

Category	Developing (1-4)	Good (5-6)	Very good (7-8)	Excellent (9-10)
<b>Layout and design</b>	Slides are not visually effective: poor use of whitespace, organization, fonts, colors, and/or headings. Slides may be cluttered or poorly laid out (poor flow, unclear sections, etc.)	Slides are acceptable but need work to improve visual appeal and/or coherence through better utilization of fonts, colors, headings, white space, layout. Slides must be reviewed to achieve understanding.	Slides overall meet goals but could improve effectiveness through somewhat better use of space through font size, colors, headings, white space, layout, etc.	Slides are visually appealing and have strongly effective presentation. Easy to read. Utilized creativity in use of fonts, headings, colors, and white space. No realistic possibility of improvement.
<b>Data visualization</b>	Data visualizations do not communicate the desired message (from presentation text), make poor design decisions (as presentation visualizations), and/or are aesthetically unappealing. Overall, data visualizations do not support the objective in the rest of the presentation.	Data visualizations generally communicate the message in the presentation, make reasonable design decisions, and are visually acceptable. Visualizations must be closely examined to achieve understanding. Significant improvement is possible.	Data visualizations clearly communicate the message in the presentation, make effective design decisions, and are visually appealing. The information being communicated is readily apparent. Some improvement is possible.	Data visualizations clearly communicate the desired message, make effective design decisions, and are aesthetically appealing. The information being communicated is readily apparent. No realistic improvement is possible.
<b>Text content</b>	Text does not effectively support the argument being made by the presentation, is disorganized, lacks coherence, and/or does not appropriately describe or refer to the data visualizations.	Text supports the argument being made in a basic way, but could be substantially improved in coherence, organization, & use of data visualizations.	Text supports the argument being made in an effective way, but could be improved somewhat in coherence, organization, and use of data visualizations.	Text clearly supports the argument being made and is effectively organized, and cannot realistically be improved.
<b>Oral presentation</b>	Presentation is poorly organized, substantially too short or long, does not effectively use slides as a visual aid (i.e., complement the presentation), and/or does not effectively convey the desired message.	Presentation is acceptably organized and of reasonable length, but significant improvement can be made in clarity, use of slides, and/or conveyance of message.	Presentation is well organized and of appropriate length, but some improvements can be made in clarity, use of slides, and/or conveyance of message.	Presentation is impeccably organized and of appropriate length, with no realistic possibility of improvement.
<b>Overall achievement of goal</b>	Combined slides and presentation do not effectively convey the desired message.	Combined slides and presentation convey the desired message in a basic way, but substantial improvement is possible.	Combined slides and presentation convey the desired message in an effective way, but some improvement is possible.	Combined slides and presentation impeccably convey the desired message, and no realistic improvement is possible.