Six Elements of a Professional Presentation © Tony Luna 2016				● ArtCenter College of Design	
Assessment Scale	0	1	2	3	4
Single Word Description	N/A	Ineffective	Progressing	Effective	Highly Effective
Corresponding Detailed Descriptions	Did not demonstrate, either through absence or serious deficiencies, the described criteria.	Struggles to demonstrate practices described in the key grading criteria.	Performs within the described key grading criteria. Showing some improvement over time.	Consistently demonstrates competency regarding the practices described in the key grading criteria.	Consistently innovative, integrated, nuanced, and sophisticated demonstration of elements in the key grading criteria
Point of View: After experiencing the presentation do you have a clear concept of the presenter's comprehension of the subject and how they view the world relative to the subject matter?	- Complete lack of understanding of the topic	- Partial comprehension of subject - Lack of clarity	- Comprehension of topic - Generally clear delivery	- Competency - Clarity - Conviction	- Comprehension - Competency - Persuasive - Able to motivate the audience to embrace point of view
Continuity: Once the Point of View was stated did the ideas that followed move seamlessly, contiguously, or did the presenter wander off on a tangent?	- Lack of understanding of the topic - Lack of direction	- Lost sequential thinking and perspective - Prone to tangents	- Mostly on target but needed more focus	- On target with theme - Used the story line effectively	- On point throughout - Periodically reminded audience of POV - Provided closure linking beginning with conclusion
Professionalism: Were there any distractions due to the presenter's: Nervousness, Use of Vocabulary, Posture, Voice, Eye contact, Connection with the audience, Hand gestures…?	- Unable to complete the presentation due to lack of preparation - or overwhelming anxiety - or disrespect towards the audience	- Little connection established with audience due to anxiety, inappropriate vocabulary, distracting body language, lack of eye contact, inability to be heard, lack of technical preparedness	- Inconsistent connection with the audience caused by minor behavioral distractions (ex: inappropriate use of conjunctions, overuse of "um," "ah," and the like) and affectations	- Good rapport with the audience reinforced by appropriate use of voice, eye contact, body language, and hand gestures	- Excellent connection and interaction with the audience leading to a sense of empathy with the concerns of the audience
Take-Away: Were you able to sum up the main theme of the presentation in a simple sentence? In other words was there a clear and memorable idea that the audience was able to take-away from the experience?	- Complete absence of a sense of, and articulation of, the main theme	- Central message not well defined - Too many messages presented	- Message stated but needed refinement	- Well defined message which was clearly stated	- A message delivered so simply and clearly stated that it resonated with the audience and was memorable
Originality: Was the topic original or was it derivative? Did the presenter provide a novel or unique way of presenting the material?	- Unoriginal, possibly plagiarized	- Derivative - Showed a lack of thought or of effort	- Good seed of an idea but needed development	- An unique idea presented comprehensively	- A totally original idea causing the audience to rethink previous assumptions
Relevance: Did the presenter appear to take the time to research the needs of the audience beforehand, and did s/he meet or exceed the expectations of the audience?	- Did not reach the audience at all due to lack of interest or effort	- Lack of proper research into the expectations of the audience	- Properly researched but lacked any new conclusions	- Well researched - Had noteworthy conclusion	- Well researched - Original conclusion - Provided the audience with a call to action