LCA-1112 Final presentation rubric   Maximum points: 40

Audience awareness	Purpose unclear. Level of complexity too high or too low. Relevance of the content for the target audience was not clear. Speaker credibility not established. **2 pts**	Purpose implied. Level of complexity is inconsistent. Very few attempts at making the content relevant for the target audience. Quickly mentions credibility, which is easily overlooked. **4 pts**	Purpose clear. Level of complexity mostly suitable for the audience. Attempts to target the content to the audience's needs and interests. Mechanically mentions his/her credibility. **6 pts**	Purpose clear. Level of complexity suitable for a non-expert audience. Content is clearly relevant and targeted to the audience's needs and interests. Speaker's credibility is convincing. **8 pts**
Message	Introduction contains no hook. Body: core message is obscure. Very weak support (examples, statistics, etc) for the core message (e.g. repetitive or irrelevant). Support for the message is imbalanced, i.e. emphasizing one part much more than others. Coherence: Jumpiness in the logic and reasoning makes it difficult to follow the main point. No obvious closing, i.e. no return to the main message and audience left with no memorable ideas. **3 pts**	Introduction attempts to hook the audience but relevance is unclear. The hook appears irrelevant to the core message. Body: Core message is implicit. Examples, facts, or statistics do not effectively support the core message (too much, too little, or irrelevant). Support for the message is imbalanced, i.e. emphasizing one part much more than others. Coherence: Some jumpiness in the logic and reasoning cause the audience to lose the thread one or two times. Closing seems mechanical, simply summarizing the contents but not returning to the core message. Closing not memorable for the audience. **6 pts**	Introduction attempts to hook the audience. The link between the hook and the core message is not explicit. Body: core message is present. Some examples, facts, or statistics support the core message. Support for the message is well-balanced, i.e. equal weight given to all parts. Coherence: Logic and reasoning rather easy to follow. Closing may need to refine the main idea or be more memorable. **9 pts**	Introduction hooks the audience. The hook is relevant to the core message. Body: Core message comes through convincingly. Examples, statistics, etc illustrate clearly the core message. Support for the message is well-balanced, i.e. equal weight given to all parts. Coherence: Logic and reasoning are easy to follow. Closing returns to the main message and story, emphasizing the overall main point in a memorable way. **12 pts**
Visuals	Visuals are attempted but unclear; inappropriate or overused. Effectiveness - Visuals do not necessarily support the core message, and/or are distracting. Visual aids	Some visuals seem unnecessary or detract from the core message. Effectiveness - There are several inconsistencies with synchronization of speech and slides,	Visuals are used and add some clarity and dimension to the core message. Effectiveness - Visuals could be more engaging. Occasional inconsistencies with synchronization of	Visuals are clear, appropriate, beneficial to the core message, and not overused. Effectiveness- Visuals engage the audience. Visuals effectively synchronized with speaking, slides not

have too much or too little information. Visuals need polishing (e.g. spell check, font size, color, layout, image low quality). Speaking not synchronized with visuals. **2 pts**	amount of information, readability of fonts, image quality, spell checking. **4 pts**	speech and slides, amount of information, readability of fonts, image quality, spell checking. **6 pts**	overloaded with text (include key words, not full sentences), font size large enough & type easy to read, coloring & layout visually appealing, images relevant and good quality. **8 pts**
Delivery Poise - Speaker clearly unprepared. Non-verbal communication - Speaker creates distance with the audience, e.g. robotic, lack of eye contact (i.e not looking at the camera). Voice - Monotonous tone causes audience to disengage. Volume too low. Pace - Delivery is rushed or too slow. Length does not match allotted time. Fluency/intelligibility - Frequent hesitation in utterances, affecting communicability. Noticeable mistakes with pronunciation, vocabulary, and grammar. **3 pts**	Poise - Speaker appears uncertain or not fully prepared. Non-verbal communication - Occasional but unsustained eye contact with the audience (e.g. looking at camera). Voice - Not much voice inflection and/or low volume. Pace - Delivery sometimes too fast or too slow. Length does not match allotted time. Fluency/intelligibility - Speaker's language contains obvious hesitation as speaker searches for patterns and expressions. Sufficient lexical, grammatical, and phonological control; systematic errors prevalent in utterances. **6 pts**	Poise - Speaker mostly appears poised, quick recovery from minor mistakes. Non-verbal communication - Fairly consistent use of direct eye contact with the audience (e.g. looking at camera). Voice - Satisfactory volume and voice inflection. Pace - Delivery generally successful; slight mismatch between length and allotted time. Fluency/intelligibility - Speaker's language may contain occasional hesitation as speaker searches for patterns and expressions. Good lexical, grammatical, and phonological control; occasional 'slips' or non-systematic errors and minor flaws in utterances, but they are rare and may be self-corrected. **9 pts**	Poise - Speaker appears calm and self-confident. Non-verbal communication - Speaker displays energy, creates mood, and helps the audience visualize. Builds trust and holds attention by direct eye contact with the audience (e.g. looking at camera). Voice - Fluctuation in voice inflection help to maintain audience interest and emphasize key points. Volume sufficiently loud. Pace - Good use of pausing, length matches allotted time. Fluency/intelligibility - Speaker speaks fluently and spontaneously, almost effortlessly. Consistently maintains a high degree of lexical, grammatical, and phonological accuracy; errors are rare and difficult to spot. **12 pts**