

SINGAPORE POLYTECHNIC
LCXX55 Communicating for Project Effectiveness (Proposal)
Academic Year 2021/22

School of Architecture and the Built Environment
School of Chemical and Life Sciences
School of Computing
School of Electrical and Electronic Engineering

CA2 - Oral Presentation (40% weighting)
Individual and Team Assessment

A. Objectives

This assessment evaluates your ability to:

1. use persuasion strategies in the presentation
2. use delivery techniques and appropriate verbal and non-verbal communication effectively
3. select and design an appropriate multimedia/visual communication tool to complement the presentation
4. answer questions clearly and respectfully

B. Project Description

The Scenario (Context)

After reviewing your written proposal, the panel of Singapore Polytechnic judges has selected your team to proceed with submitting your project to the National Youth Council (NYC) for the Young ChangeMakers (YCM) grant.

Your team has now been invited to pitch your team's project at one of the monthly YCM Open Mic sessions, where a panel of youth project curators will provide feedback and inform you of the outcome of your grant application.

Your Task (Purpose and Audience)

Your team* has to prepare a presentation based on your CA1 proposal (improvements to the content are allowed). You have to convince the panel that the team's proposed idea is a clear and well-thought through solution and is highly beneficial to the targeted local community.

Your CPR lecturer will play the role of one of the youth project curators. Your peers (classmates who are not in your team) will take on the role of other project curators in the panel.

***The CA2 team should consist of the same CA1 members.**

C. Oral Presentation Requirements and Grading

1. Gather all the key information in your proposal (including the feedback given by your peers and lecturer) for selection and use in your team's oral presentation.
2. Prepare relevant and effective visual aids to support the presentation of your proposed idea.
3. Acknowledge all research data (information/definitions/statistics/visuals, etc.) gathered and used by your team in the presentation slides through both in-text citations and references. Use the same required referencing style as in your CA1 proposal.
4. Plan your oral presentation using persuasive delivery techniques such as the CAFÉ strategy.
5. Ensure each team member speaks no more than five minutes for the presentation. The maximum time for presentation is 20 minutes and the time should be divided amongst team members as equally as possible.

The presentation is followed by a 10-minute Question-and-Answer session (13 minutes for five-member teams). Each member has to answer at least one question.

6. Anticipate possible questions from the audience during the Question-and-Answer segment and prepare relevant responses.

NOTE: Each team member will be awarded individual and team marks (refer to CA2 Assessment Rubric on page 4-5).

D. Submission Requirements and Deadline

Submit the soft copy presentation slides or visuals to your lecturer via Blackboard (Discussion Forum) **BEFORE the start of your scheduled CPR lesson in Week 16**, regardless of when your team has been scheduled to present.

Name your file in this format: "class_team number.pptx" (e.g., *DARCH1B01_Team1.pptx*).

The **cover/first slide** must include the following:

- Module Code and Name, e.g., *LCXX55: Communicating for Project Effectiveness (Proposal)*
- Project Title
- Assigned Team Number, e.g., *Team 1, Team 2, Team 3*
- Names (in full) and Student Admission Numbers of Team Members
- Class
- Name of CPR Lecturer
- Date of Submission, i.e., the date of your lesson in Week 16

Once you make your submission, it is considered final and no request for re-submission will be entertained.

Late Penalty for Oral CA

You are to be punctual for oral CA. **You will have 10 marks deducted from your awarded marks if you arrive after the first presentation has started. This late penalty applies to students who are scheduled to present that week.**

Absence from Oral CA

It is your responsibility to contact your lecturer and team members should you miss the oral CA. You must have a **valid Leave of Absence (LOA) from your school before a make-up assessment can be considered.**

Plagiarism Warning

You are reminded that plagiarism is a serious offence. Plagiarism occurs when you take sentences or paragraphs or even the whole article written by another person and pass it off as your own work without acknowledging the author or the original source. This is actually cheating and is a breach of examination rules that will not be condoned by the Polytechnic.

