<table>
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<th>Criteria</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Needs Improvement</th>
<th>Very Poor or Absent</th>
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<tbody>
<tr>
<td>Content</td>
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<td>Presentation Quality</td>
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<td>Presentation Style</td>
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<td>Outline</td>
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Subtotal = _______ - 1 point for each minute over/under = _______

TOTAL POINTS FOR PRESENTATION = _____/50
SCORING EXPLANATIONS

Content = 20 Points
Excellent (18-20 points) = All of the required information is presented clearly and coherently. It is also presented in an organized manner that is easy to understand. The guidelines in the assignment are followed (i.e. magazine ad layout – pitching or commercial/skit).
Good (16-17 Points) = All of the required information is presented in a clear and coherent manner. Guidelines may not have been followed exactly (group just made a presentation).
Fair (14-15 Points) = Missing information/organizational and clarity problems or group did not follow guidelines
Needs Improvement (12-11 Points) = Missing information/organizational and clarity problems and group did not follow guidelines.
Very Poor (11 or less) = Group didn’t follow guidelines and very little information was presented

Presentation Quality = 10 Points
Excellent (9-10 points) = Presentation consisted of colorful images or creative skit/commercial w/visuals; Presentation did not overload audience with too much information on slides, etc. Slides were animated.
Good (8 Points) = Presentation was colorful or creative, but visuals might have been missing from skit/commercial or PP slides had too much information and not enough colorful images.
Fair (7 Points) = Presentation didn’t consist of enough visual information and too much information was contained on slides. Skit/commercial was good, but did not have visuals.
Needs Improvement (6 points) – PP slides were dull – no color or images. Skit/commercial did not have visuals and was not adequate.
Very Poor (5 or less) – Presentation was of a very poor nature.

Presentation Style = 10 Points
Excellent (9-10 Points) = Presenters knew information and performed well as a group; did not have to read notes or pp presentation; made good eye contact, etc.
Good (8 Points) = Presenters knew information well, but did have to read a little too much from notes or PP slides or some group members did not perform as well as others.
Fair (7 points) = Presenters did not know information well and read from notes and slides.
Needs Improvement (6 points) = Presenters read directly from notes or slides and did not make eye contact, etc.
Very Poor (5 or less) = The style was very poor and no preparation was evident.

Outline = 5 Points
Excellent (5 points) = Outline was grammatically correct, well-organized and had enough information to make it useful. There was also something about it that made it excellent (i.e. images, brochure, creativity).
Good (4 points) = Outline was grammatically correct, well-organized and contained enough information.
Fair (3 points) = Outline had a few grammar errors or organizational problems/or may have not had enough information.
Needs Improvement (2 points) = Outline had grammar errors and organizational problems and information was scarce.

Group Participation – 5 points: Every member of each group had the opportunity to rate the other individuals on their participation with the project. They gave each other ratings on a 0 to 5 scale: 5 (excellent), 4 (good), 3 (fair), 2 (needs improvement), 1 (very poor), and 0 (no participation at all). I average each individual’s scores from their fellow group members to get their group participation points. However, those individuals who receive all zeros will not get credit for the presentation at all and those individuals who receive an average between 1 and 2.5 will get significant points deducted from their presentation scores.