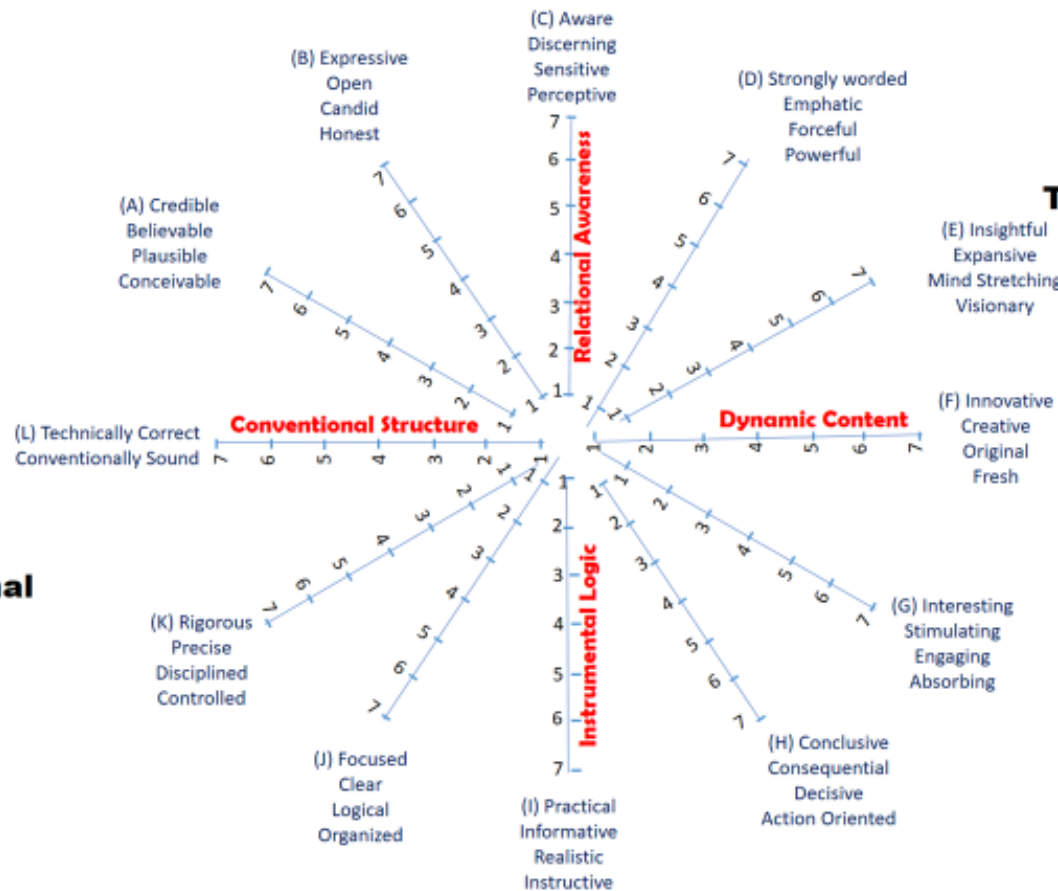


## Relational Aspect

## Transformational Aspect

## Informational Aspect

## Promotional Aspect



Quinn, R., Hildebrandt, H., Rogers, P., & Thompson, M. (1991). A Competing Values Framework for Analyzing Presentational Communication in Management Contexts. *The Journal of Business Communication*, 28(3), 213 – 231.



# Scenario A: OP2

## Product Demo

(week 12 session 1)

If your product is meant for businesses, organisations, or professionals, roleplay this scenario:

- Katrina Lee, whom you have recently met at an IT event, has called you to say that she has told her boss about your group's project, and her boss has expressed interest in your software. Katrina has asked if you would be willing to do a product demo for her boss and perhaps other supervisors at her organization. This is a small set-up that is looking to upgrade their labour-intensive administrative processes but has a very limited budget, so they are very open to student projects (trials) that fit their needs.
- Your team is excited about this opportunity to test your product with real users.

## Scenario B: OP2

### Product Demo

(week 12 session 1)

If your product is for students, roleplay this scenario:

