

P R E S E N T A T I O N R U B R I C f o r M a r k e t i n g (D I C E E)
(for grades 9-12; Common Core ELA aligned)

	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)	Points Earned
Introductions of Group members	<ul style="list-style-type: none"> Missing – just jumped into the presentation and did not introduce group members (1) 	<ul style="list-style-type: none"> Well done Both members are introduced Both members present the information equally (2) 		
Explanation of Ideas & Information <i>(Product is well explained, research of background is apparent)</i>	<ul style="list-style-type: none"> does not present information, arguments, ideas, or findings clearly, concisely, and logically; argument lacks supporting evidence; audience cannot follow the line of reasoning Product background was not explained or missing History and research is not explained or missing No justification as to why this product fulfilled some consumer need is incomplete/missing from presentation 	<ul style="list-style-type: none"> presents information, findings, arguments and supporting evidence in a way that is not always clear, concise, and logical; line of reasoning is sometimes hard to follow Product background was explained but not clearly History and research is attempted Minimal justification as to why this product fulfilled some consumer need 	<ul style="list-style-type: none"> Presents information, findings, arguments and supporting evidence clearly, concisely, and logically; audience can easily follow the line of reasoning (CC 9-12.SL.4) Product background and explanation was well done History and data about the product is clearly explained Justification as to why this product fulfilled some consumer need is addressed 	
Organization DICEE Acronyms are addressed even if they do not apply to your product	<ul style="list-style-type: none"> does not meet requirements for what should be included in the presentation More than one of the DICEE indicators is missing presentation is not complete or missing expected content 	<ul style="list-style-type: none"> meets most requirements for what should be included in the presentation Missing one of the DICEE indicators Does not describe the adjective clearly for one of the DICEE indicators 	<ul style="list-style-type: none"> meets all requirements for what should be included in the presentation All DICEE (Deep, Intelligent, Complete, Empowering, Elegant) are explained clearly If one or more of the adjectives are unknown, participants address this during the presentation 	

	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)	Points Earned
Voice/Filler words	<ul style="list-style-type: none"> • mumbles or speaks too quickly or slowly • speaks too softly to be understood • frequently uses “filler” words (“uh, um, so, and, like, etc.”) • does not adapt speech for the context and task 	<ul style="list-style-type: none"> • speaks clearly most of the time • speaks loudly enough for the audience to hear most of the time, but may speak in a monotone • occasionally uses filler words • attempts to adapt speech for the context and task but is unsuccessful or inconsistent 	<ul style="list-style-type: none"> • speaks clearly; not too quickly or slowly • speaks loudly enough for everyone to hear; changes tone and pace to maintain interest • rarely uses filler words • adapts speech for the context and task, demonstrating command of formal English when appropriate (CC 9-12.SL.6) 	
Eyes & Body	<ul style="list-style-type: none"> • does not look at audience; reads notes or slides • does not use gestures or movements • lacks poise and confidence (fidgets, slouches, appears nervous) • wears clothing inappropriate for the occasion 	<ul style="list-style-type: none"> • makes infrequent eye contact; reads notes or slides most of the time • uses a few gestures or movements but they do not look natural • shows some poise and confidence, (only a little fidgeting or nervous movement) • makes some attempt to wear clothing appropriate for the occasion 	<ul style="list-style-type: none"> • keeps eye contact with audience most of the time; only glances at notes or slides • uses natural gestures and movements • looks poised and confident • wears clothing appropriate for the occasion 	
Presentation Aids	<ul style="list-style-type: none"> • Slides are not shared with me before presentation • Slides are wordy • Spelling and grammar is not accurate • Photos are either missing or not well selected 	<ul style="list-style-type: none"> • uses google presentation software • shares presentation with Mrs. Mustoe prior to presentation time slot • slides are wordy – we are reading your slides instead of listening to you • photos/media are not thoughtfully selected and utilized 	<ul style="list-style-type: none"> • uses google presentation software • shares presentation with Mrs. Mustoe prior to presentation time slot • slides are not too wordy – main ideas only included to keep presentation focused • photos/media are thoughtfully selected and utilized 	
Response to Audience Questions	<ul style="list-style-type: none"> • does not address audience questions (goes off topic or misunderstands without seeking clarification) 	<ul style="list-style-type: none"> • answers audience questions, but not always clearly or completely 	<ul style="list-style-type: none"> • answers audience questions clearly and completely • seeks clarification, admits “I don’t know” or explains how the answer might be found when unable to answer a question 	
Total Points:				/20

