

## Preview - Informative Speech with Visual Aid (4 to 6 minutes)

This is the grading rubric for Informative Speech 2.

Objective/Criteria	Performance Indicators		
	Accomplishes	Satisfactory	Needs Improvement
<b>Open with Impact</b>	(5 points) Effective use of attention getting strategy (quote, statistic, question, story, etc.) to capture listeners' attention and to introduce topic. Attention getter is relevant and meaningful and seemed to gain the desired response from audience.	(3 points) Attention getting strategy, but did not seem to adequately capture audience attention and/or lead to desired outcome.	(0 points) No attention getting strategy was evident. No clear or relevant connection to topic and/or speech purpose
<b>Thesis Statement</b>	(5 points) Speaker clearly formulated and stated thesis statement during the speech introduction. Thesis statement identifies topic and encompasses central idea.	(3 points) Thesis is clearly implied, although not explicitly stated.	(0 points) No thesis statement (implied nor explicit). Central idea not clearly identified, audience unsure of direction of the message.
<b>Connect with Audience</b>	(5 points) Relevance of topic to audience needs and interests. Thoughtful audience analysis reflected through choice of topic and supporting evidence.	(3 points) Topic seems somewhat relevant to audience, but not explicitly stated. Vague reference to audience needs and/or interests.	(0 points) Topic seems irrelevant to audience needs and interests. No attempt made to connect topic to targeted audience
<b>Preview</b>	(5 points) Introduces main ideas and follows sequence in body of speech.	(3 points) States main ideas but does not present in order nor follow logical sequence.	(0 points) No preview statement to allow audience to follow ideas being presented in place or incoherent.
<b>Organization and Subject Knowledge</b>	(10 points) Uses effective organizational pattern for speech purpose. Main points are clearly distinguished from supporting details. Signposts are	(7 points) General structure/organization seems adequate but some blurring between main points and supporting details. Logical flow, but no	(4 points) Lack of structure. Ideas are not coherent and transitions are forced or blurred. Difficult to identify introduction, body, and conclusion. Provides irrelevant or

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	effectively used for smooth and coherent transitions. Depth of content reflects knowledge and understanding of topic. Main points adequately substantiated with timely, relevant and sufficient support. Provided accurate explanation of key concepts.	clear signposts for smooth transitions. Provides some support for main points, but needed to elaborate further with explanations, examples, descriptions, etc. Support is relevant, but not timely.	no support. Explanations of concepts are inaccurate or incomplete. Listeners gain little knowledge from presentation. Zero points if missed presentation.
<b>Source/Credibility</b>	(15 points) Sources of information are clearly identified and properly cited. Establishes credibility and authority of sources presented. Min. of 3 correctly cited in speech	(10 points) Most sources are clearly cited, but fails to effectively establish credibility and authority of sources presented.	(5 points) 5 points for one source properly cited. Zero points if fail to identify and cite sources. No attempt is made to establish credibility and authority of sources presented.
<b>Delivery: Eye Contact</b>	(5 points) Consistently and effectively used eye contact to establish rapport with audience. Inconspicuous use of speaker notes and effective use of scanning to established an expanded zone of interaction.	(3 points) Conspicuous use of speaker notes. Seems disengaged from audience for noticeable periods of time.	(1 points) Reads speech from notes/manuscript. Avoids eye contact with audience. Only occasional and sporadic glances. Zero points if missed presentation.
<b>Delivery: Movement/Gestures</b>	(5 points) Expressive, dynamic, and natural use of gestures, posture and facial expressions to reinforce and enhance meaning. Body language reflects comfort interacting with audience.	(3 points) Stiff or unnatural use of nonverbal behaviors. Body language reflects some discomfort interacting with audience. Limited use of gestures to reinforce verbal message.	(1 points) Body language reflects a reluctance to interact with audience. Distracting movement and/or use of self-adaptive behaviors. Zero points if missed presentation.
<b>Delivery: Vocal Elements</b>	(5 points) Natural variation of vocal characteristics (rate, pitch, volume, tone) in Standard	(3 points) Limited variation of vocal characteristics. Use of rate, pitch, volume and tone	(1 points) Inappropriate variation of vocal characteristics. Inconsistent with verbal message.

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	English to heighten interest and match message appropriately. Appropriate pronunciation, enunciation, and articulation. Lack of noticeable vocalized fillers such as um, uh, ah, you know, etc.	seemed inconsistent at times. Few noticeable errors in pronunciation, enunciation and articulation. Minimal use of vocalized fillers such as um, uh, ah, you know, etc.	Excessive fluency errors interfered with message comprehension. Excessive use of vocalized fillers such as um, uh, ah, you know, etc. Zero points if missed presentation.
<b>Presentational Aid: PowerPoint</b>	(10 points) PPT: Minimized text, not more than 25 words per slide, used key words and phrases on all slides. Did not use sentences unless quote is needed. Inserted Clip Art, or inserted a graph, or downloaded photographs from the Internet, used custom animation and/or used transitions on some of the slides that enhanced the presentation and added interest. Background design, font color complimentary. One idea per visual. Referenced in speech at appropriate time.	(7 points) PPT: Minimized text on most slides, one slide with sentences. Use of graph, picture, animation and/or transitions in presentation would enhance message or what inserted not too effective. Background design/color and font color incompatible and/or difficult to view, too many colors used. Blending of ideas vs. one per visual. Referenced in speech.	(4 points) PPT: Did not minimize text, used more than 25 words per slide on more than half the slides. Excessive use of sentences; animation, clip art, photographs, sounds, transitions. No background design, font too small/large. Ideas unclear, did not compliment verbal message. Too many slides used. Zero points for no PPT or missed presentation.
<b>Summary</b>	(5 points) Effectively summarizes main ideas following from preview statement.	(3 points) Reviewed ideas but not as presented or incoherently.	(0 points) Did not summarize main ideas.
<b>Close with Impact</b>	(5 points) Effective use of leaving the speech memorable. Closing is relevant and meaningful and seemed to gain the desired response from the audience.	(3 points) Use of relevant closing strategy, but did not seem to adequately capture audience attention and or lead to desired outcome.	(0 points) No effective closing with impact in place leaving audience without memorable conclusion (e.g., "thats it")
<b>Time (4 to 6 min.)</b>	(10 points)	(5 points)	(0 points)

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	Points will be given based on the Time Grading Table 4:00 - 6:10 = 10 6:11 - 6:20 = 9 6:21 - 6:30 = 8 6:31 - 6:40 = 7 6:41 - 6:50 = 6	Points will be given based on the Time Grading Table 6:51 - 7:00 = 5 7:01 - 7:10 = 4 7:11 - 7:20 = 3 7:21 - 7:30 = 2 7:31 - 7:40 = 1	7:41 and above 3:58 and below
			out of 90