

Presentation Evaluation Rubric

Mockup usability

10	9	8	7	6	5	4	3	2	1	0
Mockup improves user interaction with the site for the chosen tasks, and enhances the user's overall experience with the site. The aesthetics are clean and professional-looking.			Mockup improves some user interactions with the site for chosen tasks, but not others. The aesthetics neither detract from nor enhance the user's overall experience with the site.				Mockup does not appropriately capture proper user interaction with the site for the chosen tasks. The aesthetics are distracting.			

Evidence-based design

10	9	8	7	6	5	4	3	2	1	0
Design makes persuasive use of course readings and experimental data.			Design incorporates course readings and experimental data, but not to their full potential.				Design decisions do not utilize principles from course readings and/or heavily based on anecdotal evidence.			

Visuals

10	9	8	7	6	5	4	3	2	1	0
Clear and concise visual aids complement presentation.			Visual aids neither add to nor distract from presentation.				Visual aids distract from the presentation.			

Organization

10	9	8	7	6	5	4	3	2	1	0
Talk is well organized with a strong introduction, good transitions, and clear summary.			Presentation has occasional problems with unclear organization or sentence clarity; some abrupt transitions.				Presentation lacks clear organization.			

Delivery

10	9	8	7	6	5	4	3	2	1	0
Good vocal delivery, with effective use of body language, engagement with the audience, and a professional manner.			Competent delivery that lacks polish.				Delivery distracts from the content of the presentation.			