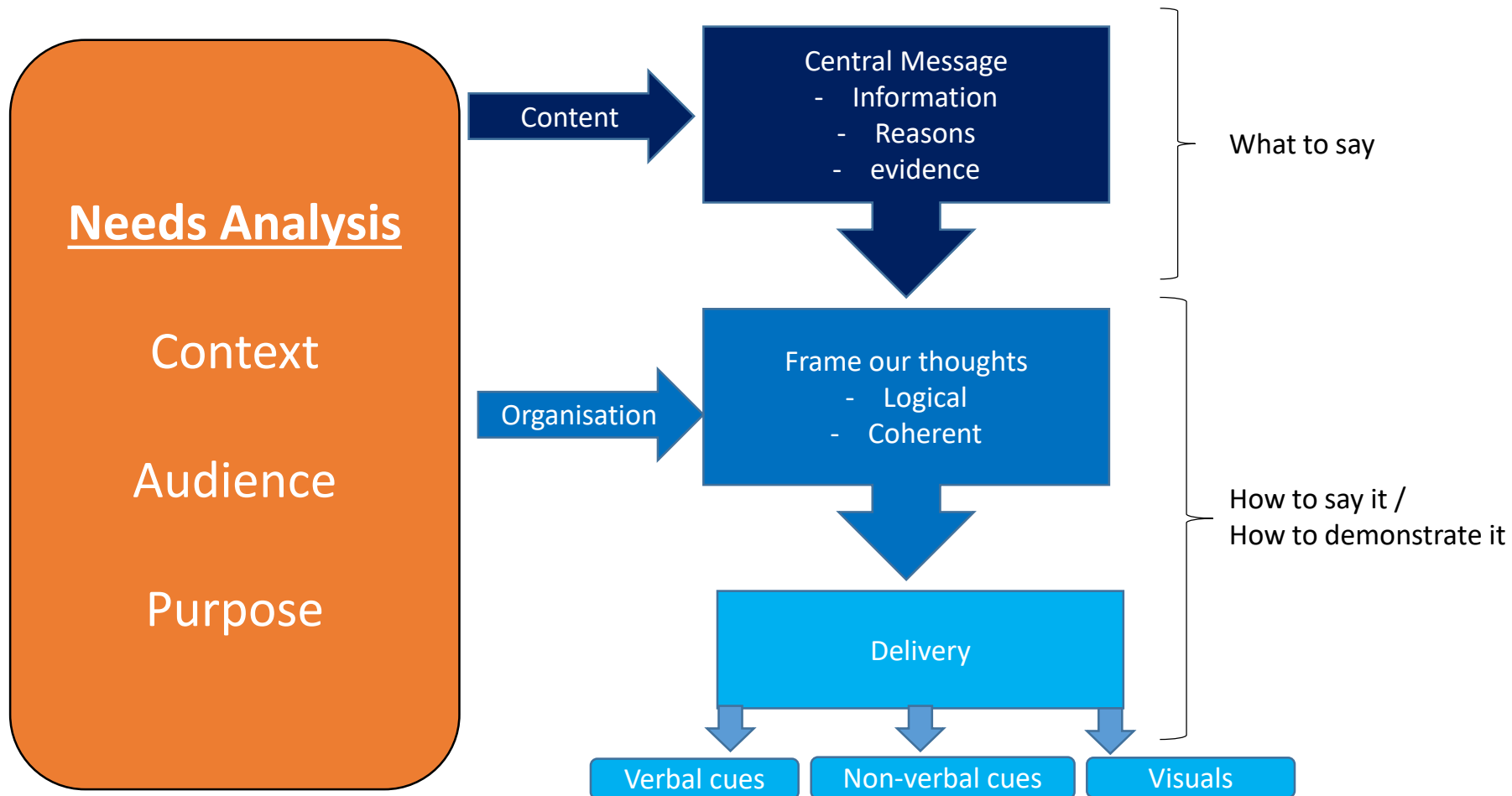
- You have developed a product to address a challenge that students face. You are eager to test your product with real users. One of you either lives in a residential college or knows someone who does, and you have been given a slot to speak about your product.
- Your aim is to get the NUS community (starting with these students) to use your product.

# Scenario: OP2

## Product Pitch

week 12  
session 2

- Your team is taking part in ***Pitch It! 2021***, a student project pitching competition in NUS. Winners will be awarded with the opportunity to be mentored by NUS Enterprise to further develop, evolve, and upscale their product. Prepare a pitch to sell your idea and product to potential mentors.



