

ELECTRONIC PRESENTATION

Selection-Based Presentation Assessment

| Criteria | Excellent | Average | Poor |
|---|---|---|---|
| Planning (12) | 12-10 Well defined goals, suitable for audience; effective flowchart (structure) and storyboard/outline with descriptions | 9-6 Goals stated, suitability to audience inappropriate; more development needed for flowchart and storyboard/outline | 5-0 Considerable development needed for goals suitable to audience, flowchart, and storyboard/outline |
| Layout (10) | 10-9 Consistency followed throughout; white space used efficiently; good alignment used on up to 95% of slides | 8-5 Balance or alignment problems; position of content or graphics is ineffective; text and graphical content overwhelm slides (79-96%) | 4-0 Lacks balance and consistency; considerable work needed for slide development on at least 80% of the slides |
| Audience Specific (10) | 10-9 | 8-5 | 4-0 |
| | Scale 10 (high) to 0 (low, not used) for graphics, color scheme, text type, and audio all being designed to keep specific target audience in mind versus being audience inappropriate | | |
| Design (10) | 10-9 Well-balanced colors; text contrasts and is readable; graphics are relevant and bring attention to content | 8-5 Colors might not complement each other; text may not be readable; graphics may distract from content | 4-0 Colors clash; graphics distract; or text not readable |
| First Impression/ Creativity (7) | 7-5 | 4-3 | 2-0 |
| | Scale 7 (high) to 0 (low or not used) for original, creative; catches viewer's interest | | |
| Content and Accuracy (10) | 10-9 Accurate information; meets audience's needs and designers goals; all but 1 error corrected | 8-5 Missing some information; may not meet all needs of audience or designer goals; all but 2-3 errors corrected | 4-0 Multiple spelling or grammar errors or inaccurate information; confusing flow; all but 4 or more errors corrected |

Student _____

Due Date _____

Date Submitted _____

| Criteria | Excellent | Average | Poor |
|---------------------------------------|---|--|---|
| Title and Reference Slides (8) | 8-7 | 6-4 | 3-0 |
| | Scale 8 (high) to 0 (low or not provided) for title information provided (author, title, interface designer, age group) and reference information provided (credits, audience, purpose) | | |
| Functionality (10) | 10-9 All interaction works; set as kiosk presentation so user must navigate with buttons; timings used effectively | 8-6 Some links or buttons not functioning properly; timings not set on majority of objects | 5-0 Multiple navigation, timing, and interaction errors |
| Subtotal | | | |
| | | | Total Points = |

| Other Requirements | Met (2 points) | Not Met (0 points) |
|--|----------------|-----------------------|
| 1. Title slide (title, author, interface designer) | | |
| 2. Slides (at least 12) | | |
| 3. Slides (not over 20) | | |
| 4. Clip art (at least 3) | | |
| 5. Motion clips (at least 3) | | |
| 6. Interactive choices (at least 3) | | |
| 7. Transitions on all slides | | |
| 8. Non-design templates used, other background choices | | |
| 9. Animation effects used on majority of objects | | |
| 10. Automatic timings for object animation effects | | |
| 11. Build sequence | | |
| 12. Background (non-design template) | | |
| 13. Sound (at least 2 or more other interactions) | | |
| 14. Reference slide(s) (no more than 2 pages) | | |
| 15. Printed handouts (6 per page) | | |
| 16. File management (print screen) | | |
| 17. Copy of materials used for presentation | | |
| Subtotal | | |
| | | Total Points = |

Project Total =