Scoring Guide for Case 7, Task 2: Present Information Visually

Name: Date:

Course & Section:

Deliverables: **Presentation slides**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| Includes clear, well-supported claims. Claim appears in the heading of the slide and the support in the body of the slide. |  | x 3 |  |
| Presents content simply. Audience should be able to quickly understand the slide. |  | x 5 |  |
| 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 5 |  |
| 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 5 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 2 |  |
| Total Points for Assignment  (100 points possible) | | |  |
| Comments: | | | |

What Your Scores Indicate

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| --- | --- | --- |
| 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. |