

ORAL COMMUNICATION RUBRIC

Learning Objective to be Assessed	1	2	3	4	5	Score (1,2,3,4 or 5)
	Weak		Average		Very Good	
Eye contact	Reading notes and/or limited focus on audience.		Used notes 50% of the time and made some eye contact.		Used few notes and maintained eye contact with audience.	
Presentation style / Vocal quality	Poor presentation style and poor vocal quality.		Focus on audience & visual aids.		Drew focus, gestures, maintained interest. Displayed confidence and relevant details.	
Professionalism / Attire	Sloppy attire		Casual neat/clean.		Professionally appropriate attire.	
Audience attention	Audience not focused.		Audience followed presentation.		Audience expressed interest in what they learned from one another.	
Organization	Hard to follow; key points not clear.		Concepts linked major issues.		Was coherent & easy to follow; key points were organized and flowed logically.	
Mediated technology	No integration of mediated technology.		Integrated mediated technology.		All major issues were reinforced by mediated technology.	
Persuasion - Information	Failed to effectively communicate purpose and influence audience in terms of objectives (persuasion; information; etc.)		Effectively communicated purpose and influenced audience assessments in line with objectives (persuasion; information; etc.)		Highly effective in communicating purpose and enhanced audience's assessments in line with objectives (i.e. persuasion; information; etc.)	

10/11/18