Any student who cheats, attempts to cheat or breaches any examination rules will face disciplinary action. You are to cite all your sources in instances where you have used text, images, diagrams and other types of information from the Internet or other published sources. You should cite and paraphrase your sources to avoid plagiarism. Please refer to deck on plagiarism on BB for more details.

Students who knowingly assisted in the plagiarism will also be penalised. Hence, do not provide your work to any other student for any purpose whatsoever as you will be held accountable in the event that you have copied another person's work or allowed your work to be copied by another student.

CA2 Assessment Rubric

CRITERIA	A (≥ 80)	B (70 to < 80)	C (60 to < 70)	D (50 to < 60)	F (< 50)
TEAM MARK Content & Visuals [20 marks]	<ul style="list-style-type: none"> Content is very well-selected, credible, detailed, organised and fully appropriate to the PAC of the presentation. Content is supported by consistently appropriate, high quality audio/visual aids. <p>[18 to 20m]</p>	<ul style="list-style-type: none"> Content is well-selected, credible, detailed, organised and appropriate to the PAC of the presentation. Content is usually supported by appropriate, good quality audio/visual aids. <p>[14 to < 18m]</p>	<ul style="list-style-type: none"> Content is relevant, mostly credible, generally organised and appropriate to the PAC of the presentation but could be more detailed. Content is sometimes supported by appropriate audio/visual aids but quality may be inconsistent. <p>[12 to < 14m]</p>	<ul style="list-style-type: none"> Content only partially meets the PAC of the presentation and tends to be brief, is seldom credible, of poor quality or irrelevant. Content is seldom supported by appropriate, audio/visual aids and quality is inconsistent. <p>[10 to < 12m]</p>	<ul style="list-style-type: none"> Content does not meet the PAC of the presentation in terms of quantity and quality, and lacks credibility. Content is rarely or not supported by appropriate audio/visual aids and quality is poor. <p>[0 to < 10m]</p>
TEAM MARK Citation [10 marks]	<ul style="list-style-type: none"> Always cites sources used (in text/reference). Always cites sources accurately using Harvard-style citation. <p>[8 to 10m]</p>	<ul style="list-style-type: none"> Usually cites sources used (in text/reference). Usually cites sources accurately using Harvard-style citation. <p>[7 to < 8m]</p>	<ul style="list-style-type: none"> Sometimes cites sources used (in text/reference). Sometimes cites sources accurately using Harvard-style citation. <p>[6 to < 7m]</p>	<ul style="list-style-type: none"> Seldom cites sources used (in text/reference). Seldom cites sources accurately using Harvard-style citation. <p>[5 to < 6m]</p>	<ul style="list-style-type: none"> Rarely cites sources (in text/reference). Rarely cites sources accurately using Harvard-style citation. <p>[0 to < 5m]</p>
INDIVIDUAL MARK Delivery Features [30 marks]	<ul style="list-style-type: none"> Audience is greeted and presenter establishes self as a team member. Explanations/elaborations are very clear, detailed and logically sequenced. Audience engagement is very effective throughout. Non-verbal communication is very effective and conveys confidence. Dress code is appropriate. Support for team is strong throughout. <p>[24 to 30m]</p>	<ul style="list-style-type: none"> Audience is greeted and presenter establishes self as a team member. Explanations/elaborations are usually clear and logically sequenced. Audience engagement is usually effective. Non-verbal communication is effective and conveys confidence. Dress code is appropriate. Support for team is evident. <p>[21 to < 24m]</p>	<ul style="list-style-type: none"> Audience is greeted. Explanations/elaborations are sometimes clear and logically sequenced. Audience engagement is sometimes effective. Non-verbal communication is sometimes effective. Dress code is acceptable. Support for team is evident but not sustained. <p>[18 to < 21m]</p>	<ul style="list-style-type: none"> Audience is not greeted. Explanations/elaborations are seldom clear and logically sequenced. Audience engagement is attempted but seldom effective. Non-verbal communication is seldom effective. Dress code is not very appropriate. Support for team is seldom evident. <p>[15 to < 18m]</p>	<ul style="list-style-type: none"> Audience is not greeted. No attempts are made to explain/elaborate (e.g., purely reading off slides) and links between points are few or absent. Audience engagement is ineffective or non-existent. Non-verbal communication is poor or inappropriate. Dress code is inappropriate. Support for team is absent. <p>[0 to < 15m]</p>

