

JMU Rubric for Academic Presentations

Traits	Unsatisfactory	Developing	Competent	Advanced	Exemplary
<p>Purpose: Conveying the presenter’s thesis or claim and its relevance to the audience, setting and context. Examined features may include topic selection, appropriateness, content, language, clarity, or focus.</p>	<p>Weak or unclear thesis or claim. Presenter demonstrates poor audience analysis. Purpose is inappropriate, lacks relevance, and intention. Audience gains little from the presentation.</p>		<p>Clear, discernible thesis or claim. Presenter demonstrates use of audience analysis. Language and word choice appropriate for audience, occasion, and setting. Presentation communicates intended/assigned content to audience.</p>		<p>Presentation develops sophisticated thesis or claim. Presenter demonstrates sophisticated analysis of the audience, occasion, and setting. Presenter provides audience with substantial knowledge and/or awareness beyond assigned goal of the presentation.</p>
<p>Structure: Organization and coherence of presentation elements. Features include flow or sequencing of ideas (introduction, body, conclusion, & transitions) and other conventional elements appropriate to the content; aids audience’s understanding and supports purpose.</p>	<p>Presentation lacks cohesive organization and flow. Many structural features are missing or not used logically. Organization detracts from audience’s ability to identify thesis and fails to support claims.</p>		<p>Presentation follows logical and cohesive pattern. All necessary and appropriate structural features present. Organization assists audience’s identification of thesis and supports claims.</p>		<p>Sequencing of ideas exceptionally clear; progresses logically within and between conventional elements. Structural features used skillfully to frame and unify presentation. Organization enhances audience’s understanding of thesis and strongly supports claims.</p>
<p>Complexity: The depth or sophistication of ideas presented to the audience(s). Features may include evidence or research that supports thesis, use of analysis, integration or synthesis of the content; an ethical purpose, creativity, and perspective(s).</p>	<p>Little to no appropriate evidence or data to develop claims. If used, sources lack variety, validity, accuracy, are misused or uncited. Ideas presented are simplistic, illogical, superficial, or unoriginal. Content merely summarizes information and/or lacks critical analysis.</p>		<p>Accurate, appropriate, and relevant evidence and data develop thesis or claim. Sources are credible and appropriately cited. Presentation demonstrates some critical analysis and interpretation. Information presented goes beyond summary by making connections that develop thesis or claim. Some evidence of synthesis.</p>		<p>Evidence and data strongly develop thesis and are well integrated into presentation. Sources are critically selected to reflect multiple authoritative perspectives. Critical analysis and interpretations demonstrate originality, depth, and/or creativity. Synthesis and connections evident.</p>
<p>Delivery: Presenter’s control of the vocal (rate, pitch, tone, volume, rhythm, and articulation), physical (eye contact, posture, movement, gestures, position, and appearance), and audio-visual dimensions (use of presentation tools PowerPoint or Prezi, images, sounds, and objects) of the presentation or performance event. Other features may include evidence of rehearsal/preparation, adherence to time guidelines, and creativity.</p>	<p>Presenter’s delivery lacks sufficient control of all three dimensions. Delivery detracts from purpose, structure, and complexity of presentation. Delivery features are simplistic, unpolished, inappropriate, uncomfortable, or unnatural. Delivery does not meet assignment requirements.</p>		<p>Presenter’s delivery demonstrates satisfactory control of all three dimensions. Delivery supports purpose, structure, and complexity of presentation. Delivery features are appropriate, varied, and engaging. Delivery dimensions are used purposefully. Delivery meets assignment requirements.</p>		<p>Presenter’s delivery demonstrates masterful control. Delivery creates cohesive whole by strongly reinforcing purpose, structure, and complexity of presentation. Delivery creates dynamic and engaging relationship with audience. Delivery features are used to enhance meaning creatively with polish and intention.</p>