# ETHOS

*Credibility*



# PATHOS

*Emotion*



# LOGOS

*Logic*

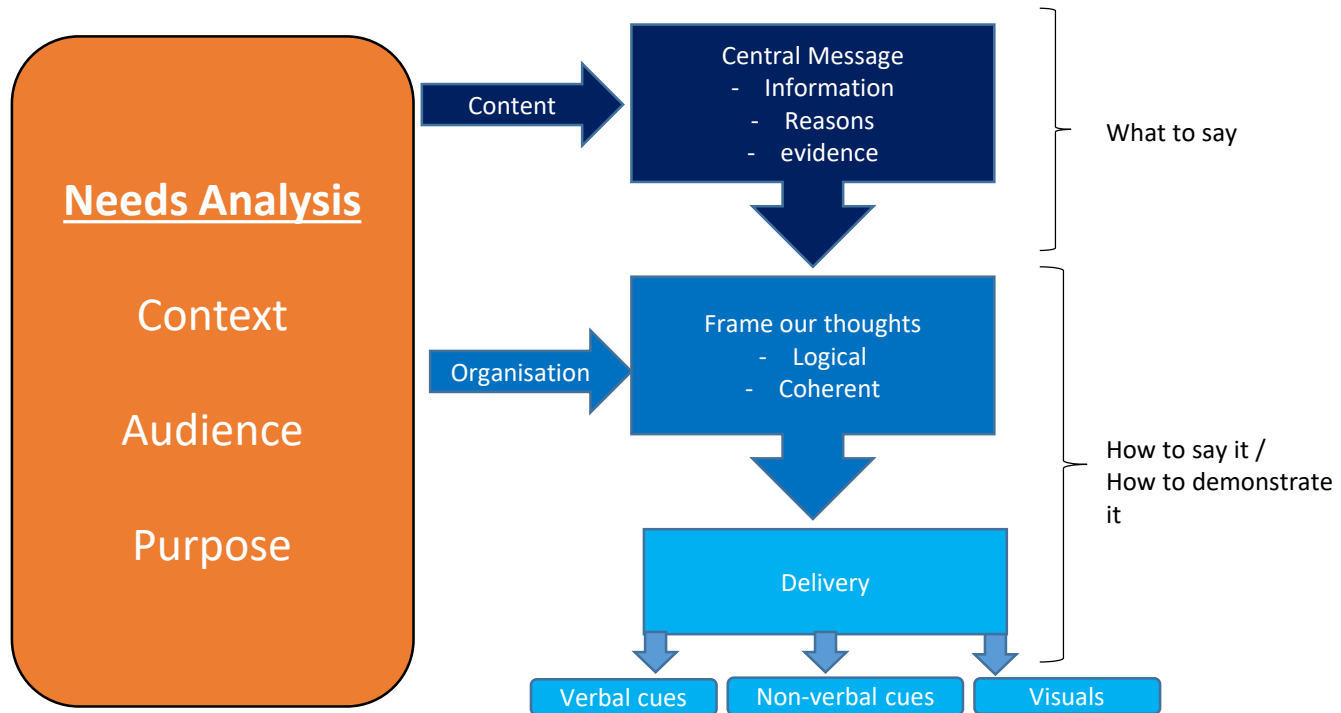


## Activity 5:

Based on your group discussion,

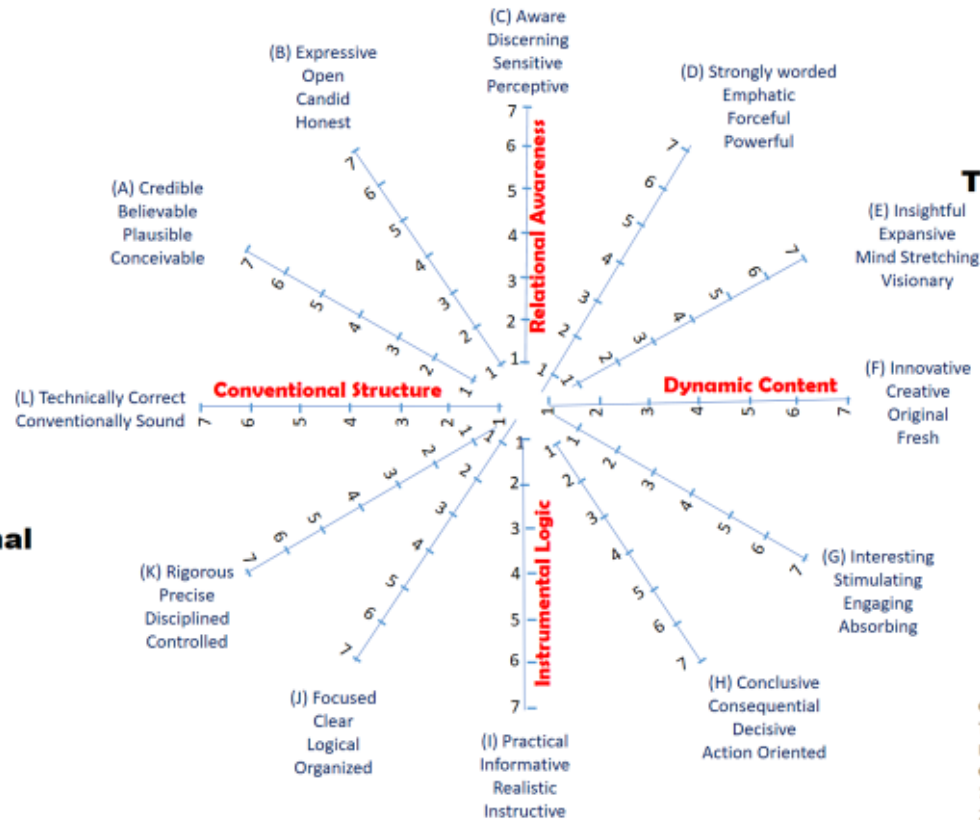
- What do you think goes into the Product Demo?
- What do you think goes into the Product Pitch?

	Demo for potential Users	Pitching to Mentors
Purpose	To show what product has to offer. May aim to get users to try out/purchase product.	To get guidance/resources for developing a specific aspect of the product, marketing, etc.
Aim	To show what the product can do for the user, how the product improves the user's life/work and solves the user's problems	<ul style="list-style-type: none"> <li>To show the return-on-investment potential of the product. This includes info about the product's value and potential, the team, and the market opportunities.</li> <li>To show how the mentors can guide you in the developing or marketing of your product.</li> </ul>
What your audience cares about	<ol style="list-style-type: none"> <li>Can your software solve my problem?</li> <li>Can it provide a higher return on investment (ROI) than my other options?</li> <li>Can it provide a higher ROI than what I'm doing now?</li> </ol>	<ol style="list-style-type: none"> <li><b>The value of your product</b> – The pain point you're trying to solve and the broader implications of not solving the problem.</li> <li><b>The long-term potential</b> of your product/team/business and how competitive you will be in the market.</li> <li><b>The team</b> and the skills you have, how committed and determined you are towards the business, how quickly you can learn, make improvements and grow.</li> </ol>





## Relational Aspect



## Transformational Aspect

## Promotional Aspect

Quinn, R., Hildebrandt, H., Rogers, P., & Thompson, M. (1991). A Competing Values Framework for Analyzing Presentational Communication in Management Contexts. *The Journal of Business Communication*, 28(3), 213 – 231.

