

Presentation Assessment Rubric

Presenter: _____

Presenters: Distribute this rubric to audience members in your practice runs to gather their feedback about the key aspects of your message, design, and delivery.

Audience members: Circle the option in each row that best matches the presenter's performance and sum at the end.

		0	1	2	3
MESSAGE	Structure	Agenda or journey of talk is unclear	Agenda is given but talk has no other structure	Structure of talk is only apparent after part of talk is over	Talk's structure is introduced and touched upon throughout
	Encapsulation	Main idea is not evident	Main idea is given but is convoluted or unclear	Main idea is clear & stated, but just once	Take home points are clear and have been repeated
	Support	Main idea has no support	Supporting content is buried in irrelevant lit review or background	Some content supports main point, some doesn't	All content supports or elaborates on the main point(s)
	Relevancy	Speaker provided no examples or stories	Examples/stories not relevant to crowd	Speaker somewhat considered relevance to field	Speaker included several examples from audience's field
	Ending	Ends abruptly	Ends with a thanks	Ends with a recap and thanks	Ends with a recap and next steps for audience to take
DESIGN	Text size	Too small to be legible	Headings are legible but other text is not	Text is legible to some but not from back of room	All text is legible from back of room
	Amount of content	Slides are cluttered with text/graphics	Slides use heading and no more than 3 bullets	One idea per slide with explanatory text	Only critical keywords are on slides, one idea per slide
	Color	Too light/too dark to be legible & inconsistent use of color	Consistent use of color throughout; text not legible	Good color contrast on text but too many other colors	Color contrast makes text legible, color is used to emphasize
	Graphics	No graphics are present on slides or handout (graphs included)	Graphics are present on some slides but are irrelevant or blurry	Relevant graphics are present on most slides but some are irrelevant or blurry	High quality graphics are present on most or all slides
	Arrangement	Most of the slide content is misaligned or poorly organized	Some of the slide content is misaligned or poorly organized	Most of the slide content is well-organized	All the slide content is well-organized

		0	1	2	3
DELIVERY	Sound	Too quiet to be audible	Inconsistently loud; talks to screen or notes	Loud but mumbles/ turns away from audience when speaking (without a mic)	Loud, clear voice
	Poise	Fidgeting, shuffling, hands in pockets	Calm but stays behind podium	Moves freely and with control	Moves freely and with control and engages audience directly
	Speed	Too fast/too slow	Mainly fine but rushes or slows at end to make up for remaining time	Speed is consistent throughout	Talking speed is appropriate for listening, may vary for intentional emphasis
	Pace	No time for interaction or questions	Some question time available at end of talk, no other interaction	Question time honored	Some breaks for interaction with time left for questions
	Mastery	Reads from slides or notes	Sometimes reads from slides or notes, sometimes speaks extemporaneously	Speaks with only occasional, unobtrusive glances at slides or notes	Speaks from memory without notes

Other comments for the presenter:

	Message:	Sum the points here. Aim for 13 or higher in each section.
+	Design:	
+	Delivery:	
=	Total Points:	

Were you under 13? Review specific items where you were rated below a 3 and see these resources: p2i.eval.org has analysis of the Dynamic Dozen. Learn from AEA's presentation masters on [message](#), [design](#), & [delivery](#).

- StephanieEvergreen.com/blog has helpful content on [presenting](#) and, in particular, [showing data](#).
- [Presentation Zen](#), by Garr Reynolds, is a legendary guide on great slide design.
- [Resonate](#), by Nancy Duarte, details how to construct a crisp, memorable message.