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|  | Advanced (100-90) | Proficient (89-70) | Progressing (69-60) | Beginning (60-0) |
| Organization | \* Appropriate, effective introduction.  \* Categories are distinguishable and obvious throughout.  \* Sequencing creates cohesion and understanding.  \* Conclusion is engaging and effectively wraps up ideas. | \* Appropriate, adequate introduction.  \* Categories are present in speech but may lack some distinction.  \* Sequencing is present and lends to understanding.  \* Conclusion restates main idea with adequate closure and/or clincher. | **\*** Introduction is present  \* Categories are difficult to discern and/or blend together.  \* Sequencing isn’t logical or in proper order.  \* Conclusion does not restate main idea and includes weak closure and/or clincher. | \* Introduction is weak, inappropriate or nonexistent.  \* Categories are nonexistent in speech.  \* Sequencing is non-existent or inappropriate.  \* Conclusion is weak or nonexistent. |
| Content | \* Engaging and creative.  \* Excellent supporting details.  \* Full elaboration on ideas, provides clear examples.  \* Clear, focused ideas.  \* Clearly stays on topic.  \* Purpose effectively met. | **\*** Somewhat engaging and creative.  \* Supporting details are present  \*Some elaboration on ideas, with some examples.  \* Ideas are evident.  \* Stays on topic.  \* Purpose is adequately met. | \* Only slightly engaging and little creativity included.  \* Few supporting details.  \* Very little elaboration or examples provided.  \* Ideas are vague/unspecific.  \* Speech wanders from topic.  \* Purpose is not adequately met. | **\*** Does not engage the audience.  Lacks creativity.  \* Lacks supporting details.  \* Lacks elaboration and examples.  \* Ideas are unclear.  \* Does not stay on topic.  \* Purpose is not met. |
| Presentation | **\*** Use of words is large, clear and easy to read/hear.  \* The use of color is appropriate/readable and not distracting.  \* Length of visual aid is appropriate.  \* Graphics are attractive and incorporated seamlessly. | **\*** Use of words is mostly clear and easy to read/hear.  \* The use of color is mostly appropriate/readable and only a little distracting.  \* Adequate length of visual aid.  \* Graphics are present and incorporated towards the topic. | **\*** Use of words is difficult to read/hear.  \* The use of color is distracting and/or inappropriate.  \* Visual aid falls short of length/amount required.  \* Graphics are present but unrelated to topic. | **\*** Words are indistinguishable and impossible to read/hear.  \* An inappropriate color choice that makes presentation impossible to read/see.  \* Complete lack of required length/amount required.  \* No graphics included. |
| Conventions | **\*** Usage is correct  \* Spelling is correct  \* Punctuation is correct | **\*** A few errors in usage.  \* A few errors in spelling.  \* A few errors in punctuation. | \* Several errors in usage.  \* Several errors in spelling.  \* Several errors in punctuation | **\*** Issues in usage are obvious and distracting.  **\*** Issues in spelling are obvious and distracting.  \* Punctuation is misused and distracting. |