SCORING GUIDELINES FOR TECHNICAL PRESENTATIONS

Strategy/Purpose: Does the presentation meet its intended objective?

Well done	4	Objective of the presentation is easily identified; content supports objective
Competent	3	Objective is not immediately clear; some additional content needed to support objective
Some Weaknesses	2	Objective is difficult to determine; additional content needed to support objective
Problematic	1	Objective cannot be determined

Strategy/Audience: Does the presentation address the intended audience?

Well done	4	Content, structure, and language of presentation geared to intended audience
Competent	3	Presentation is missing some content required by audience; some language used inappropriately (e.g., unfamiliar jargon, too much jargon)
Some Weaknesses	2	Presentation is missing a substantial portion of content required by audience; uses some inappropriate or ineffective language
Problematic	1	No organization apparent; content of presentation reflects interests of speaker but not of audience; inappropriate use of language

Structure: Does the organization reflect the purpose of the presentation and the needs of the audience?

Well done	4	Appropriate use of direct/indirect structure; presentation organized according to audience's needs; relationship between ideas clear; strong introduction and conclusion
Competent	3	Structure either too direct or too indirect; organization is evident but may be undermined by weak transitions or occasional digressions; introduction or conclusion does not accomplish its intended function
Some Weaknesses	2	Direct or indirect structure used inappropriately; organization is confusing or unclear; weak introduction or conclusion
Problematic	1	No discernible organization; thoughts in random order without connections between them

Support/Evidence: Is the evidence used to support the argument concrete, relevant, credible, accurate and sufficient?

Well done	4	Argument is clearly supported by accurate evidence considered credible by the audience; sufficient detail to support the main points of the document
Competent	3	Many details support argument, but some are not fully elaborated or sufficiently specific; some evidence not relevant
Some Weaknesses	2	Some evidence is provided, but data not fully explained, relevant to the argument or credible; important pieces of evidence have not been included; some date inaccurate
Problematic	1	Little or no data to support the main ideas of the argument; much of the data is inaccurate

Delivery/Oral: How strong are the oral components of the presentation?

Well done	4	Speaker is fluent and poised; uses language comfortably and appropriately; speaks at an effective rate and volume; few fillers
Competent	3	Some degree of nervousness apparent; minor problems with language usage; speaker may speak too slowly or quickly, too loudly or softly; fillers are noticeable
Some Weaknesses	2	Speaker seems uncomfortable; several problems with language usage; speaker speaking much too slowly or quickly, too loudly or softly; fillers are noticeable
Problematic	1	Speaker is unable to deliver presentation coherently

Delivery/Nonverbal: How strong are the nonverbal components of the presentation?

Well done	4	Speaker uses gestures comfortably in line with his/her own style; eye contact is appropriate for audience; use of space appropriate for the situation
Competent	3	Speaker gesturing too much or too little; eye contact may be slightly too much or too little; speaker may be moving around a little too much or not quite enough
Some Weaknesses	2	Speaker gesturing too much or too little; using distracting gestures (e.g., playing with a ring); not enough eye contact; inappropriate use of space
Problematic	1	Nonverbal components of the presentation distract from ability of the audience to receive the message

Visual Aids: Do the visual aids reinforce the message and add to the effectiveness of the presentation?

Well done	4	Appropriate visual aids are used; visual aids serve as a complement to the speaker and the message to be delivered; designed effectively; speaker uses visual aid easily
Competent	3	Appropriate visual aids are used; a few weaknesses is design; a few difficulties with use
Some Weaknesses	2	Choice of visual aid is poor; weaknesses with design; difficulties with use
Problematic	1	Inappropriate choice of visual aid; design detracts from speaker's ability to deliver the message; inability of speaker to use visual aid

Questions and Answers: Has the speaker handled the Q&A portion of the presentation competently?

Well done	4	Speaker answers questions knowledgeably, thoroughly, and concisely; process is handled smoothly
Competent	3	Speaker has some difficulty answering questions concisely; some problems responding to some questions (e.g., hostile questions, aggressive questions)
Some Weaknesses	2	Speaker is thrown off balance by questions; has difficulty responding to some questioners
Problematic	1	Speaker is unable to answer questions; loses control of the process