# Possible Structure of a Demo

## 1. Introduction

- Capture attention (eg story, question, etc.)
- What is the purpose of your presentation?

## 2. The problem

- What is the problem/opportunity you're addressing?
- Include statistics, quotations for more persuasive power

## 3. The solution

- How does your product solve the problem/fill the gap?
- Demo 2-3 core features. Focus on how they solve problems/bring value to the user.

## 4. The ask/call to action

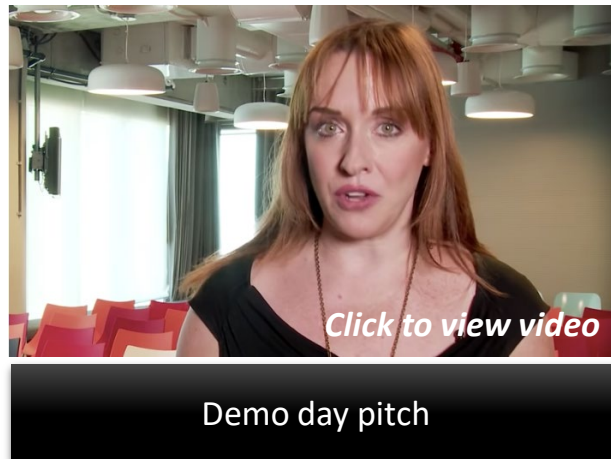
- What do you want your audience to do after viewing your demo? Eg Sign up for a free trial, purchase the product, give you feedback on how you may tailor the product better to their needs, etc.

## 6. Conclusion

- Reiterate main ideas and state ask/call to action
- Invite questions

# Content of a Demo day Pitch

1. Introduce yourself
2. Problem
3. Solution
4. Demo
5. Differentiation
6. Monetization/Business model
7. Opportunity
8. The team
9. The ask
10. Inspiring ending



More info: <https://medium.com/the-mission/the-ultimate-cheat-sheet-for-a-winning-demo-day-competition-pitch-ee3cc3f6e529>

So how can you appeal to your audience?

**ETHOS**  
*Credibility*



**PATHOS**  
*Emotion*



**LOGOS**  
*Logic*





Demo Fall 2013: *HelloDoctor*  
Winner of Fall 2013 DEMO  
God Award.

Demo with personal stories



[Click to view video](#)

Pitch with personal story (min 11:12 to 15:30)



Demo with the help of personas



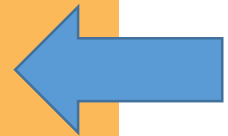
**ETHOS**  
*Credibility*



**PATHOS**  
*Emotion*



**LOGOS**  
*Logic*



How do you appeal to your non-tech audience?

# How to give a kick-a\*\* demo



**Stephen Lead**

Filmed at the Google Developer Day in Sydney

# Learning points

## Focus on the “why”

- and not just the “how” (i.e. all the details/ features of the product)

## Understand your audience

- address their specific needs

## Help them understand what you are doing

# Learning points

Focus on the “why”

- and not just the “how” (i.e. all the details/ features of the product)

Understand your audience

- address their specific needs

Help them understand what you are doing

Analogies

```
graph LR; A[Focus on the 'why'] --- B[Understand your audience]; B --- C[Help them understand what you are doing]; C --> D[Analogies];
```

The diagram illustrates a three-step process for effective communication. The first two steps, 'Focus on the “why”' and 'Understand your audience', are connected by a vertical line. The third step, 'Help them understand what you are doing', is connected to the second step by a vertical line. A large orange arrow points from the 'Analogies' box to the third step, indicating that analogies are used to help the audience understand the message.

What's  
Next?

Week 8 Session 1	7- 8 Mar	<b>Product Demos and Pitches</b>  Briefing for CA3 (20%): OP2		
Week 8 Session 2	10- 11 Mar	<b>Conveying technical information to non-technical audience</b>		
Week 9 Session 1	14- 15 Mar	<b>Writing Progress Reports</b>		Team progress report
Week 9 Session 2	17- 18 Mar	<b>OP2 Consultations</b> Any 2 teams @ 40-45 mins/team		

# Find out more about product demos

## **9 Ways People Screw Up Their Product Demos**

- <https://ryanleask.wordpress.com/2013/07/28/9-ways-people-screw-up-their-product-demos/>

## **Create a Software Demo Presentation That Wows Prospects: 5 Mistakes to Avoid**

- <https://www.marketingsherpa.com/article/how-to/5-mistakes-to-avoid>

## **How to give product demos that sell**

- <http://blog.close.io/how-to-give-product-demos-that-sell>

## **Your Product Demo Sucks Because It's Focused on Your Product**

- <http://firstround.com/review/Your-Product-Demos-Suck-Because-Theyre-Focused-on-Your-Product/>

## **How to give product demos that sell**

- [https://www.youtube.com/watch?v=Mm\\_q0X-R1c](https://www.youtube.com/watch?v=Mm_q0X-R1c)

# Find out more about investor pitches

- The 3 most important slides in your pitch deck

<https://www.forbes.com/sites/alejandrocremades/2018/07/12/the-3-most-important-slides-in-your-pitch-deck/#17d2f534ddfd>

