

Sample Assessment for Visual Presentation

Student's Name:

Date of Presentation:

Purpose of Presentation:

Audience:

Context:

Medium Chosen:

Rating Scale: 5 = Excellent 4 = Very good 3 = Good 2 = Fair 1 = Poor

- 1 2 3 4 5 Planned and prepared presentation based on purpose, audience(s), and other factors
- 1 2 3 4 5 Included all information needed by intended audience(s)
- 1 2 3 4 5 Used the appropriate format for message effectively
- 1 2 3 4 5 Used clear and appropriate organization
- 1 2 3 4 5 Used clear, concise, correct language
- 1 2 3 4 5 Employed appropriate principles of design
- message quick to grasp
 - all elements belong together
 - aesthetics (e.g., balance, movement, perspective)
- 1 2 3 4 5 Used appropriate typeface
- size
 - position
 - special effects (e.g., shadowing and embossing effects)
- 1 2 3 4 5 Included appropriate artwork (e.g., line drawing, cartoons, clipart, graphs, charts, icons)
- appropriate
 - visual impact
 - placement
- 1 2 3 4 5 Recognized and effectively presented key talking points
- active verbs
 - clear language
 - uniform points and free of excess words
- 1 2 3 4 5 Overall presentation
- ensured audience understood key ideas
 - included elements that added to the interest level and effectiveness of the presentation
 - concise writing
 - effective graphic design
 - clarity, accuracy, conciseness, correctness, completeness

Comments: