

**PSY 540 Short Presentation Guidelines and Rubric**

**Overview**

Twice during this course you will assume the role of a psychology professional in an applied setting and apply theories to suggest solutions to contemporary problems through a short presentation. The purpose of these presentations is to help you identify gaps in and propose improvements for professional disciplines based on the strengths and limitations of human cognitive systems while assessing foundational theories of cognitive psychology for their relevance to real-world issues.

Short presentations should be approximately five minutes in length and should be directed towards someone with limited or no background knowledge of psychological concepts or terminology. Because of this, you will want to explain relevant terms and concepts as you work through your presentation. Be sure to identify the group your presentation is intended for as well as the group that will most benefit from your proposed strategies. Additionally, be sure to appropriately use professional terms and theories.

Your presentation can use a platform of your choosing. Potential example platforms include:

- PowerPoint
- [Prezi](#)
- [Jing](#)
- Webcam video recordings

For this assignment, you may submit a URL to your presentation or upload a video or PowerPoint presentation with either associated audio or the delivery script included in the notes section. For additional information about uploading video files, reference the [Uploading a Video Assignment](#) guide. If you have difficulty recording and submitting presentation files, reach out to the SNHU Help Desk for technical assistance at [www.snhu.edu/techsupport](http://www.snhu.edu/techsupport) and contact your instructor.

**Rubric**

<b>Critical Elements</b>	<b>Proficient (100%)</b>	<b>Needs Improvement (85%)</b>	<b>Not Evident (0%)</b>	<b>Value</b>
<b>Setting and Audience</b>	Clearly identifies the specific applied setting and specific target audience for the presentation	Identifies the applied setting and target audience for the presentation, but the setting and audience lack specific detail	Does not identify the applied setting and target audience for the presentation	35
<b>Theories</b>	Includes references to theories to support the presentation and directly connects them to the applied setting	Includes references to theories to support the presentation, but does not directly connect them to the applied setting, or theories are incorrectly applied	Does not include theories to support the presentation	20
<b>Concepts and Terminology</b>	Explains concepts and terminology using language appropriate for the identified setting and audience	Explains concepts and terminology, but does not use language appropriate for the setting and audience	Does not explain concepts and terminology	15
<b>Application</b>	Suggests actionable steps to improve cognitive function in the context of the setting and audience	Suggests steps to improve cognitive function in the context of the setting and audience, but steps are unrealistic and not actionable	Does not suggest steps to improve cognitive function in the context of the setting and audience	15
<b>Delivery</b>	Uses supporting visual aids, appropriate sentence structure, and APA citations, as needed	Sentence structure, unrelated visual aids, and improper APA citations make the presentation difficult to follow	Does not provide a legible or audible response	15
<b>Earned Total</b>				<b>100%</b>