

## PROJECT PITCH RUBRIC

Name: \_\_\_\_\_

Grade: \_\_\_\_\_ /95  
0%

CATEGORY	Perfect	Exemplary	Average	Pass	Regular Fail	Catastrophic Fail
<b>PROFESSIONALISM</b>						
PROFESSIONALISM (how successfully you have met the professional obligations of the communication, including clear consideration of audience, purpose, genre, and context; may be impacted by the scores you get in other categories)	5	4	3	2	1	0
<b>CONCEPTS</b>						
CONCEPTUAL KNOWLEDGE (how effectively you display your understanding of the concepts and theories relevant to this assignment as they were explained both in class and through course readings)	10	9-8	7-6	5-4	3-1	0
<b>AUDIENCE &amp; PURPOSE</b>						
AUDIENCE (how successfully you have met both audience needs/expectations and your own communication objectives)	5	4	3	2	1	0
PURPOSE (how clearly and concisely you have articulated the purpose of the presentation; placement of articulation of purpose is appropriate for genre and context)	5	4	3	2	1	0
<b>STRUCTURE (ORAL)</b>						
CONTENT (how successfully you have presented the necessary information, including key ideas and/or concepts as appropriate for audience, purpose, and context)	10	9-8	7-6	5-4	3-1	0
STRUCTURE (how closely you have aligned your presentation's structure with the expectations of professional communication, including key elements such forecasting, summary, and strategic repetition)	5	4	3	2	1	0
<b>SPEAKING QUALITY</b>						
CLARITY (how efficiently you use language: your presentation content is clear and concise; plain language supports understanding by a broad audience; discipline-specific language is used appropriately and only when necessary)	10	9-8	7-6	5-4	3-1	0
ENGAGEMENT (how effectively your presentation style conveys meaning in a tone and manner appropriate for both rhetorical context and audience needs/expectations)	5	4	3	2	1	0

VOLUME (how successfully you have projected your voice to make sure you are audible to the whole audience)	5	4	3	2	1	0
PACING (how well the pacing of your presentation shows considerations of both topic complexity and audience needs/expectations)	5	4	3	2	1	0
POSTURE & BODY LANGUAGE (how successfully you incorporate open and inviting body language, including eye contact, to aid audience engagement)	5	4	3	2	1	0
<b>STRUCTURE (VISUALS)</b>						
CONTENT (how successfully you have presented the necessary information, including key ideas and/or concepts as appropriate for audience, purpose, and context)	10	9-8	7-6	5-4	3-1	0
SLIDE DESIGN (how effectively the design elements of your slides, including font, font size, background and text colour, amount of text per slide, etc., support audience understanding)	10	9-8	7-6	5-4	3-1	0
VISUAL RHETORIC (how successfully you have combined textual and visual elements, including images, tables, graphs, etc., to facilitate audience understanding while supporting the presentation's rhetorical purpose)	5	4	3	2	1	0

**ADDITIONAL COMMENTS:**

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