How to Use These Presentation Rubrics

We use the following rubrics to score your presentation.

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY

In general, these categories have the following meanings:

- **Below Average** means that the slide is missing information or the information is incomplete.
- **Meets Standard** means that the slide is complete and you added all the information that was asked for in the instructions.
- **Exemplary** means that all the information is present *and* you included some additional elements to your presentation. This category is reserved for slides and presentations that stand out. You need to include additional elements that you think enhance your presentation. Be creative and thoughtful about what additional information you provide to make your slide "Exemplary."

Scoring

Each slide is scored on the same five criteria categories: required elements, creativity, graphics and visuals, accuracy, and effectiveness. Each of the slides asks for something slightly different, so make sure you read the rubric for each of the slides.

You will be graded using the following criteria:

- **Required elements:** These are the specific elements that are mentioned in the slide assignment directions. Did you include all the requested elements?
- **Creativity:** Did you make the slide unique to you and your team? How does your slide stand out from ones in other portfolios?
- **Graphics and visuals:** How well do you use images, colors, and fonts to engage your reader and help visualize your concepts?
- **Accuracy:** Is your slide free from errors in content, grammar, and mechanics?
- **Effectiveness:** Does your slide show that you understand the concept that you are presenting, and will the reader learn something from what you shared?

Presentation Rubric – Slide 1: The Title Slide

Assignment directions: On the first page, enter your full name by highlighting and replacing <YOUR NAME>. Your teacher might ask you to enter additional information, which you can do by pressing Enter after entering your name.

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	There are no required elements (student name and any additional information, if requested) on the slide.	All required elements (student name and any additional information, if requested) are present on the slide in a basic manner.	All required elements (student name and any additional information, if requested) are present on the slide, along with one to two additional items that enhance the elements.

Note: Because the overall requirements for this slide are minimal, only one category is being measured.

Presentation Rubric – Slide 2: Your Group

Assignment directions: You have three areas to complete: Team name, problem summary, and a group or community that you are focused on assisting.

Don't hesitate to be creative in the way that you present this information (but don't forget the lessons that you learned about accessibility).

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	One to three required elements from the directions are missing from the slide.	All three required elements from the directions are present on the slide in a basic manner.	All three required elements from the directions are present on the slide, along with one to two additional items that enhance the elements.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design needs improvement in neatness and layout. The design shows no attempt to be original.	The design reflects the chosen concept and presents it in a creative manner. There's a nice layout that is neat and easy to read. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. There's an excellent layout that is neat and easy to understand. The design shows inventiveness and awareness.
Graphics and visuals	The images don't relate to the presented information. The graphics and fonts that are used might detract from the content of the slide.	At least one image, icon, or graphic matches the presented information. The graphics and fonts are adequate in providing support for the presented information.	At least two or more images, icons, or graphics enhance understanding of the concepts learned in the lesson. The graphics and fonts are eye-catching and support the concepts that are presented.
Accuracy	The provided information doesn't reflect an understanding of the group setup. Three or more issues with grammar and mechanics are present.	The provided information reflects a basic understanding of the group setup. One to two issues with grammar and mechanics are present.	The provided information illustrates an advanced understanding of the group setup. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand their group setup. The slide isn't effective in increasing a viewer's understanding of the group.	The slide demonstrates that the creator has a basic understanding of the group setup. The slide confirms a viewer's basic awareness of the group.	The slide demonstrates that the creator has a comfortable understanding of the group setup. The slide increases a viewer's awareness of the group.

Presentation Rubric – Slide 3: Your Initial App Ideas

Assignment directions: You have three areas to use to fill in the following information: App name • The problem being addressed • The group whose lives will be improved by your app • The steps that you took to learn more about the issue • The specific expected users of your app • Key planned features for the app

Don't hesitate to be creative in the way that you present this information (but don't forget the lessons that you learned about accessibility).

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	One to six of the required elements from the directions are missing from the slide.	All six of the required elements from the directions are present on the slide in a basic manner.	All six of the required elements from the directions are present on the slide, along with additional insights and information that enhance the elements.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design needs improvement in neatness and layout. The design shows little attempt to be original.	The design reflects an understanding of the concept and presents it in a creative manner. It has a nice layout that is neat and easy to read. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. It has an excellent layout that is neat and easy to understand. The design shows inventiveness and awareness.
Graphics and visuals	The images don't relate to the presented information. The graphics and fonts that are used might detract from the content of the slide.	At least one image, icon, or graphic matches the presented information. The graphics and fonts are adequate in providing support for the initial app plan.	At least two or more images, icons, or graphics enhance understanding of the presented information. The graphics and fonts are eye-catching and support the initial app plan.
Accuracy	The provided information doesn't reflect an understanding of initial app design work. Three or more issues with grammar and mechanics are present.	The provided information illustrates a basic understanding of initial app design work. One to two issues with grammar and mechanics are present.	The provided information illustrates an advanced understanding of initial app design work. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand initial app design work. The slide isn't effective in increasing a viewer's understanding of the initial app plan.	The slide demonstrates that the creator has a basic understanding of initial app design work. The slide confirms a viewer's basic awareness of the initial app plan.	The slide demonstrates that the creator has a comfortable understanding of initial app design work. The slide increases a viewer's awareness of the initial app plan.

