

Evaluation Rubric for Design of Presentation Slides

	Outstanding	Poor
Visual communication	<ul style="list-style-type: none"> Slides support speaker's message without being distracting; they are simple yet striking. Visuals used are best choices to communicate meaning and information. Good balance of text and graphics. 	<ul style="list-style-type: none"> Slides are too complex or busy, distracting audience from speaker's words. Visuals chosen distract from or are unrelated to speaker's main message. Slides are filled with lots of text.
Quality and use of images	<ul style="list-style-type: none"> Graphics are high quality, with no pixilation or blurriness. Photos/images chosen evoke the desired emotional response in audience. 	<ul style="list-style-type: none"> Most or all of graphics are pixelated or blurry. Photos/images chosen have little or negative impact on audience, being generic, boring, or unattractive.
Ethical use of imagery	If needed, attribution is given for graphics used. For each attribution, the source and original creator is clearly labeled.	Obviously copyrighted material is reused without attribution.
Repetition	<p>Design elements are used consistently throughout slide deck, creating a cohesive look.</p> <ul style="list-style-type: none"> Fonts and type size are used consistently across slide deck. Consistent color scheme is used throughout the slide deck in text and visuals. Consistent layouts are used to cue audience to sections of content. 	<p>Design looks haphazard and amateurish because there are too many unrelated elements.</p> <ul style="list-style-type: none"> Several different fonts and sizes are used inconsistently across slide deck. Color palette is inconsistent or used without purpose. Slides' layouts have no consistency; each slide is different for no reason.
Use of data	<p>If used, data presented:</p> <ul style="list-style-type: none"> supports the speaker's argument is from a reliable source, which is clearly cited is presented in a simple and effective visualization. 	<p>If used, data presented:</p> <ul style="list-style-type: none"> is unrelated to the speaker's argument is from a questionable source, or is not cited or is incorrectly cited is presented in a confusing or overly complicated visualization.