CRITERIA	A (≥ 80)	B (70 to < 80)	C (60 to < 70)	D (50 to < 60)	F (< 50)
INDIVIDUAL MARK Language Used During Delivery [20 marks]	<ul style="list-style-type: none"> Speech is consistently audible, clearly and accurately pronounced, well-paced and modulated. Language used shows a very good grasp of grammar, vocabulary and transitional devices. Language used is very persuasive. Tone is appropriate throughout. <p>[16 to 20m]</p>	<ul style="list-style-type: none"> Speech is usually audible, clearly and accurately pronounced, well-paced and modulated. Language used shows a good grasp of grammar, vocabulary and transitional devices. Language used is usually persuasive. Tone is usually appropriate. <p>[14 to < 16m]</p>	<ul style="list-style-type: none"> Speech is sometimes not audible, not clearly and accurately pronounced, nor well-paced and modulated. Language used shows a reasonable grasp of grammar, vocabulary and transitional devices; errors may be obvious but do not impede audience understanding. Language used is sometimes persuasive. Tone is sometimes appropriate. <p>[12 to < 14m]</p>	<ul style="list-style-type: none"> Speech tends to be inaudible, unclear or inaccurately pronounced, too fast/slow, and lacks suitable modulation (e.g., hesitant, trailing voice, jerky pace, monotonous tone). Language used shows a poor grasp of grammar, vocabulary and transitional devices; errors sometimes affect audience understanding. Language used is seldom persuasive. Tone is seldom appropriate (e.g., tendency to sound disinterested). <p>[10 to < 12m]</p>	<ul style="list-style-type: none"> Speech is inaudible, unclear or unintelligible, too fast/slow and shows little or no change in modulation. Language used shows a very poor grasp of grammar, vocabulary and transitional devices; errors are frequent and affect audience understanding. Language used is rarely/ not persuasive. Tone is inappropriate (e.g., disinterested, flippant). <p>[0 to < 10m]</p>
INDIVIDUAL MARK Management of Q&A Segment [20 marks]	<ul style="list-style-type: none"> Responses are clear and relevant and show in-depth knowledge of the content (e.g., ability to handle different types of questions or questions related to the topic that are beyond the scope of the presentation). Questions are managed very skilfully and tactfully (e.g., ability to handle difficult questioners tactfully). <p>[16 to 20m]</p>	<ul style="list-style-type: none"> Responses are clear and relevant and show good knowledge of the content. Most questions are managed tactfully. <p>[14 to < 16m]</p>	<ul style="list-style-type: none"> Responses are sometimes clear and relevant but at times, may be incorrect or lack concision. Some questions are managed tactfully but at times, questions are managed inappropriately (e.g., in terms of tone or word choice). <p>[12 to < 14m]</p>	<ul style="list-style-type: none"> Responses may be unclear or irrelevant (e.g., too brief and require prompting, or rambling/longwinded). Questions are seldom managed tactfully. <p>[10 to < 12m]</p>	<ul style="list-style-type: none"> Responses are non-existent or incoherent (e.g., inability to clarify the question if not understood at first, or inability to respond to the question due to lack of content knowledge relevant to the presentation). Questions are rarely or not managed tactfully (e.g., tone is sarcastic, rude, defensive, bored). <p>[0 to < 10m]</p>

END