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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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