

Student Version: Web Design Senior Project Presentation Rubric, 2013-2014

Presenter's Name: _____ Evaluator's Name: _____

Presentation Teacher's Name: _____ Period: _____ Date: _____

(Student: Please return this completed Senior Project Rubric to the Presentation teacher.)

		Skill	A	B	C	F	Points
		CONTENT of the Senior Project Presentation (50%)	The Argument: Organization, Analysis/Synthesis, and Continuity	INTRODUCTION A beginning which describes why the topic was chosen	Exceptional (10-9)	Effective (8)	Somewhat effective (7)
THESIS/CLAIM The B : the statement of your argument; the essay's "main idea"	Exceptional (10-9)			Effective (8)	Somewhat effective (7)	None - or does not make sense (6-0)	/10
BACKGROUND INFORMATION Before the argument begins, appropriate and necessary information that provides context for the argument (e.g., historical, socioeconomic, geographical, statistical, etc.)	Exceptional (10-9)			Effective (8)	Somewhat effective (7)	None - or does not make sense (6-0)	/10
SUPPORTING IDEAS/REASONS Ideas/Reasons (As) that support thesis/claim (B)	Exceptional (20-18)			Effective (17-16)	Somewhat effective (15-14)	None - or does not make sense (13-0)	/20
OPPOSING IDEAS/REASONS and REBUTTAL Ideas/Reasons (Os) that oppose thesis/claim (B)	Exceptional (20-18)			Effective (17-16)	Somewhat effective (15-14)	None - or does not make sense (13-0)	/20
SET-UPS and EVIDENCE Set-ups and Evidence that support Background Information, Supporting Ideas/Reasons, and Opposing Ideas/Reasons and Rebuttal (must include at least 2 Quantitative Data Representations)	Exceptional (20-18)			Effective (17-16)	Somewhat effective (15-14)	None - or does not make sense (13-0)	/20
ANALYSIS of EVIDENCE to SUPPORTING or OPPOSING IDEAS/REASONS Logical explanations that link the evidence to the supporting or opposing ideas/reasons (As) and the thesis/claim (B)	Exceptional (20-18)			Effective (17-16)	Somewhat effective (15-14)	None - or does not make sense (13-0)	/20
PROPOSAL One or more major idea to solve the identified problem, with idea separated into at least three parts; full explanation of each part	Exceptional			Effective	Somewhat effective	None - or does not make sense	/20
INTENDED AUDIENCE FOR PROPOSAL Appropriate use of language, tone, and style to reach the intended audience for the proposal	Exceptional (20-18)			Effective (17-16)	Somewhat effective (15-14)	None - or does not make sense (13-0)	
				STATEMENT OF INTENT (Mailed to Panelists before Panel) Written statement of purpose and process of the Creative Element	Exceptional (20-18)	Effective (17-16)	Somewhat effective (15-14)
Total CONTENT Points							____/150

		Skill	A	B	C	F	Points	
		CREATIVE ELEMENT of Senior Project Presentation (30%)	Web Design	WEBSITE DESIGN <i>Enrich and captivate the audience's understanding; Create a user-friendly experience</i>	Exceptional (15-14)	Effective (13-12)	Somewhat effective (11)	None - or does not make sense (10-0)
COMMUNICATION OF IDEAS <i>Educate audience on the topic; Employ digital tools (video, audio, animation, graphics, etc.) to enhance audience's understanding</i>	Exceptional (45-40)			Effective (39-36)	Somewhat effective (35-31)	Ineffective (30-0)	/45	
COLLABORATION AND ACTION <i>Allow participation in an online dialogue about the topic; Provide opportunities for action</i>	Exceptional (30-27)			Effective (26-24)	Somewhat effective (23-21)	Little or no (20-0)	/30	
DELIVERY of the Senior Project Presentation (20%)	The Public Speaking Skills	EYE CONTACT Develops rapport with the audience through eye contact	Exceptional (10-9)	Effective (8)	Somewhat effective (7)	Ineffective (6-0)	/10	
		VOICE	ELOCUTION Articulates voice clearly and confidently	Exceptional	Effective	Somewhat effective	Ineffective	/10
			Spoken GRAMMAR and USAGE No unintended problems with grammar, e.g., subject-verb agreement, pronoun-antecedent agreement, and verb tenses; no unintended usage problems	Exceptional (10-9)	Effective (8)	Somewhat effective (7)	Ineffective (6-0)	
		POSTURE and GESTURES Uses body language to enhance presentation	Exceptional (10-9)	Effective (8)	Somewhat effective (7)	Ineffective (6-0)	/10	
		ENTHUSIASM Conveys emotion during the presentation	Exceptional (10-9)	Effective (8)	Somewhat effective (7)	Ineffective (6-0)	/10	
		TRANSITIONS Makes connections between and among the various parts of the presentation	Exceptional (10-9)	Effective (8)	Somewhat effective (7)	Ineffective (6-0)	/10	
		INTERACTION with the AUDIENCE	Exceptional (10-9)	Effective (8)	Somewhat effective (7)	Ineffective (6-0)	/10	
		(Student Evaluation) Senior Project Presentation Grade: _____/300 (Each senior must earn a B- [80% or 240 points or higher] in order to pass his/her Senior Project Presentation.)						