- 10 Steps to Perfect Your Startup Pitch

<https://www.gsb.stanford.edu/insights/10-steps-perfect-your-startup-pitch>

- The Difference Between Pitching an Idea vs. Pitching a Product

<https://www.startupgrind.com/blog/the-difference-between-pitching-an-idea-vs-pitching-a-product/>

- An Investor Deck Isn't a Pitch

<https://startupyard.com/investor-deck-pitch/>

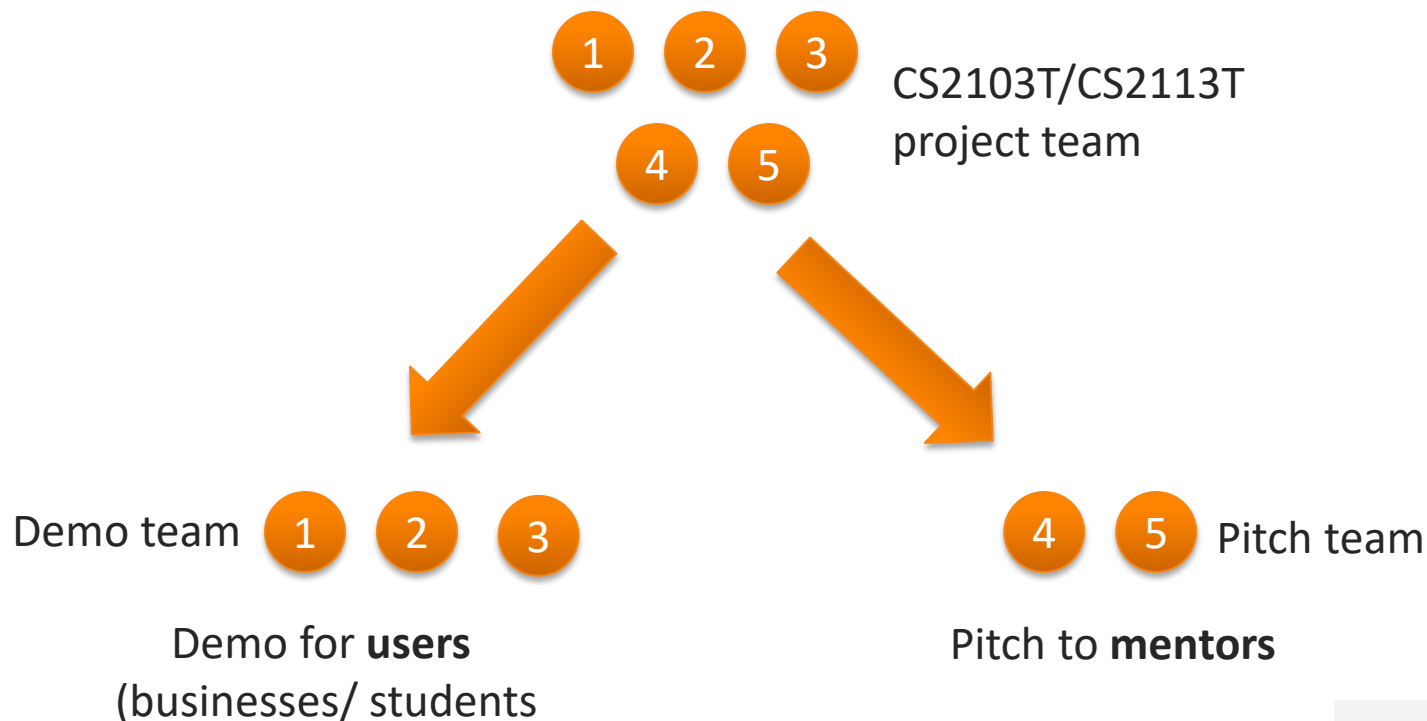
- Demo Day: how to deliver a startup pitch deck

