**Applied Communication – Verbal Multimedia Recommendation presentation**

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|  | **A** | **B** | **C** | **D** |
| **Content**(50 points) | - student thoroughly covers all content requirements from the recommendation report – client info, criteria, recommendation- audience left with complete understanding of client, automobiles, and recommendation | - student covers all content requirements from the recommendation report – client info, criteria, recommendation- audience left with good understanding of client, automobiles, and recommendation | - student covers most content requirements from the recommendation report – client info, criteria, recommendation – with basic depth- audience left with basic understanding of client, automobiles, and recommendation | - student covers some content requirements from the recommendation report – client info, criteria, recommendation – with less than basic depth- audience left without basic understanding of client, automobiles, and recommendation |
| **Verbal Delivery**(20 points) | - relaxed, self-confident- holds attention through direct eye contact with all parts of audience- fluctuation in volume and inflection to help maintain audience interest and emphasize key points | - quick recovery from minor mistakes- fairly consistent use of direct eye contact with audience- satisfactory variation in volume and inflection | - some tension or indifference present- occasional but brief eye contact with audience- uneven volume with little inflection | - obvious nervousness/tension- very little effort to make eye contact; eye contact is not spread around audience- low volume, little inflection resulting in disengaged audience |
| **Multimedia** (20 points) | - Dynamic multimedia fully engages the audience- Multimedia focuses on visuals rather than text-Multimedia very effectively helps the presenter deliver content | - Multimedia helps engage the audience- Multimedia mostly focuses on visuals rather than text-Multimedia effectively helps the presenter deliver content | - Multimedia somewhat helps engage the audience- Multimedia focuses on visuals but may be text heavy-Multimedia helps the presenter deliver content | - Multimedia minimally engages the audience- Multimedia focus is on text rather than visuals-Multimedia offers minimal assistance in helping the presenter deliver content |
| **Conventions**(10 points) | - Very few conventional errors | - Mostly strong conventions, but contains errors that begin to detract from the content | - Contains errors that detract from the content | - Numerous errors that overshadow the content |
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