





















SCM 24-25: Presentation Rubric

	<i>Outstanding</i>	<i>Great</i>	<i>Good</i>	<i>Okay</i>	<i>Poor</i>
	Score: 5	Score: 4	Score: 3	Score: 2	Score: 1
Content	 Showed evidence of thorough understanding of the full paper. Useful background info included, but not too much. Extremely clear themes and takeaways. The class learned something new and valuable.	 Showed evidence of solid understanding of most of the paper. Some background info included, but a bit too little or too much. Some focus on themes and takeaways. Moderate learning opportunity for the class.	 Showed evidence of limited understanding of parts of the paper. Background info presented was too little, too much, or irrelevant. Little focus on themes and takeaways. Limited learning in the class.	 Showed little evidence of understanding of the paper. Background info was irrelevant, unclear, too basic/complex, or absent. Minimal to no focus on themes and takeaways. Little learning benefit for class.	
Critical Thinking	 Thorough explanation of theory, how it relates to predictions, how model embodies theory, and what results mean. Thorough analysis of why theory is significant, such as related/competing theories and/or strengths/weaknesses of paper.	 Good identification of theory and predictions. Decent explanation of how model relates to theory. Good explanation of results, but lacking nuance. Some analysis of significance, related theories, and strengths/weaknesses.	 Identification of theory was unclear or confusing. Some explanation of how model relates to theory. Basic presentation of results. Little or analysis of significance or related work, or analysis is too simplistic.	 Little to no attention to theory. Little to no explanation of how model relates to theory. Results not clearly presented or explained. Minimal to no analysis of significance or related work, or analysis is unclear/irrelevant.	
Organization & Storytelling	 Followed a logical sequence and told a coherent, interesting story. Introduction was clear and attention-grabbing. Used concrete examples and/or interactive questions to generate interest, excitement, and suspense.	 Followed a mostly logical sequence. More/less info would have been helpful. Introduction was informative but not extremely compelling. Some transitions and/or examples. Some excitement or suspense.	 Information is inconsistently organized, and/or no clear introduction, transitions, or conclusion. Difficult for audience to follow points. Few examples, little sense of excitement, suspense, interest, or storytelling.	 There is no logical sequence of information and/or the presentation makes little sense. Minimal or no use of examples. Minimal or no sense of storytelling or excitement.	
Visual Effectiveness	 Slides are creative, clear, and visually engaging. Slides minimize text and use highlighting to guide attention to each point. Substantial originality in retelling of paper content.	 Slides are somewhat cluttered or unclear and/or are moderately engaging. Some overuse of text. Occasional use of highlighting. Somewhat original but with some repetition of paper content.	 Slides are visually boring. Many slides cluttered or disorganized, with lots of text and little to no highlighting. Little originality, with considerable repetition of paper content.	 Slides are extremely cluttered, and/or contain too many or too few graphics. Little evidence of effort in slide design. Mostly or all just repetition of paper content.	
Delivery	 Captured the audience with eye contact, body language, and clear voice. Well-prepared. Professional delivery. Answers to questions are very thoughtful and encouraging.	 Good eye contact, adequately prepared, acceptable delivery. Easy to hear/follow. Answers to questions are relevant and contain some useful information.	 Little eye contact. Evidence of hurried preparation. Choppy delivery. Hard to hear/follow. Answers to questions are only somewhat relevant and lack depth.	 No eye contact. Unprepared. Very poor delivery. Very difficult to hear and/or follow. Answers to questions are very cursory and/or superficial.	