



Commercial Art & Advertising Design Power Point Project Rubric

| Criteria | Excellent (5 points) | Very Good (4 points) | Average (3 points) | Below Average (2 points) | Unacceptable (1 point) |
|--|--|---|--|--|--|
| Content | Content is accurate and information is presented in a logical order. | Content is accurate but some information is not in a logical order. Generally easy to follow. | Content is accurate but information is not in a logical order. Difficult to follow. | Content is questionable & information is not in a logical order. Difficult to follow. | Content is inaccurate and information is not in a logical order. Difficult to follow. |
| Slide Creation | Presentation flows well and logically. Presentation reflects extensive use of tools in a creative way. Correct number of slides. | Presentation flows well. Tools used correctly. Correct number of slides. Overall presentation is interesting | Presentation flows well. Some tools used to show acceptable understanding. Correct number of slides. | Presentation is unorganized. Tools are not used in a relevant manner. Lacking in number of slides. | Presentation has no flow. No tools used. Insufficient number of slides. |
| Slide Transitions | Transitions are smooth and interesting. Transitions enhance the presentation. | Smooth transitions are used on most slides. | Smooth transitions are used on some slides. | Very few transitions are used or they distract from the presentation. | No transitions used. |
| Pictures, Clip Art & Background | Images are appropriate. Layout of images is pleasing to the eye. | Images are appropriate. Layout is cluttered. | Most images are appropriate. | Images are inappropriate. | No images. |
| Mechanics | No spelling errors. No grammar errors. Text is in authors' own words. | Few spelling errors. Few grammar errors. Text is in authors' own words. | Some spelling or grammar errors. Text is in authors' own words. | Some spelling or grammar errors. Most of text is in authors' own words. | Many spelling errors and/or text is plagiarized. |
| Technology Connection | Comprehensive use of technology is apparent. | General understanding of technology. | Acceptable understanding of technology. | Little understanding of technology. | No understanding of technology. |

Total: _____

Comments: