Scoring Guide for Case 7, Task 3: Create an Online Presentation

Name: Date:

Course & Section:

Deliverables: **Presentation slides and script**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| **Presentation slides** | | | |
| Includes a brief introduction to the presentation that identifies the purpose of the training, shows an outline of the presentation, and presents other preliminary information that users will need to successfully complete the training. |  | x 1 |  |
| Includes clear, well-supported claims. Claim appears in the heading of the slide and the support in the body of the slide. |  | x 1 |  |
| Features an appropriate organizational pattern. Content is effectively chunked into manageable sections. |  | x 2 |  |
| Presents content simply. Content covers most important information based on the rhetorical situation. |  | x 3 |  |
| Includes effective graphics with clear purposes, uncluttered designs, and manageable amounts of information. Graphic type is appropriate given the rhetorical situation and follows standard conventions. |  | x 2 |  |
| Uses effective design elements — such as white space, lists, color, headers/footers, and legible typefaces — to help make the message easy to see and read. |  | x 2 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 1 |  |
| **Script** | | | |
| Includes clear, accurate dialogue to accompany the online presentation. Audio content complements and reinforces what the user will see onscreen. |  | x 3 |  |
| Includes directions to the speaker detailing how to deliver the content. |  | x 2 |  |
| Includes clear, detailed notes to the designer indicating how elements should be designed. |  | x 2 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 1 |  |
| Total Points for Assignment  (100 points possible) | | |  |
| Comments: | | | |

What Your Scores Indicate

|  |  |  |
| --- | --- | --- |
| Score | Key Word | Comments |
| 5 | Outstanding | Demonstrates a **high degree of competence**, sustained control, and mastery of the element. May have occasional minor flaws. |
| 4 | Strong | Demonstrates **clear competence**. An element with a score of 4 is not as skillfully controlled as an element with a score of 5 and may contain minor flaws that can be fixed or overcome without much trouble. |
| 3 | Adequate | Demonstrates **adequate competence** and control but with occasional lapses in quality. |
| 2 | Limited | Demonstrates **some competence** but is clearly flawed. A score of 2 indicates more frequent or more apparent lapses than those described for a score of 3. |
| 1 | Flawed | Demonstrates **serious weaknesses**. |
| 0 | Missing | Required element is not included. |