

PowerPoint Rubric: For assessing students' production of visual artifacts

Skidmore College 2019

Scoring level/points>		0 Unacceptable	1 Ineffective	2 Acceptable	3 Effective	4 Outstanding	N/A
MATERIALS							
LAYOUT	A	Obtrusive template; random; poor use of all available slide space; aesthetically jarring oversight or miscalculation (e.g. major disproportion between size or placement of text and images, or use of an unsuccessful visual or conceptual gimmick); careless relationship between foreground and background; random textual spacing; frequent widow/orphans	Awkward template; crowded and/or unaligned elements; poor use of all available slide space; distracting background - or if the background is deliberately designed to stand out its relationship to foregrounded content is unclear and careless (a distracting background could be used to make a rhetorical or meaningful point); random textual spacing; widow/orphans	Appropriate template (if there is one); elements thoughtfully arranged; neutral background or if not neutral, motivated use; inoffensive integration of text and image; appropriate textual spacing; avoids widow/orphans	Appropriate template (if there is one); elements thoughtfully arranged; uncrowded composition unless information density is being used to make an effective point; neutral background or if not neutral, motivated use; thoughtful integration of text and image; appropriate or occasionally effective integration of text and image; inoffensive colors or effective use of offensive colors; stylistic coherence; if minimalist, thoughtful and effective	Appropriate template (if there is one); elements thoughtfully arranged; uncrowded composition unless information density is being used to make an effective point; neutral background or if not neutral, warranted;; effective integration of text and image; thoughtful/expressive color use; stylistic coherence; if minimalist, thoughtful and effective	
IMAGES NOTE – typically must have images	B	Convey no relevant/pertinent information; confusing/purpose unclear; lack captions/titles	Not relevant and/or not adding new information; somewhat confusing/purpose unclear; clip art and/or stock images; poor quality/low resolution;	Most images relevant/adding some information; decent quality; appropriately sized; appropriate number; readable charts/graphs, though	Clearly relevant; good quality; appropriately sized; appropriate number; thoughtful use of details, if relevant and/or necessary; readable/self-explanatory	Advancing understanding/ may provide new information/perspectives; high quality (unless lack of quality/clarity warranted); appropriately sized; appropriate	

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		too large or small; too few/too many; excessively detailed charts/graphs (too crowded, difficult to read); lack captions/titles	may need some explanation; charts/graphs have explanatory captions; headers/captions/titles as appropriate	charts/graphs; charts/graphs have explanatory captions; headers/captions/titles as appropriate; readily accessible/logical relationship to text where appropriate; sources indicated	number; details included to underscore points, if relevant; readable/self-explanatory	charts/graphs; charts/graphs have explanatory captions; headers/captions/titles as appropriate; immediately accessible and nuanced relationship to text where appropriate; sources indicated	
TEXT and TYPEFACE/FONT NOTE – if no text or only captions used may score NA	C	Riddled with spelling, grammar, and/or punctuation errors; excessive text and/or fonts; ineffective point size, upper/lower-case, expressive punctuation, colors, bolding, or italicizing; random variation of font; justified alignment; lack of titles/captions; header/body text undifferentiated	Incorrect spelling, grammar and/or punctuation; either too concise or prolix; excessive and wordy bullet points; excessive nesting or inconsistent use of bullets; inappropriate font (e.g. Comic Sans on the Depression); ineffective/inconsistent point size, upper/lower-case, expressive	Few spelling/grammar /punctuation errors; neither too concise nor prolix; effective/consistent nesting of bullets; effective and/or consistent point size, upper/lower-case, expressive punctuation, colors, bolding, or italicizing; logical/appropriate choice of font; acceptable	Few or no spelling/grammar /punctuation errors; appropriately concise; effective/consistent nesting of bullets; effective and/or consistent point size, upper/lower-case, expressive punctuation, colors, bolding or italicizing; thoughtful font choice; meaningful variation of font;	No spelling/grammar /punctuation errors; appropriately concise and engaging; effective/consistent nesting of bullets; nuanced and/or consistent point size, upper/lower-case, expressive punctuation, colors, bolding or italicizing; nuanced font choice; meaningful variation of font;	

