Southern New Hampshire University

Presentation Rubric

In a professional career, one may be called upon to conduct research and deliver findings in professional settings. No matter how extensive the research or accurate the conclusions, a weak presentation can undermine an argument. A presentation is a tool to assist in making an argument. When creating presentations, students develop skills in researching an issue, synthesizing the information, organizing data logically, and presenting findings in an effective manner.

Principles of an Effective Presentation:
- You may utilize a product such as Microsoft's PowerPoint or Google Presentation to create your presentation.
- There are various template designs that you can find on the web for your presentation. However, first consider your presentation from the perspective of your audience prior to selecting a specific style. Distracting backgrounds, large blocks of text, all uppercase fonts, elaborate font styles, grammatical errors, and misspellings are distracting. Be consistent with the style of text, bullets, and sub-points in order to support a powerful presentation that allows your content to be the focus.
- Each slide should include your key point(s). Do not place large blocks of text on the visual. Your presentation is not a means of presenting a short paper. In an actual presentation you would not "read" from your slides but rather use them as prompts.
- Any notes or narration you would use in delivering this presentation to a group should be listed in the "notes" section of the slide.
- References should be listed at the bottom of the slide in slightly smaller text.
- Use clip art, AutoShapes, pictures, charts, tables, and diagrams to enhance but not overwhelm your content.
- Be mindful of the intended audience and seek to assess the presentation's effectiveness by gauging audience comprehension (when possible).

Below are some links that offer helpful tips and examples for developing your presentations:

- Making PowerPoint Slides
- Beyond Bullet Points: The Better Way to Use PowerPoint
- Really Bad PowerPoint and How to Avoid It

Guidelines for Submission: When applicable, discipline-appropriate citations must be used.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review these instructions.

Southern New Hampshire University

Presentation Rubric

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Content: Inquiry and Analysis	Includes almost all of the main elements and requirements; provides in-depth analysis that demonstrates complete understanding of multiple concepts	Includes most of the main elements and requirements; provides in-depth analysis that demonstrates complete understanding of some concepts	Includes some of the main elements and requirements; provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not include any of the main elements and requirements; does not provide in-depth analysis	25
Organization	Slides are organized in a logical way that complements the central theme; transitions are well-paced to create a natural and engaging flow	Slides are organized in a logical way and transitions are paced so that the material is easily accessible	Slides are organized mostly in a logical way and transitions are paced so that the material can be understood with focus and effort	Slides are organized in a way that is illogical OR transitions are paced so that the material cannot be understood	20
Critical Thinking	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	25
Visual Appeal	There is a consistent visual theme that helps enhance understanding of the ideas; includes multiple types of media	Original images are created using proper size and resolution that enhance the content; includes more than one type of media	Visually depicts topic and assists audience; images are proper size and resolution	Graphics are unrelated to content and cross over each other. Distracting, busy, and detract from presentation	20
Narration (Research/Writing)	Mechanics and style ensure clarity. Incorporates multiple properly cited scholarly resources	Mechanics and style promote clarity. Incorporates some properly cited scholarly resources	Mechanics and style make narration intelligible. Incorporates very few properly cited scholarly resources	Several mechanical errors OR does not incorporate scholarly resources	10
				Total	**100%**