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| **PowerPoint Presentation Rubric**Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |

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| CATEGORY  | **4**  | **3**  | **2**  | **1**  |
| **Background**  | Background does not detract from text or other graphics. Choice of background is consistent from card to card and is appropriate for the topic.  | Background does not detract from text or other graphics. Choice of background is consistent from card to card.  | Background does not detract from text or other graphics.  | Background makes it difficult to see text or competes with other graphics on the page.  |
| **Animations, transitions, and hyperlinks**  | Careful planning has gone into all three to enhance, but not detract from the presentation. | Planning has gone into at least 2 to enhance the program | Planning has gone into at least 1 to enhance the program | No animations, transitions or hyperlinks…or TOO MUCH  |
| **Text - Font Choice & Formatting**  | Font formats (e.g., color, bold, italic) have been carefully planned to enhance readability and content. Bulleted lists for easy reading | Font formats have been carefully planned to enhance readability. Bulleted lists | Font formatting has been carefully planned to complement the content. It may be a little hard to read.  | Font formatting makes it very difficult to read the material.  |
| **Spelling and Grammar**  | Presentation has no misspellings or grammatical errors.  | Presentation has 1-2 misspellings, but no grammatical errors.  | Presentation has 1-2 grammatical errors but no misspellings.  | Presentation has more than 2 grammatical and/or spelling errors.  |
| **Use of Graphics**  | Includes at least three graphics, and all graphics are attractive (size and colors) and support the theme/content of the presentation.  | Includes at least three graphics, but a few graphics are not attractive; all support the theme/content of the presentation.  | Includes only one or two graphics, and all graphics are attractive but a few do not seem to support the theme/content of the presentation.  | Includes no graphics or several graphics are unattractive AND detract from the content of the presentation.  |
| **Content - Accuracy**  | Content addressed 4 P's and effectively persuades the audience to want the product. Information is thoughtful and deep. | Content addresses 4 P's and somewhat persuades the audience to want the product.  | Content addresses some of the 4 P's and somewhat persuades the audience to want the product.  | Content does not address the 4 P's OR does not persuade the audience to want the product.  |
| **Content-****Interest and depth of knowledge** | Content is deeply thought out, and presented in a way that persuades us to buy the product. It is not superficial and obvious. Special attention is given to how a product is promoted. | Content is average and acceptable, but does not go very deep. Promotions includes just “where to buy” and Facebook TV type ads. | Content is below grade level in thought. | Content doesn’t make sense for the 4 p’s of marketing. |
| **Number of Slides**  | Presentation contains at least 8 slides  | Presentation contains 6-7  | Presentation contains 4-5  | Presentation contains less than 4  |
| **Posture and Eye Contact**  | Stands up straight, looks relaxed and confident. Faces the audience and establishes eye contact.  | Stands up straight, faces the audience and establishes eye contact  | Sometimes stands up straight and establishes eye contact.  | Does not face the audience and/or does not establish eye contact.  |
| **Volume**  | Volume is loud enough to be heard by all audience members throughout the presentation.  | Volume is loud enough to be heard by all audience members 75% of the time.  | Volume is loud enough to be heard by all audience members 50% of the time.  | Volume is loud enough to be heard by all audience members 25% of the time or less.  |
| **Speaking**  | All group members speak equally. Speak clearly and distinctly all the time, and mispronounces no more than one word.  | All group members speak equally. Speak clearly and distinctly all the time, and mispronounces no more than two words.  | All group members speak, but some more than others. Speaks clearly and distinctly most of the time. Mispronounces no more than two words.  | Some group members do not speak. Speakers Mumble OR mispronounces more than two words.  |
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