Rubric: ESCI 220 | Briefs | Team Brief to the Public Due 2023-09-01 | Worth 5 points Substance -First moments: Excellent, engaging, memorable & relevant attention getter, setting the tone Superb Critical Many Strong / Focus on for the entire talk. issues issues improving good Early audience orientation: Sound orientation to topic & clear thesis delivered early. Early moments include preview of main points. Credibility firmly Superb Critical Many Focus on Strong / established. issues issues improving good Compelling justification: The audience is made to care about the issue & context first before any Superb Strong / mention of research or method. Critical Many Focus on issues issues improving good Story & narrative: organization takes the form of a story, taking the audience on a shared journey. Anecdotes and stories are used throughout Superb Critical Many Focus on Strong / improving issues issues good **Problem statement & proposed** project: justification leads to a clear problem statement & proposed project. What you are proposing to do is crystal clear Superb Critical Many Focus on Strong / issues issues improving good Proposed methods: project plan is presented in an elegant & compelling way, leaving no doubt that this project is feasible, legitimate, and worthwhile Superb Critical Many Focus on Strong / Pre- & Misconceptions: issues issues improving good anticipation of preconceptions regarding topic & presenter, addressed & moved beyond deftly.
No elephants in room go Superb Critical Many Focus on Strong / unmentioned issues issues improving good **Broader impacts**, relevance & importance: compelling case for the importance of topic to the audience...s lives, appealing to heart & gut (empathy) Superb Critical Many Focus on Strong / issues issues improving good Call to action: justification leads to a clear ...call to action..., asking the audience to join you in a cause. Superb Critical Many Focus on Strong / issues issues improving good Final moments: clear & memorable summary of points; refers back to thesis/proposed project. Ends with strong Superb take-away/punchline that . Critical Strong / Many Focus on the deal.... issues issues improving good Organization overall: audience is given transitions, signposts & reminders that allow them to Superb readily reconstruct the case being Critical Many Focus on Strong / issues issues improving good Delivery -**Preparation:** clearly well-prepared, evident in the timing of the talk, familiarity with visual aids and what will be Superb Critical said, & little/no reliance upon Many Focus on Strong / notes. issues issues improving good Time allocation: delivered within the allocated time window; time within the talk is allocated Superb Critical Many Focus on Strong / strategically. issues issues improving good Speech: conversational, sincere, dynamic & compelling; pace of speech is easily followed no trailing off or rambling; no vocal fillers; impactful use of Superb Critical Many Focus on Strong / pauses. issues issues improving good Language: can articulate meaning clearly through eloquent word choice & premeditated Superb sentences; no unexplained jargon, abbreviations or acronyms. Critical Many Focus on Strong / issues issues improving good **Explanation:** Any word/concept that may not be understood is explained, either explicitly or within abundant context, at a Superb Critical Many Focus on Strong / level appropriate to audience. issues issues improving good Non-verbal delivery: The Second Conversation...: Attire, composure, & body language reflect sincerity & professionalism, Superb Critical Many Focus on Strong / without sacrificing authenticity. issues issues improving good Mistakes: mistakes are handled in a graceful & self-forgiving Superb manner; recovery is quick. Critical Strong / Many Focus on issues good issues improving Attentive, responsive, & adaptive: does not presume audience attention, but actively elicits & maintains it, changing Superb course or re-framing something as needed. Critical Many Focus on Strong / issues issues improving good Energetic, credible, human, relatable, genuine, poised, confident but vulnerable, at Superb Critical Many Focus on Strong / issues issues improving good Inclusive & welcoming: creates common ground by strongly emphasizing common Superb Critical values/experiences. Many Focus on Strong / issues issues improving good Visual aids -\*\*Strategic use: redundancy (if any) between what is spoken and what is displayed is strategic, not used as a crutch Superb Critical Many Focus on Strong / for presenting. issues issues improving good Design & display: of professional quality, not sloppy or thrown together. Aids prioritize simplicity, clarity, and good design. Superb Critical Many Focus on Strong / good issues issues improving Visualizing info: Use of text is minimal & appropriately sized.
Any data visualization has been Superb reduced to the simplest possible Critical Many Focus on Strong / improving issues issues good 100 60 40 80 Percentage