<table>
<thead>
<tr>
<th><strong>Evaluation Rubric for Design of Presentation Slides</strong></th>
<th><strong>Outstanding</strong></th>
<th><strong>Poor</strong></th>
</tr>
</thead>
</table>
| **Visual communication** | • Slides support speaker's message without being distracting; they are simple yet striking.  
• Visuals used are best choices to communicate meaning and information.  
• Good balance of text and graphics. | • Slides are too complex or busy, distracting audience from speaker's words.  
• Visuals chosen distract from or are unrelated to speaker's main message.  
• Slides are filled with lots of text. |
| **Quality and use of images** | • Graphics are high quality, with no pixilation or blurriness.  
• Photos/images chosen evoke the desired emotional response in audience. | • Most or all of graphics are pixelated or blurry.  
• Photos/images chosen have little or negative impact on audience, being generic, boring, or unattractive. |
| **Ethical use of imagery** | If needed, attribution is given for graphics used. For each attribution, the source and original creator is clearly labeled. | Obviously copyrighted material is reused without attribution. |
| **Repetition** | Design elements are used consistently throughout slide deck, creating a cohesive look.  
• Fonts and type size are used consistently across slide deck.  
• Consistent color scheme is used throughout the slide deck in text and visuals.  
• Consistent layouts are used to cue audience to sections of content. | Design looks haphazard and amateurish because there are too many unrelated elements.  
• Several different fonts and sizes are used inconsistently across slide deck.  
• Color palette is inconsistent or used without purpose.  
• Slides' layouts have no consistency; each slide is different for no reason. |
| **Use of data** | If used, data presented:  
• supports the speaker's argument  
• is from a reliable source, which is clearly cited  
• is presented in a simple and effective visualization. | If used, data presented:  
• is unrelated to the speaker's argument  
• is from a questionable source, or is not cited or is incorrectly cited  
• is presented in a confusing or overly complicated visualization. |