<https://www.youtube.com/watch?v=IO11PLB2UV8>



# Your CS2101 OP2 Challenge

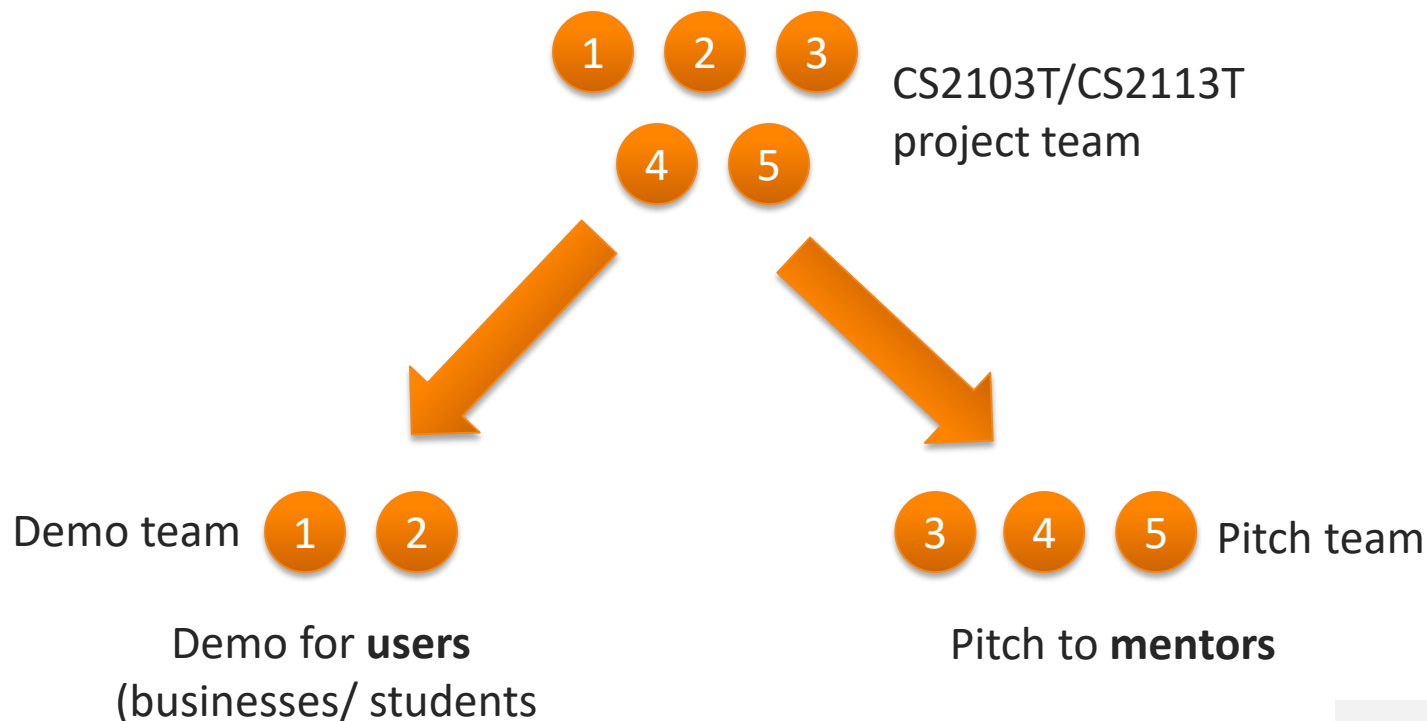
Refer to the document *OP2 Info Pack* on LumiNUS.



3 mins per pax  
5-10 mins Q&A

# Your CS2101 OP2 Challenge

Refer to the document *OP2 Info Pack* on LumiNUS.



3 mins per pax  
5-10 mins Q&A

# Your CS2103T/ CS2113T Demo

<https://nus-cs2103-ay2021s2.github.io/website/schedule/week13/project.html>

<https://nus-cs2113-ay2021s2.github.io/website/schedule/week13/project.html>

## 4 👤 Submit the demo video



Admin ➔ tP → Deliverables → Demo ★★★



- **Record a demo** of all the product features, in a reasonable order.
  - You may choose to screen record each feature and tie it up (see the "Suggested tools" below for options), OR
  - Schedule + record a zoom meeting within the team, where you share your screens and do the demo.
- **The quality of the demo will not affect marks** as long as it serves the purpose (i.e., demonstrates the product features). Hence, don't waste too much time on creating the video.
- **Audio explanations** are strongly encouraged (but not compulsory) -- alternatively, you can switch between slides and the app to give additional explanations.
- **Annotations and other enhancements** to the video are optional (those will not earn any extra marks).
- **All members taking part** in the demo video is encouraged but not compulsory.
- **File name:** [TEAM\_ID][product Name].mp4 e.g.[CS2103-T09-2][Contacts Plus].mp4 (other video formats are acceptable but use a format that works on all major OS'es).
- **File size:** Recommended to keep below 200MB. You can use a low resolution as long as the video is in usable quality.
- **Submission:** Submit to LumiNUS (different folder).
- **Deadline:** 2 days after the main deadline
- **Suggested tools:**
  - **Ink2Go:** You can use this to record your screen and annotate if necessary. [Here](#) are some instructions from NUS CIT to help you get started.
  - **Handbrake:** A free/open-source tool to help convert videos to MP4.

## Demo Duration

- **Strictly 18 minutes for a 5-person team, 15 minutes for a 4-person team**, 21 minutes for a 6-person team.

## Demo Target audience

- **Assume you are giving a demo to a higher-level manager of your company**, to brief him/her on the current capabilities of the product. This is the first time they are seeing the new product you developed. The actual audience are the evaluators (the team supervisor and another tutor).

## Demo Scope

- **Start by giving an overview of the product** so that the evaluators get a sense of the full picture early. Include the following:
  - **What** is it? e.g., FooBar is a product to ensure the user takes frequent standing-breaks while working.
  - **Who** is it for? e.g., It is for someone who works at a PC, prefers typing, and wants to avoid prolonged periods of sitting.
  - **How** does it help? Give an overview of how the product's features help to solve the target problem for the target user

Here is an example:

```
Hi, welcome to the demo of our product FooBar. It is a product to ensure the user takes
frequent standing-breaks while working.
It is for someone who works at a PC, prefers typing, and wants to avoid prolonged periods
of sitting.
The user first sets the parameters such as frequency and targets, and then enters a
command to record the start of the sitting time, ... The app shows the length of the
sitting periods, and alerts the user if ...
...
```

- There is no need to introduce team members or explain who did what. Reason: to save time.
- **Present the features in a reasonable order:** Organize the demo to present a cohesive picture of the product as a whole, presented in a logical order.
- **No need to cover design/implementation details** as the manager is not interested in those details.

## Demo Structure

- **Demo the product using the same executable** you submitted
- **Use a sufficient amount of realistic demo data.** e.g at least 20 data items. Trying to demo a product using just 1-2 sample data creates a bad impression.

