



Presentation Rubric

Requirements of submission: Submit a Video or a URL that links to a narrated PowerPoint presentation.

Presentation No. 1 should be 3–5 minutes in length. The presentation should include 3–5 PowerPoint slides documenting the idea, its value and uniqueness, and what problem it solves or need it meets.

Presentation No. 2 should be 3–5 minutes in length. It should include PowerPoint slides or other material to properly "pitch" the idea to potential investors. There are no specifications on how many PowerPoint slides to use, and you may also choose to show various websites or other resources using a screen capture tool to maximize the value and impact of the pitch.

When applicable, discipline-appropriate citations must be used.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Content	Includes all of the main elements and requirements; explores multiple issues through extensive collection and in-depth analysis of evidence to make informed conclusions	Includes most of the main elements and requirements; explores some issues through collection and in-depth analysis of evidence to make informed conclusions	Includes some of the main elements and requirements; explores minimal issues through collection and analysis of evidence to make informed conclusions	Does not include any of the main elements and requirements; does not explore issues through collection and analysis of evidence and does not make informed conclusions	25

Organization	Presentation is organized in a logical way that complements the central theme; transitions are well-paced to create a natural and engaging flow	Presentation is organized in a logical way and transitions are paced so that the material is easily accessible	Presentation organized mostly in a logical way and transitions are paced so that the material can be understood with focus and effort	Presentation organized in a way that is illogical OR transitions are paced so that the material cannot be understood	20
Critical Thinking	Demonstrates comprehensive exploration of issues and ideas before accepting or forming an opinion or conclusion	Demonstrates moderate exploration of issues and ideas before accepting or forming an opinion or conclusion	Demonstrates minimal exploration of issues and ideas before accepting or forming an opinion or conclusion	Does not demonstrate exploration of issues and ideas before accepting or forming an opinion or conclusion	10
Visual Appeal	There is a consistent visual theme that helps enhance understanding of the ideas; includes multiple types of media	Original images are created using proper size and resolution that enhance the content; includes more than one type of media	Visually depicts topic and assists audience; images are proper size and resolution	Graphics are unrelated to content and cross over each other. Distracting, busy, and detract from presentation	20
Narration (Writing/Audio)	Audio is clearly recorded. Mechanics and style ensure clarity. Incorporates multiple properly cited scholarly resources	Audio is somewhat clearly recorded. Mechanics and style promote clarity. Incorporates some properly cited scholarly resources	Audio is unclear. Mechanics and style make narration intelligible. Incorporates very few properly cited scholarly resources	Audio is not included. Several mechanical errors OR does not incorporate scholarly resources	25
Total					100%