

VISUAL PRESENTATION RUBRIC

CALIFORNIA COLLEGE OF THE ARTS - VISUAL STUDIES PROGRAM (2014), Matteo Bittanti

	Below Basic (D)	Basic (C)	Good (B)	Excellent (A)
Organization	<p>Presentation is inconsequential, disorganized, making it hard, for the audience, to understand</p> <p>- Lacks any "flow"</p>	<p>Presentation may not be fully sequential or logical but it communicates a message, albeit clumsily</p> <p>- it does not "flow"</p>	<p>Presentation is sequential, well structured, logical and the audience fully understand the purpose</p> <p>- it "flows"</p>	<p>Presentation is sequential, well structured, logical and effectively conveys the meaning and purpose to the audience</p> <p>- it "flows" well</p>
Content	<p>Speaker demonstrates only a superficial understanding of the content, does not quote/incorporate course material (concepts/theories/examples)</p> <p>Spelling mistakes and typos</p>	<p>Shows a basic understanding of the content, but does not quote/incorporate course material (concepts/theories/examples) effectively</p> <p>No spelling mistakes</p>	<p>Demonstrates a firm grasp of the content; is able to effectively integrate course material into the presentation</p>	<p>Demonstrates an in-depth understanding of the content</p> <p>Presents novel/innovative ideas and perspectives by effectively engaging with the theory encountered during the course</p>

<p>Graphics–Clarity</p>	<p>Many graphics and content are too small or unclear</p> <p>The slides are cluttered</p> <p>Too much text on the screen/slide; uneven or erratic use of typefaces</p> <p>Lack of understanding of visual presentation design</p> <p>Spelling mistakes and typos</p> <p>The presentation includes – <i>gosh</i> – a bullet-point list</p>	<p>Graphics and content are clear and unambiguous</p> <p>Speaker shows a basic understanding of visual presentation design</p> <p>Consistent style</p>	<p>Graphics and content are clear and unambiguous</p> <p>Shows a good understanding of visual presentation design</p> <p>Elegant graphics, created ex novo by the presenter</p> <p>Minimal text on screen (<6 words per slide)</p>	<p>Graphics and content are clear and unambiguous and easily viewed</p> <p>Speaker demonstrates expertise in visual presentation designs</p> <p>Minimal text on screen (<3 words per slide)</p>
<p>Graphics - Relevance</p>	<p>Graphics do not directly relate to the topic</p> <p>Detract from the presentation</p> <p>Show a systematic lack of consistency in size, color, style</p>	<p>Most graphics relate to the topic</p> <p>Basic graphic style</p> <p>Episodic lack of consistency in term of size, color, style.</p>	<p>All graphics and content are related to the topic and support the speaker’s main argument</p> <p>Graphics are elegant and style/color/size are consistent</p>	<p>All graphics are related to the topic</p> <p>make it easier for the audience to understand the presentation</p> <p>Introduce new, unusual, different, effective ways of visualizing information</p>

<p>Visual Product</p>	<p>The presentation is not effective</p> <p>AND/OR</p> <p>does not make use of available tools effectively</p> <p>AND/OR</p> <p>has visual errors or bugs/technical glitches that detract from its effectiveness (e.g. non embedded videos, missing video, missing audio, audio out of sync, poor editing, cropping)</p>	<p>The presentation may not be effective but utilizes available tools</p> <p>BUT</p> <p>has visual errors or bugs/technical glitches that detract from its effectiveness (e.g. non embedded videos, missing video, missing audio, audio out of sync, poor editing, cropping)</p>	<p>The presentation is effective, utilizes available tools effectively</p> <p>AND</p> <p>is technically flawless</p>	<p>The presentation is professionally produced, effective, and utilizes available technology effectively</p> <p>AND</p> <p>is technically flawless</p> <p>Is elegant, well crafted, original, innovative in both style and content</p>
<p>Speaker's skills</p>	<p>Speaker's tone is too low or too loud, monotone or dull</p> <p>Speaker is inarticulate or disfluent</p> <p>speaks too fast/slow</p>	<p>Speaker's tone is effective</p> <p>Speaker is articulate, save occasional disfluencies (e.g. "like," "right", "uhm")</p> <p>Speaker's pace is adequate</p>	<p>Speaker's tone, pace, and pitch are effective</p> <p>Speaker is articulate and convincing</p> <p>Speaker maintains eye contact with the audience</p>	<p>Speaker's tone is effective</p> <p>Speaker is very articulate, persuasive, and fluent</p> <p>Speaker maintains eye contact with the audience and does not read notes</p> <p>Presenter is relaxed, passionate about the subject, engaging, convincing and confident</p>

<p>Speaker's skills (cont.)</p>	<p>stops during the presentation</p> <p>reads the slides</p> <p>talks to projector or the screen but not to the audience</p> <p>Speaker's body language is ineffective (e.g. speaker covers his mouth, hides behind the podium etc.)</p>	<p>The talk is performed as a prepared speech – speaker reads notes for the entire duration of the presentation</p> <p>Speaker's body language is effective</p>	<p>Speaker reads her/his notes only occasionally</p> <p>Speaker's body language is effective</p>	<p>The performance seems effortless</p> <p>Speaker's body language is effective</p>
<p>Professionalism</p>	<p>Speaker is unable to begin the presentation of time due to unforeseen issues (technical glitches, missing files, wrong cables etc.)</p> <p>Speaker is unable to conclude the presentation in the allotted time</p> <p>The presentation has not been rehearsed</p>	<p>Speaker is able to conclude the presentation in the allotted time but does not leave any time for questions</p> <p>The presentation has not been well rehearsed</p>	<p>Speaker is able to conclude the presentation in the allotted time and leaves a few minutes for questions</p> <p>The presentation has been rehearsed</p>	<p>Speaker is not only able to conclude the presentation in the allotted time but also to leave a couple of minutes for questions</p>

<p>Resource Page, Works Cited, Image Captions, Image Source</p>	<p>The presentation does not demonstrate adequate research</p> <p>The resources listed are not academic</p> <p>Images are not accompanied by captions</p> <p>Images, audio or video sources used in the presentation are not indicated</p>	<p>The presentation demonstrates a superficial research, but relies heavily on</p> <p>Online, non-academic resources, some of which may be unreliable or inadequate</p> <p>Images are accompanied by captions, but the formatting style is either wrong or some information is missing (title/author/date/medium/source etc.)</p>	<p>The presentation reflects adequate research (print and online) research</p> <p>Images are accompanied by captions with the proper formatting style</p> <p>All sources for image/audio/video used in the presentation are correctly indicated either in the slide or at the end of the presentation (credits/works cited slide)</p>	<p>The presentation reflects wide ranging research (print and online), shows use of reliable resources annotated</p> <p>Images are accompanied by captions with the proper formatting style (credits/works cited slide)</p> <p>No information missing</p>
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