

Student Learning Outcome: Express oneself effectively in presentations, either in American English or American Sign Language

Criteria		Insufficient (1)	Developing (2)	Proficient (3)	Exemplary (4)	Rating
CONTENT AND ORGANIZATION						
Introduction	<input type="checkbox"/> Engages audience with effective attention getter <input type="checkbox"/> Introduces topic clearly <input type="checkbox"/> Establishes credibility <input type="checkbox"/> Relates topic to audience <input type="checkbox"/> Clearly presents thesis or previews main points	Meets 0-1 criteria	Meets 2 criteria	Meets 3-4 criteria	Meets all criteria	
Body	<input type="checkbox"/> Articulates identifiable main points <input type="checkbox"/> Balances time among main points <input type="checkbox"/> Presents main points in a logical order <input type="checkbox"/> Includes clear transitions between main points	Meets 0-1 criteria	Meets 2 criteria	Meets 3 criteria	Meets all criteria	
Supporting Materials	<input type="checkbox"/> Supports main points (explanations, examples, illustrations, statistics, analogies, quotations) <input type="checkbox"/> Cites sources clearly <input type="checkbox"/> Depth of content reflects thorough understanding of topic <input type="checkbox"/> Support materials are relevant, timely, appropriate, and unbiased	Meets 0-1 criteria	Meets 2 criteria	Meets 3 criteria	Meets all criteria	
Conclusion	<input type="checkbox"/> Transitions clearly from body to conclusion <input type="checkbox"/> Summarizes main points and/or moves audience to action <input type="checkbox"/> Includes strong final statement	Meets 0 criteria	Meets 1 criteria	Meets 2 criteria	Meets all criteria	
LANGUAGE						
Language	<input type="checkbox"/> Identifies with audience (builds rapport, makes connections) <input type="checkbox"/> Language choices are imaginative, memorable, compelling, and enhance the effectiveness of the presentation <input type="checkbox"/> Language is appropriate to audience (level of formality, inclusive language) <input type="checkbox"/> Language is correct (uses proper grammar and syntax) <input type="checkbox"/> Language is concise (uncluttered, avoids wordiness)	Meets 0-1 criteria	Meets 2 criteria	Meets 3-4 Criteria	Meets all criteria	
DELIVERY						
Paralanguage	<input type="checkbox"/> Has spontaneous, strong conversational quality (no reading) <input type="checkbox"/> Speaks at an appropriate rate and volume <input type="checkbox"/> Speaks clearly and articulately (forms speech sounds crisply and distinctly) <input type="checkbox"/> Pronounces words correctly <input type="checkbox"/> Voice is dynamic (vocal variety) <input type="checkbox"/> Avoids fillers such as “um,” “like,” “you know”	Meets 0-1 criteria	Meets 2-3 criteria	Meets 4-5 Criteria	Meets all criteria	

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Criteria		Insufficient (1)	Developing (2)	Proficient (3)	Exemplary (4)	Rating
DELIVERY (continued)						
Movement & Gestures <i>* Score using these criteria ONLY when speaker is presenting in person.</i>	<input type="checkbox"/> Consistently uses eye contact to maintain rapport with audience <input type="checkbox"/> Effective use of scanning to expand zone of interaction <input type="checkbox"/> Inconspicuous use of notes <input type="checkbox"/> Gestures appropriately, stands and moves deliberately; avoids rocking and swaying <input type="checkbox"/> Avoids distracting mannerisms (tapping, fidgeting, wringing hands) <input type="checkbox"/> Facial expressions match tone of speech	Meets 0-1 criteria	Meets 2-3 criteria	Meets 4-5 Criteria	Meets all criteria	
Movement, Gestures, & Visual Presence <i>* Score using these criteria ONLY when speaker is presenting virtually</i>	<input type="checkbox"/> Consistently uses eye contact to maintain rapport with audience (camera positioned at eye level and at an appropriate distance from speaker; gives illusion of eye contact by looking at camera) <input type="checkbox"/> Inconspicuous use of notes <input type="checkbox"/> Gestures appropriately; stands or sits and moves deliberately; avoids rocking, swaying, fidgeting <input type="checkbox"/> Facial expressions are expressive and match tone of speech <input type="checkbox"/> Background does not distract; is neutral, neat, and free from clutter <input type="checkbox"/> Light source on speaker's face, bright enough so face is clearly visible, not in shadow <input type="checkbox"/> Sufficient audio and video quality <input type="checkbox"/> Slides/visual aids (if used) are integrated (displayed and navigated through) seamlessly	Meets 1-2 criteria	Meets 3-4 criteria	Meets 5-7 Criteria	Meets all criteria	
Overall Rating						



Benchmark: 70% of students will achieve a rubric score of Proficient (21) or higher.

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Essential Element – Communication

Effective communication is essential to the success of every RIT student, and as such, every General Education course must be aligned to at least one of the four associated Communication student learning outcomes. In this context, effective communication is understood as the mastery of language in expressive (spoken, signed, or written) and receptive (reading) forms that enables an individual to use language successfully for a variety of purposes and audiences.

Framing Language

An effective presentation is a prepared and purposeful presentation designed to inform, persuade, or entertain. Components of an effective presentation include strong content, clear structure, and dynamic delivery. This rubric is specifically designed to evaluate students who have received some prior instruction on the fundamentals of creating and delivering effective presentations. Evaluation criteria should be shared with students prior to presentations.

Assignment Design / Evaluation of Student Learning

This rubric best applies to prepared and timed presentations for extemporaneous, manuscript, and memorized delivery styles. Presentations appropriate for this rubric include a central message supported by one or more forms of supporting materials and employ purposeful organization. Impromptu presentations, group presentations, and class discussions do not readily apply to this rubric.

Scoring Guidelines

When calculating the overall score, add up the criteria ratings in the right column and use the following guidelines:

Total Score of 7-13 = a rubric rating of Insufficient (1)

Total Score of 14-20 = a rubric rating of Developing (2)

Total Score of 21-25 = a rubric rating of Proficient (3)

Total Score of 26-28 = a rubric rating of Exemplary (4)