Rubric for Presentation

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Summary: Every single presentation rubric criteria starts at 90 points for evaluating the presentation. So you start with a close to perfect slate with a bit of room to improve or (hopefully not) room to lose points! Points are deducted for elements of the criteria that don’t meet the standard for that score. You can use the following standard chart for evaluating each criteria.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Score | 99+ | 92-98 | 90-91 | 87-89 | 83-86 | 80-82 | 77-79 | 73-76 | 70-72 | 67-69 | 63-66 | 60-62 | <60 |
| Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | F |

Here are the criteria that are used

Content: . You start with 90 points for each of the criteria below. The content of your presentation is evaluated on the following rubric criteria:

1. Organization – does the presentation tell a story from start to end? Is it organized in a logical step by step manner? (100 points)
2. Content – how many of the key concepts are covered in the presentation? Did the presenter miss any critical concepts that should have been covered? (100 points)
3. Conciseness – you only have about 7 minutes. You have a lot to communicate in that time. Your communication needs to be concise and to the point. (100 points)
4. Knowledge – how knowledgeable was the presenter about the topic was the presenter? Did they misinterpret a component of the analysis? Do they understand the part of the analysis they are presenting? (100 points)

Presentation: Here I am looking for how clearly and well the presenter can communicate the ideas that appear on the screen. If you can’t communicate your ideas and analysis to your boss or clients then there isn’t much sense in conducting the analysis in the first place.

1. Clarity of presenter – how well does the presenter communicate the ideas and results that are up on the screen? Did they talk at an appropriate rate and not sound hurried? (100 points)
2. Visual impact of the slides – are they readable? Is there too much text on the screen? Do the slides impede the presenter’s approach? Are there any relevant visual plots or even figures to break up the textual look of the slide? (100 points)
3. Confidence of the presenter – how confident and at ease is the presenter? Does she or he put the audience at ease with their presentation style? Do they make appropriate use of hand gestures (might be harder with zoom folks but I should be able to see if you gesture). (100 points)
4. Timing – remember that you have 7.5 minutes for the whole presentation. You should probably count on no more than 15 slides (about 30 seconds a slide). You might work in more slides if there’s just a quick point to make. You are given a 30 second “grace period” after the 7.5 minutes is up. You should have your phone handy with a timer to ensure you stay on track. Go over the 7.5 minutes + 30 second grace period and points will start to disappear from this criteria. (100 points)

So I will weight your content and presentation scores appropriately. The content portion will get 15% of the your grade and the presentation portion 10% - that equals the 25% cited in the syllabus. Hopefully this should help you gauge how to construct and present your presentation.