

California State University, Chico
 College of Business
 Oral Presentation Rubric- Guidelines for Assessment

(Final version as of 4/13/05)

PRESENTATION TRAITS	UNACCEPTABLE	ACCEPTABLE	SUPERIOR
Body Language	Appears nervous or distracted. Paces, fidgets, or sways. Poor use of hands (e.g., jiggles, taps or plays with something). Body language distracts from presentation.	Appears slightly nervous, but it doesn't interfere with the presentation. Occasional use of meaningful hand gestures. Body language needs some improvement but it doesn't significantly distract from the presentation.	Appears confident, poised and comfortable. Is relaxed and in control. Body language (e.g., posture, facial expressions, gestures) enhances the presentation. Good use of appropriate hand gestures to emphasize points.
Eye Contact	Reads speech directly from notes or visual aids (e.g., PowerPoint). Little to no eye contact with the audience.	Occasionally refers to notes or visual aids. Sometimes fails to make eye contact with audience.	Never or rarely glances at notes or visual aids. Consistently makes eyes contact with audience.
Vocal Presentation and Tone	Speaks too fast or too slow. Halting, uneven pace. Volume inappropriate. Giggling or other inappropriate vocal behaviors interfere with the message. Extremely monotone, ineffective tone. Tone is unprofessional and disrespectful of the audience. Complete lack of enthusiasm.	Articulation, volume, pace, and pronunciation are acceptable. Slightly monotone. Tone is acceptable, but somewhat casual for a professional business presentation. Somewhat lacking in enthusiasm and assertiveness.	Articulation, volume, pace, and pronunciation are excellent. Fluid, natural delivery. Excellent vocal tone. Tone is professional. Enthusiastic and assertive.
Attire	Attire is inappropriate for type of presentation. Attire distracts from the quality of the presentation.	Attire is appropriate for type of presentation.	(N/A)
Word Choice	Uses clichés, slang, jargon, racist, or sexist language. Word choice is inappropriate and exhibits bias.	No inappropriate language. No apparent bias.	Word choice illustrates grasp of content and enhances presentation.
Use of Visual Aids	Visual aids missing, inappropriate, or poorly designed and executed. Visual aids have errors, are difficult to read, and don't enhance the presentation. Visual aids not properly integrated into presentation.	Visual aids are adequate but could be improved. Easy to read and informative, but not outstanding. No significant errors. Adequate integration of visual aids.	Visual aids are easy to read, attractive, informative and error free. Visual aids greatly enhance the presentation. Excellent integration of visual aids.
Organization	Information presented in a disorganized manner. Abrupt transitions from one topic to another with no clear transition or logic. Does not appear prepared or practiced. <u>If appropriate</u> : Lacks a clear introduction and conclusion.	Information organized and presented adequately. Minor problems with topic transitions or logical flow. <u>If appropriate</u> : Introduction and conclusion are clear, but not used effectively.	Information presented in an organized, logical fashion. Obviously prepared and practiced. <u>If appropriate</u> : Has an effective introduction and conclusion.
Support/evidence	Much too general or anecdotal. Insufficient use of evidence to support key points. Lacks appropriate source citations.	Adequate use of specifics and evidence. Sources cited appropriately.	Excellent details. Uses multiple forms of evidence to support key points. Sources cited appropriately.

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Oral Presentation Rubric: Assessment Checklist and Comments

Course Instructor: _____

Date of Evaluation: _____

Course Time: _____

Evaluator: _____

Group # _____ (For ease of tracking purposes, it will be helpful if we number each group according to their order of appearance, e.g. Group #1, then Group #2.)

Presenter: _____ (Please put in presenter's name and/or use a number to indicate the person's order of appearance within the group.)

Using the guidelines from the oral presentation rubric, please rate each of the following. In addition, please make comments that identify strengths and weakness of the presenter.

Traits	Ratings		
	Unacceptable (1)	Acceptable (2)	Superior (3)
Body Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vocal Presentation and Tone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attire	<input type="checkbox"/>	<input type="checkbox"/>	N/A
Word Choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of Visual Aids	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support/evidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>