Presentation Rubric – Slide 4: Included Technology and Services

Assignment directions: You have three areas to use to fill in the following information:

- Proposed technology or cloud-based services that your app will need to use in order to function correctly.

If you don't plan to use three services, find a good use of the open area so your slide does not have a big blank spot. An illustration showing the other services you plan to use might work in that area. Make sure something is in all the provided areas.

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	One to three required elements from the directions are missing from the slide. One to three areas on the slide are left blank.	All three required elements from the directions are present on the slide in a basic manner. No spaces are left blank.	All three required elements from the directions are present on the slide, along with one to two additional items that enhance the elements. No spaces are left blank.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design needs improvement in neatness and layout. The design shows no attempt to be original.	The design reflects the chosen concept and presents it in a creative manner. There's a nice layout that is neat and easy to read. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. There's an excellent layout that is neat and easy to understand. The design shows inventiveness and awareness.
Graphics and visuals	The images don't relate to the presented information. The graphics and fonts that are used might detract from the content of the slide.	At least one image, icon, or graphic matches the presented information. The graphics and fonts are adequate in providing support for the presented information.	At least two or more images, icons, or graphics enhance understanding of the concepts learned in the lesson. The graphics and fonts are eye-catching and support the concepts that are presented.
Accuracy	The provided information doesn't reflect an understanding of the selected technology or services. Three or more issues with grammar and mechanics are present.	The provided information reflects a basic understanding of the group selected technology or services. One to two issues with grammar and mechanics are present.	The provided information illustrates an advanced understanding of the selected technology or services. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand selected technology or services. The slide isn't effective in increasing a viewer's understanding of the selected technology or services.	The slide demonstrates that the creator has a basic understanding of the selected technology or services. The slide confirms a viewer's basic awareness of the selected technology or services.	The slide demonstrates that the creator has a comfortable understanding of the selected technology or services. The slide increases a viewer's awareness of the selected technology or services.

Presentation Rubric – Slide 5: Your App Wireframe

Assignment directions: You have two main areas to use to fill in the following information: Your app's wireframing • Key functions that you are working into your app

Don't hesitate to be creative in the way that you present this information (but don't forget the lessons that you learned about accessibility).

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	More than 50 percent of the fillable wireframe spaces on the slide are empty.	Up to 75 percent of the fillable wireframe spaces on the slide are complete.	100 percent of the fillable wireframe spaces on the slide are complete, along with one to two additional items that enhance the elements.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design needs improvement in neatness and layout. The design shows no attempt to be original.	The design reflects the chosen concept and presents it in a creative manner. There's a nice layout that is neat and easy to read. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. There's an excellent layout that is neat and easy to understand. The design shows inventiveness and awareness.
Graphics and visuals	The images don't relate to the wireframe. The graphics and fonts that are used might detract from the content of the slide.	At least one image, icon, or graphic matches the drafted wireframe. The graphics and fonts are adequate in providing support for the wireframe.	At least two or more images, icons, or graphics enhance understanding of the drafted wireframe. The graphics and fonts are eye-catching and support the wireframe.
Accuracy	The slide doesn't reflect the group wireframe assignment as designed. Three or more issues with grammar and mechanics are present.	The slide matches the group wireframe assignment. One to two issues with grammar and mechanics are present.	The slide illustrates an advanced understanding of the group wireframe assignment. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand the app wireframe. The slide isn't effective in increasing a viewer's understanding of the app concept.	The slide demonstrates that the creator has a basic understanding of the app wireframe. The slide confirms a viewer's basic awareness of the app concept.	The slide demonstrates that the creator has a comfortable understanding of the app wireframe. The slide increases a viewer's awareness of the app concept.

Presentation Rubric – Slide 6: Testing and Feedback

Assignment directions: You have two main areas to use to fill in the following information: The source of your feedback • The actual feedback you received

Don't hesitate to be creative in the way that you present this information (but don't forget the lessons that you learned about accessibility).

