

Content and Speech

Audience targeted?
Purpose achieved?
Occasion met?
Needed information conveyed?
Terms defined; background given?
Emphasis appropriate?

Structure

Organization: Beginning

Scope?
Importance?
Background and credibility?
Memorable mapping?

Scope and Depth

Scope engages?
Key limitations given?
Depth satisfies?

Organization: Middle

Assertions emphasized?
Assertions supported?

Transitions

Beginning middle?
Between main points of middle?
Middle end?
Sources acknowledged?

Organization: Ending

Main assertions summarized?
Closure achieved?

Emphasis

Repetition used effectively?
Placement used effectively?

Visual Aids: Presentation Slides

Headlines

Each slide conveys a message
Each slide states key assertion?
Each slide serves the audience?
Each headline is succinct (1-2 lines)?

Visual Evidence

Visual evidence supports?
Level of detail appropriate?
Bullet lists avoided?
Ref listing (authors, year) given?
Visual evidence explained?
Extraneous details excluded?
Text blocks kept to 1 or 2 lines?
Less than 20 words / minute projected?

Format

Type easy to read?
PowerPoint's weak defaults avoided?
Animation, if used, purposeful and professional?
Blank space used effectively?

Delivery

Speaker shows passion?
Speaker controls nervousness?
Speaker exudes confidence?
Voice clear and engaging?
Speed is appropriate?
Filler phrased ("uh") avoided?
Effective eye contact made?
Movements contribute?
Equipment handled properly?
Questions handled convincingly?
Questions handled succinctly?
Time is appropriate?

Source: Michael Alley