## Demo Tips

- **Plan the demo to be in sync with the impression you want to create.** For example, if you are trying to convince that the product is easy to use, show the easiest way to perform a task before you show the full command with all the bells and whistles.

Aspect	6 Exemplary	5 Accomplished	4 Proficient	3 Developing	2 Emerging	1 Unacceptable
<b>Content 20%</b>	<p>Content is extremely persuasive, engaging, and credible. The speaker uses a highly effective mix of rhetorical appeals (ethos, pathos, and logos) to achieve its purpose.</p> <p>The presenters demonstrate very strong audience awareness and addresses audience's expectations, concerns and biases expertly.</p> <p>There are fresh or deep insights into the topic. There are well-chosen examples, explanations, support, or elaborations.</p>	<p>Content is very persuasive, engaging, and credible. The speaker uses an effective mix of rhetorical appeals (ethos, pathos, and logos) to achieve its purpose.</p> <p>The presenters demonstrate strong audience awareness and addresses audience's expectations, concerns and biases well.</p> <p>There are some fresh or useful insights into the topic. There are well-chosen examples, explanations, support, or elaborations.</p>	<p>Content is persuasive, engaging, and credible. The speaker displays some understanding of rhetorical appeals (ethos, pathos, and logos) to achieve its purpose.</p> <p>The presenters demonstrate some audience awareness and addresses audience's expectations, concerns and biases</p> <p>There are relevant insights with appropriate examples, explanations, support, or elaborations.</p>	<p>Content is somewhat engaging and credible; it attempts to be persuasive by using one/some rhetorical appeals (ethos, pathos, and logos).</p> <p>The presenters demonstrate some audience awareness but does not address audience's expectations, concerns and biases sufficiently.</p> <p>There are some appropriate examples, explanations, support, or elaborations.</p>	<p>Content is somewhat engaging but is not persuasive and credible.</p> <p>The presenters demonstrate little audience awareness and does not address audience's expectations, concerns and biases sufficiently.</p> <p>There are attempts at providing some relevant examples, explanations, support, or elaborations.</p>	<p>Content is not persuasive, engaging, and credible.</p> <p>The presenters demonstrate no audience awareness.</p> <p>There is little attempt at providing relevant examples, explanations, support, or elaborations.</p>
<b>Structure 10%</b>	<p>The presentation is organised to achieve its purpose very effectively.</p> <p>It is extremely coherent and logical.</p> <p>There are clear and successful transitions between ideas.</p>	<p>The presentation is organised to achieve its purpose effectively.</p> <p>It is very coherent and logical.</p> <p>There are clear and successful transitions between ideas.</p>	<p>The presentation is organised to achieve its purpose.</p> <p>It is coherent and logical.</p> <p>There are transitions between ideas.</p>	<p>The presentation is somewhat organised to achieve its purpose.</p> <p>The organisation is somewhat coherent and logical.</p> <p>There are some transitions between ideas.</p>	<p>The presentation is not organised to achieve its purpose well.</p> <p>The organisation is not coherent or logical though transitions are used between ideas.</p>	<p>The presentation is not organised to achieve its purpose.</p> <p>The organisation is not coherent and logical.</p> <p>There are no attempts at transitions between ideas.</p>

<p><b>Question and Answer 20%</b></p>	<p>The speaker addresses audience concerns or biases expertly.</p> <p>The responses demonstrate full knowledge and understanding of the topic.</p> <p>The responses are very clear, concise, complete and courteous.</p>	<p>The speaker addresses audience concerns or biases well.</p> <p>The responses demonstrate knowledge and understanding of the topic.</p> <p>The responses are clear, concise, complete and courteous.</p>	<p>The speaker addresses some audience concerns or biases.</p> <p>The responses demonstrate some knowledge and understanding of the topic.</p> <p>The responses are somewhat clear, concise, complete and/or courteous</p>	<p>The speaker attempts to address audience concerns or biases but may not have understood them well.</p> <p>The responses demonstrate some knowledge and understanding of the topic.</p> <p>The responses are not always clear, concise, complete and/or courteous.</p>	<p>The speaker does not attempt to address audience concerns or biases.</p> <p>The responses do not demonstrate much knowledge and understanding of the topic.</p> <p>The responses are not clear, concise, complete and/or courteous</p>	<p>The speaker does not address audience concerns or biases.</p> <p>The responses do not demonstrate knowledge and understanding of the topic.</p> <p>The responses are not clear, concise complete and courteous.</p>
<p><b>Delivery Voice 20%</b></p>	<p>The speaker is always natural and fluent, and does not hesitate or use pauses, or fillers excessively.</p> <p>The voice is varied and used to engage and sustain the audience's interest throughout very effectively.</p> <p>The speaker pronounces and enunciates clearly all the time.</p> <p>The speaker always uses language and style appropriate for the context, audience and purpose.</p>	<p>The speaker is generally natural and fluent, and does not hesitate or use pauses, or fillers excessively.</p> <p>The voice is quite varied and used to engage and sustain the audience's interest (e.g., stress, pauses).</p> <p>The speaker pronounces and enunciates clearly in most instances.</p> <p>The speaker generally uses language and style appropriate for the context, audience and purpose.</p>	<p>The speaker is mostly natural and fluent, and does not hesitate or use pauses, or fillers excessively.</p> <p>The voice is somewhat varied and used to engage and sustain the audience's interest (e.g., stress, pauses).</p> <p>The speaker pronounces and enunciates clearly in some instances.</p> <p>The speaker mostly uses language and style appropriate for the context, audience and purpose.</p>	<p>The speaker is sometimes natural and fluent but may hesitate or use pauses, or fillers.</p> <p>The voice is not often varied and does not always engage and sustain the audience's interest (e.g., stress, pauses).</p> <p>The speaker may have some pronunciation or enunciation issues.</p> <p>The speaker does not use language and style appropriate for the context, audience and purpose.</p>	<p>The speaker is not natural or fluent, and may hesitate or use pauses, or fillers.</p> <p>The voice is not varied and does not engage and sustain the audience's interest (e.g., stress, pauses).</p> <p>The speaker has some pronunciation or enunciation issues.</p> <p>The speaker does not use language and style appropriate for the context, audience and purpose.</p>	<p>The speaker is not natural and fluent, and hesitates or use pauses, or fillers.</p> <p>The voice is not varied and does not engage and sustain the audience's interest (e.g., stress, pauses).</p> <p>The speaker has some pronunciation or enunciation issues.</p> <p>The speaker does not use language and style appropriate for the context, audience and purpose.</p>