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		punctuation, colors, bolding, or italicizing; random variation of font; justified alignment; some titles/captions; header/body text undifferentiated	variation of font; left/right-aligned or centered; titles/captions; header/body text differentiated	left/right-aligned or centered; titles/captions; header/body text differentiated	left/right-aligned or centered; titles/captions; header/body text differentiated; italicize foreign words	

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PRESENTATION							
TECHNICAL ELEMENTS	D	Nonfunctional; lack of hyperlinks/embedding when using audio/moving images; poor quality audio/moving images are random and/or excessive and do not further content; hard to hear/see elements	Runs with some deficiencies; lack of hyperlinks/embedding when using audio/moving images; unintentionally poor quality audio/moving images that detract from content; hard to hear/see elements; inconsistent sound levels	Runs smoothly (e.g. no technical glitches); hyperlinks/embedding when using audio/moving images; audio/video media is unobtrusive in quality and format and easily audible/visible; audio/moving images well-integrated with content; appropriate sound levels	Runs smoothly, including hyperlinking/embedding when using audio/moving images; audio/video media are well integrated and their quality, format and duration are well chosen; appropriate sound levels	Runs smoothly, including seamless and highly proficient embedding and weaving in of visual and audible media, all at appropriate quality, duration, and sound level; media elements show creative flair and imagination, whether in selection or creation; experienced together, media elements, text, and verbal presentation coalesce as more than the sum of their parts; audio/moving images may be originally produced; cites sources	
SEQUENCE	E	Illogical sequence; slides lack consistent format (e.g., random background colors); slides lack header/footer where appropriate; no introductory/title slide; no closing slide (or not where appropriate);	Slides out of logical sequence; slides lack consistent format; slides lack header/footer where appropriate; introductory/title slide has some necessary elements; no closing slide (or not where appropriate)	Slides in comprehensible sequence; slides have consistent format or are purposefully inconsistent; effective header/footers where appropriate; introductory/title slide has all necessary elements (title, names of	Well-organized sequence; slides have consistent format or are purposefully inconsistent; effective header/footers where appropriate; introductory/title slide has all necessary elements; closing slide	Sequence serves a purpose; slides have consistent format or are purposefully inconsistent; effective header/footers where appropriate; introductory/title slide has all necessary elements; closing slide where	

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		additive elements are tacky, unnecessary, confusing, showy, overused; jarring or overly dramatic transitions that call attention to themselves unless melodrama warranted	appropriate); additive elements detract from readability and/or disrupts pacing; distracting transitions but not overly dramatic or jarring except for effect	presenters, etc.); closing slide where appropriate; additive elements add meaning and/or clarity, judiciously used; non-distracting transitions	where appropriate; additive elements enhance the presentation and add meaning and/or clarity; logical/appropriate/non-distracting transitions	appropriate; additive elements enhance the presentation and add meaning and/or clarity; none or extremely effective transitions	
CONTENT GUIDELINES/ AUDIENCE AWARENESS	F	Offensive (racist, sexist, homophobic, etc.); unaware of color blindness	Careless references to identity categories; unaware of color blindness	Nothing explicitly offensive, however content could be misconstrued; aware of color blindness	Demonstrates sensitivity to a diverse audience; aware of color blindness	Actively addresses a diverse audience; aware of color blindness	

Explanation of terms:

- A. Layout how elements (images, text) appear on the slide; composition of elements on the slide; template (theme)
- B. Images clip art, photography, data visualization, stock photos, high art, moving images
- C. Text & Typeface/Font spelling, grammar, organization (bullets, etc.); for our purposes typeface/font used interchangeably; includes nature of font, point size, upper/lower-case, weight (bolding), color, italicization; expressive punctuation
- D. Technical elements use of technology in delivery; functioning of audio and moving image elements
- E. Sequence order of slides, transitions, additive elements
- F. Content Guidelines anticipates a diverse audience

Further terminology:

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Transition = visual effect in between slides that signals a shift from one slide to the next (e.g. fade, wipe, vortex, dissolve...)

Additive elements = static graphical insertions ("illustrations") on slides (e.g. shapes, SmartArt) and/or Animations added to elements

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