

RUBRIC EXAMPLES

ORAL PRESENTATION II

CRITERIA AND WEIGHT	UNSATISFACTORY Below performance standards	PROFICIENT Acceptable criteria	ADVANCED Demonstrates exceptional performance
Structure and Organization / 30%			
Introduction	No formal introduction, or introduction had no clear thesis statement. No preview of topics to be discussed.	Introduction had clear thesis statement and a preview of topics to be discussed.	<i>In addition to Proficient criteria:</i> Clever attention-getting introduction or an imaginative thesis and preview.
Main Ideas	Main ideas were not separated into a logical progression.	Main ideas were separated into a logical progression.	Ideas connected by original transitions, logical throughout; creative pattern.
Supporting Materials	Important ideas were not supported with references or data.	Important ideas and viewpoints were supported with accurate and detailed references to text or other works.	
Conclusion	No conclusion, or conclusion did not adequately summarize presentation.	Conclusion restated thesis statement and summarized the ideas presented.	Conclusion tied speech together, and message was memorable.
Length Requirement	Presentation did not use time allotted.	Time requirement was met for specific assignment (neither too long or too short).	Speaker used logical, ethical, and emotional appeals that enhanced a specific tone and purpose.
Vocal Expression / 20%			
Rate and Volume of Speech	Speaker was hard to hear or understand.	Speaker was easy to hear and understand.	<i>In addition to Proficient criteria:</i> Speaker was enjoyable to hear; used expression and emphasis.
Pitch, Articulation, and Pronunciation	Voice or tone distracted from purpose of presentation. Excessive use of verbal fillers.	Tone was conversational, but with purpose. Voice sounded natural, neither patterned nor monotone. Speaker pronounced words clearly, correctly, and without verbal fillers.	Speaker used voice to create an emotional response in audience.
Physical Characteristics / 15%			
Eye Contact	Little eye contact with audience.	Strong eye contact with audience.	<i>In addition to Proficient criteria:</i>
Posture	Poor or slouchy posture.	Posture conveyed confidence.	Commanding, purposeful posture.
Gestures and Movement	Movements were stiff or unnatural.	Gestures and movements were natural and effective.	
Attire	Attire was inappropriate for audience.	Attire was appropriate for audience and purpose.	Attire was chosen to enhance presentation.
Appropriateness of Content and Language / 15%			
For Audience, Purpose, and Assignment	Speaker used inappropriate language, content, or examples for this audience. Speaker did not explain the assignment or purpose of presentation.	Speaker obviously considered the audience and used appropriate language and examples. Speaker conveyed a clear understanding of assignment requirements and content.	<i>In addition to Proficient criteria:</i> Examples and words were creative and well chosen for target audience.
Overall Impact / 10%			
Energy, Enthusiasm, Sincerity, Originality / Creativity	Speaker presented the message without conviction.	Speaker appeared to believe strongly in message and demonstrated desire to have audience listen, understand, and remember.	<i>In addition to Proficient criteria:</i> Overall presentation was creative and exciting.
Features / 10%			
Multimedia, Visuals, Audio	Materials detracted from content or purpose of presentation or were of low quality.	Materials added, did not detract from presentation. Materials used were quality products, easy to see and hear.	<i>In addition to Proficient criteria:</i> Speaker creatively integrated a variety of objects, charts, and graphs to amplify the message.

"Oral Presentation II" is adapted from materials provided by Napa New Technology High School, Napa, California, 2001–2002.