<b>Delivery</b> <b>Non-verbal communication</b> <b>10%</b>	<p>Non-verbal cues always complement and enhance the presentation very effectively.</p> <p>They are natural and used meaningfully to persuade and engage the audience throughout the presentation (e.g. facial expressions, eye contact, posture, gestures).</p> <p>The speaker is dressed appropriately.</p>	<p>Non-verbal cues generally complement and enhance the presentation well.</p> <p>They are natural and used meaningfully to persuade and engage the audience for most parts of the presentation (e.g. facial expressions, eye contact, posture, gestures)</p> <p>The speaker is dressed appropriately.</p>	<p>Non-verbal cues mostly complement the presentation but may not enhance it.</p> <p>They are somewhat natural but may not aid in engaging or persuading the audience (e.g. facial expressions, eye contact, posture, gestures).</p> <p>The speaker is dressed appropriately.</p>	<p>Non-verbal cues complement parts of the presentation but does not enhance it.</p> <p>There are some unnatural cues (e.g. facial expressions, eye contact, posture, gestures)</p> <p>The speaker is dressed appropriately.</p>	<p>Non-verbal cues do not complement the presentation.</p> <p>They are mostly unnatural but there is little attempt to engage the audience during the presentation (e.g. facial expressions, eye contact, posture, gestures)</p> <p>The speaker is not dressed appropriately.</p>	<p>Non-verbal cues do not complement the presentation.</p> <p>They are unnatural and there is no attempt to engage the audience during the presentation (e.g. facial expressions, eye contact, posture, gestures)</p> <p>The speaker is not dressed appropriately.</p>
<b>Delivery</b> <b>Visual aids 10%</b>	<p>Visual aids complement and enhance the presentation very effectively.</p> <p>The visuals are relevant, clear, precise and of high quality.</p>	<p>Visual aids complement and enhance the presentation well.</p> <p>The visuals are appropriate, clear, error-free and of good quality.</p>	<p>Visual aids complement the presentation but does not enhance it.</p> <p>The visuals are appropriate, clear, and of sound quality.</p>	<p>Visual aids complement parts of the presentation but does not enhance it.</p> <p>The visuals are appropriate and clear but there may be some errors.</p>	<p>Visual aids do not complement the presentation.</p> <p>The visuals are not always appropriate and clear. There may be multiple errors.</p>	<p>Visual aids do not complement the presentation.</p> <p>The visuals are not appropriate or have many errors.</p>

**Teamwork 10%**

The presentation is extremely unified and coordinated (i.e., content, structure, delivery – visuals, attire, and presentation style).

The team has clearly rehearsed together and demonstrates very smooth transitions during the presentation.

The speaker handles the Q&A very well as a team by supporting one another and presenting a united front.

The presentation is very unified and coordinated (i.e., content, structure, delivery – visuals, attire, and presentation style).

The team has clearly rehearsed together and demonstrates mostly smooth transitions.

The speaker handles the Q&A well as a team by supporting each other and presenting a united front.

The presentation is unified and coordinated (i.e., content, structure, delivery – visuals, attire, and presentation style).

The team has rehearsed together and demonstrates some smooth transitions.

The speaker handles the Q&A as a team with some support for each other and mostly presents a united front.

The presentation is somewhat unified and coordinated (i.e., content, structure, delivery – visuals, attire, and presentation style).

The team may have rehearsed together but the transitions are not always smooth.

The speaker shows little consideration for the team during the Q&A (e.g., dominates, withdraws) and does not present a united front.

The presentation is not unified and has little coordination (i.e., content, structure, delivery – visuals, attire, and presentation style).

The team does not demonstrate that they have rehearsed together, and most transitions are not smooth.

The speaker shows no consideration for the team during the Q&A (e.g., dominates, withdraws) and does not present a united front.

The presentation is not unified and has no coordination (i.e., content, structure, delivery – visuals, attire, and presentation style).

The team does not have any smooth transitions.

The speaker shows no consideration for the team during the Q&A (e.g., dominates, withdraws) and does not present a united front.