**BAB235 Presentation Grading Rubric**

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| Grade Criteria | Grade Level A: Exceeds expectations | Grade Level B:  Meets Expectation | Grade Level C: Average | Grade Level D: Below average | Grade Level F:  does not meet criteria |
| Content: Easy to understand and informative | Presents content clearly, in well understood manner. Shows mastery of subject material, was innovative and add new ideas | Content was presented in a moderate manner of understanding, very clear and gives adequate information of concept | Presentation made in a manner which is somewhere between moderate and adequate manner of understanding, generally clear | Presentation was not very clear, and show little knowledge of concept | Presentation completely lack understanding of concept, provides only little/limited information |
| Audience contact: | Maintains continuous connection with the audience. Rarely reads the slide(s). Always facing the audience. Clearly, confidently spoken. | Maintains moderate to continuous connection with the audience. Sometimes reads slides. Clearly, confidently spoken. | Faces audience and maintains moderate connection, but sometimes drifts away from the audience to make reference to notes or slides. Loses place occasionally.  Voice inconsistent, mostly clear. | Somewhere between no audience connection and some minor contact with the audience. Loses place a lot. Mumbles, voice doesn’t project. | No contact.  Continuously reading notes, looks up only ‘once or twice’ and reads from slides. Difficult to hear. Does not show comfort or connection to the audience. |
| Knowledge of material | Exceptional, has excellent knowledge of material, did not read from notes or slides. Some minor reference to notes and slides OK, but slides not used as a set of projected notes. Uses own words to explain concept. Evidence of preparation and care. | Adequate knowledge of material conveys concept appropriately. Evidence of preparation and care. | Occasionally reads from notes, struggles sometimes to find the right words. Does not always have command of the material.  Some evidence of preparation and care, some appearance of hurried, rushed preparation. | Somewhere between adequate or poor knowledge of material. No evidence of preparation and care. | Poor or inadequate knowledge of material, always reading from notes. Notes poorly prepared. No evidence of preparation and care. |
| Organization and time management | Presents ideas in an excellently planned and logical format; uses creative strategies to maintain audience attention. Ends at appropriate time. | Organization of material was above average, encourages audience attention and concludes at the right time. | Ideas were presented logically and well planned and concludes promptly. Minor overage in terms of time. Not all material covered, but most. | Ideas were communicated poorly with little evidence of planning and end in a very untimely manner. | No linking to ideas, confusing and disorganized, has no conclusion. Presentation of ideas fails, with audience left wondering “What was that about?” |
| Visual appearance/Presenter appearance | Professionally presented slides (or other supporting tools, props, etc.), attractive and easy to read, or comprehend  Dressed professionally, business casual, or suit. | Somewhere between adequate and excellent slide presentation and good visual aid.  Fairly professional dressing | Easy to read overhead, adequate presentation of slides  Some touch of professional dressing | Ineffective presentation of slides and visual aid  Unprofessional attire. Sloppy appearance. | Hard to read slides, ineffective overheads, props, etc. inadequate for presentation.  Dressing out of place, very sloppy. |

Adapted from Business Communication Instructor’s Resources. Mary Guffey, Kathleen Rhodes and Patricia Rogin [2006]