

CRITERIA	EXCELLENT 5	VERY GOOD 4	MEETS EXPECTATIONS 3	APPROACHES EXPECTATIONS 2	NEEDS IMPROVEMENT 1
Content	Level of complexity completely on target for the audience. Compelling message with a clear and justified focus. Effortless to follow with a variety of transitions effectively and naturally used throughout the talk.	Level of complexity suitable for the audience. Message clear throughout. Main points well justified. Easy to follow with a variety of transitions quite effectively and naturally used in most parts of the talk	Level of complexity mostly suitable for the audience. Message comes through. Main points are justified. Quite easy to follow with transitional phrases between sections/slides/topics present, but occasionally inconsistent or inaccurate	Level of complexity occasionally too high/ low. Message implied. Some contents seem irrelevant or lack elaboration. Comprehensible with some transitional phrases present, but often too mechanical or inaccurate.	Level of complexity too high/low. Message not clear, loss of topical focus. Main points need elaboration. Hard to follow due to no, few, or too short / inaccurate transitional phrases.
Organisation	The speech has a clear introduction that catches the audience's attention effectively and is connected to the whole; the conclusion effectively summarizes the speech and is related to the whole. Topical progression & all the elements effective, memorable and complete	The speech has a clear introduction that catches the audience's attention and is connected to the whole. The conclusion summarizes the speech well. Topical progression easy to follow. Required elements all present and balanced, but could still be more effective	The introduction and conclusion are clear and somewhat related to the whole. Topical progression quite easy to follow. Elements are present and quite balanced, but somewhat mechanical.	The introduction and conclusion may be ineffective and not related to the whole; Topical progression hard to follow. Core elements need improvement.	No attempt has been made to compose an effective introduction or conclusion; Topical progression very hard to follow due to missing, incomplete or unbalanced elements.
Visuals	Visual aids contain a suitable amount of information throughout.	Visual aids contain a suitable amount of information.	Visual aids mainly contain a suitable amount of	Some of the visual aids contain too much/ too little information.	Visual aids contain too little or too much information. Images

	Images/graphs/diagrams are effectively used to replace text. Headings skillfully support the organisation. Font type/size and colour are effectively used throughout.	Images, font type/size and use of colour support communication, illustrating and clarifying the message. Headings reflect the organisation.	information. Images and headings mostly relevant. Font type/size, and use of colour mainly support communication. May contain minor grammar or spelling errors.	Some images and headings may be lacking, irrelevant or inconsistent. Font type/ size, use of colour and grammar/ spelling errors weaken communication.	and headings are lacking, irrelevant or inconsistent. Font type/size, use of colour, and grammar/ spelling errors disturb communication.
Delivery	Confident and engaging delivery, and excellent audience contact. Speech and visuals skillfully synchronized throughout. Language use very accurate with natural fillers/ pausing and excellent pace. Good timing.	Engaging delivery and good audience contact. Speech and visuals synchronized. Language use mostly accurate with natural fillers/ pausing, and good pace. Good timing	Sufficiently engaging delivery and/or adequate eye contact. Speech and visuals mainly synchronized. Language use fairly accurate with some natural fillers/ pausing and good pace. Good timing.	Somewhat unengaging delivery and/or poor eye contact. Speech and visuals not well synchronized and/ or speech relies obviously on notes. Pace, fillers/ pausing and/or inaccuracy of language sometimes obscure meaning. Some timing issues.	Unengaging delivery and/or poor eye contact. Speech and visuals not synchronized and/or speech relies too much on notes. Pace, fillers/ pausing, and/or inaccuracy of language obscure meaning. Significant timing issue.
References	Outside sources are incorporated logically, insightfully, and elegantly into the speech; sources are accurately documented on the references slide	Outside sources are incorporated logically, into the speech; sources are quite accurately documented on the references slide	Source material is incorporated logically and adequately into the speech; sources are documented on the references slide but not always accurately	Source material is incorporated into the speech but sometimes inappropriately or unclearly; some of the sources are documented on the references slide	Source material is never incorporated or it is incorporated inappropriately or unclearly into the speech; there is no references slide

Final presentation _____

/25 pts /35%

Adapted from <http://ustudies.semo.edu/oralcom/holistic.htm> and <http://www.rcampus.com/rubricshowc.cfm?code=B3WA45>