

**Food and Beverage Specialist
Communication Competency
Student Video Presentation Rubric**

Student Name: _____ Topic: _____ Date: _____

			Criteria			Points
	20	15	10	5	0	
Appearance/ Professionalism	Dress and appearance completely in character for a professional presentation.	Dress and appearance almost in character for a professional presentation.	Attempt made in dress and appearance for a professional presentation.	Dress and appearance no different from what student would wear to class.	Dress and appearance inappropriate for a professional presentation	
Organization	Student presents information in logical, interesting sequence which audience can follow.	Student presents information in logical sequence which audience can follow.	Student changes thoughts frequently during presentation making it difficult for audience to follow their idea.	Student presents very little information in a disjointed manner.	Student presents information that is not understood.	
Content Knowledge	Student demonstrates extensive knowledge of the topic; able to communicate easily with the audience.	Student demonstrates good knowledge of the topic; is able to relate with the audience	Student demonstrates fair knowledge of topic; is able to present it adequately.	Student does not demonstrate a satisfactory knowledge of topic; barely able express ideas clearly.	Student does not have a grasp of subject matter.	
Preparedness/ Eye Contact	Student well prepared; presentation rehearsed; holds complete attention of audience; maintains eye contact with camera; does not need notes.	Student adequately prepared; presentation rehearsed; holds attention of audience most of time; maintains eye contact with most members of the class; seldom refers to notes.	Student somewhat prepared; presentation somewhat rehearsed; attention of audience held some of the time; maintains eye contact some of the time; refers to notes some of the time; reads at times.	Student barely prepared; presentation not rehearsed; occasional eye contact; reads much of the time	Student not prepared; presentation not rehearsed; reads most of the presentation from paper or notes; does not have the attention of audience; little or no eye contact; could not present without notes.	
Elocution/ Clarity	Student uses a clear voice and is very articulate; demonstrates an excellent grasp of the English language; projects voice so that all audience members can hear; adheres to timeframe.	Student uses a clear voice with satisfactory use of inflection; majority of audience members can hear; uses correct English most of the time with no use of slang expressions; adheres to timeframe.	Student uses voice with only some level of inflection throughout delivery; some of the audience has difficulty hearing; uses English laced with slang; adheres to timeframe.	Student uses a constant monotone voice; many audience members cannot hear; does not demonstrate proper use of English; well over timeframe.	Student mumbles; speaks so quietly that members of audience in back cannot hear; no adherence to timeframe.	
Creativity	Presentation is one of a kind; targeted to the audience; it is one of a kind.	Presentation is very innovative, using presentation aids that add to the interest.	Attempt made at some creativity in presentation.	Weak attempt made at creativity.	No attempt made at making presentation creative.	
					Total→	