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	The source of feedback and actual feedback is missing from the slide.	The source of feedback and actual feedback is present on the slide in a basic manner.	The source of feedback and actual feedback is present on the slide, along with additional insights that enhance the elements.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design shows no attempt to be original.	The design reflects the chosen concept and presents it in a creative manner. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. The design shows inventiveness and awareness.
Graphics and visuals	The visuals might lack images, different fonts, or use of color. The text is difficult to read. The graphics and fonts that are used might detract from the content of the slide.	At least one image, font, or the use of color enhances the presented feedback. The text is easy to read. The colors and fonts are adequate in providing support for the presented information.	At least two or more images, fonts, or uses of color enhance the presented feedback. The text is easy to read. The colors and fonts are eye-catching and support the concepts that are presented.
Accuracy	The source of feedback and actual feedback isn't clear. Three or more issues with grammar and mechanics are present.	The source of feedback and actual feedback is clear. One to two issues with grammar and mechanics are present.	The source of feedback and actual feedback is clear. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand to role of feedback in the development process. The viewer might not be clear as to what changes are needed based on user feedback.	The slide demonstrates that the creator has a basic understanding of the role of feedback in the development process. The slide confirms a viewer's basic awareness of the changes that the group made.	The slide demonstrates that the creator has a comfortable understanding of the role of feedback in the development process. The slide increases a viewer's awareness of the changes that the group made and why they made them.

Presentation Rubric – Slide 7: Listing Improvements

Assignment directions: You have one main area to use to fill in the following information: Key changes that you made to your app based on feedback

Don't hesitate to be creative in the way that you present this information (but don't forget the lessons that you learned about accessibility).

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	The information on key changes that were made based on feedback is missing from the slide.	The information on key changes that were made based on feedback is present on the slide in a basic manner.	The information on key changes that were made based on feedback is present on the slide, along with one to two additional insights that enhance the information.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design needs improvement in neatness and layout. The design shows no attempt to be original.	The design reflects the changes that were made and presents them in a creative manner. There's a nice layout that is neat and easy to read. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. There's an excellent layout that is neat and easy to understand. The design shows inventiveness and awareness when presenting the changes that were made based on feedback.
Graphics and visuals	Images aren't used or don't present any changes that were made based on feedback. The graphics and fonts that are used might detract from the content of the slide.	At least one image, icon, or graphic presents the changes that were made based on feedback. The graphics and fonts are adequate in providing support for changes.	At least two or more images, icons, or graphics present the changes that were made based on feedback. The graphics and fonts are eye-catching and support the changes.
Accuracy	The provided information doesn't reflect any changes that were made based on feedback. Three or more issues with grammar and mechanics are present.	The provided information reflects a basic understanding of the changes that were made based on feedback. One to two issues with grammar and mechanics are present.	The provided information illustrates an advanced understanding of the changes that were made based on feedback. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand the development of their concept. The slide isn't effective in increasing a viewer's understanding of the development of their app concept.	The slide demonstrates that the creator has a basic understanding of the development of their concept. The slide confirms a viewer's basic awareness of the development of their app concept.	The slide demonstrates that the creator has a comfortable understanding of the development of their concept. The slide increases a viewer's awareness of the development of the app concept.

Presentation Rubric – Slide 8: Revealing the Final Product

Assignment directions: You have four main areas to use to fill in the following information: Your app's final title • Key functions that you want to highlight • Mock-up of one of your final app screens • Your team name

Don't hesitate to be creative in the way that you present this information (but don't forget the lessons that you learned about accessibility).

CRITERIA	BELOW AVERAGE	MEETS STANDARD	EXEMPLARY
Required elements	Less than four of the required elements are present on the slide.	All four required elements are present on the slide in a basic manner.	All four required elements are present on the slide, along with additional insights and information that enhance the elements.
Creativity	The design is uninspired and doesn't get the viewer's attention. The design needs improvement in neatness and layout. The design shows no attempt to be original.	The design reflects the chosen concept and presents it in a creative manner. There's a nice layout that is neat and easy to read. The design shows a basic attempt at originality.	The design catches the viewer's attention and makes a lasting impression. There's an excellent layout that is neat and easy to understand. The design shows inventiveness and awareness.
Graphics and visuals	The images don't present the completed app concept. The graphics and fonts that are used might detract from the content of the slide.	At least one image, icon, or graphic matches the completed app concept. The graphics and fonts are adequate in providing support for the presented information.	At least two or more images, icons, or graphics enhance the completed app concept. The graphics and fonts are eye-catching and support the concepts that were presented.
Accuracy	The provided information doesn't reflect the completed app concept. Three or more issues with grammar and mechanics are present.	The provided information reflects a basic presentation of the completed app concept. One to two issues with grammar and mechanics are present.	The provided information illustrates advanced marketing of the completed app concept. There are no issues with grammar and mechanics.
Effectiveness	The slide demonstrates that the creator might not understand how to market their app concept. The slide isn't effective in increasing a viewer's understanding of the completed app concept.	The slide demonstrates that the creator has a basic understanding of marketing the app concept. The slide confirms a viewer's basic awareness of the completed app concept.	The slide demonstrates that the creator has a comfortable understanding of marketing the app concept. The slide increases a viewer's awareness of the completed app concept.