**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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