

	Exemplary 3 points	Proficient 2 Points	Partially Proficient 1 Point	Unsatisfactory 0 Points
Introduction	Presents the overall topic and draws the audience into the presentation with compelling questions or by relating to the audience's interests or goals.	The introduction is clear and coherent and relates to the topic.	Does not create a strong sense of what is to follow. May be overly detailed or incomplete and is somewhat appealing to the audience.	Does not orient the audience to what will follow. The sequencing is unclear and does not appear interesting or relevant to the audience.
Content	Clear with a logical progression of ideas and supporting information. Includes research questions and answers. Information is accurate, current and comes from approved sources.	The content is written with a logical progression of ideas and supporting information. Includes persuasive information from reliable sources.	Vague and does not create a sense of purpose. Few facts. Some of the information may not seem to fit. Sources used appear unreliable.	Not logically sequenced. Only one or two facts about the topic. Information is incomplete, out of date and/or incorrect. Sequencing of ideas is unclear.
Text & Layout	Easy-to-read and appropriately for headings and text. Readable. Text is appropriate in length for the target audience. The background and colors enhance the readability of text.	Sometimes the fonts are easy-to-read, but in a few places the use of fonts, italics, bold, long paragraphs, color or busy background detracts and does not enhance readability.	Overall readability is difficult with lengthy paragraphs, too many different fonts, dark or busy background, overuse of bold or lack of appropriate indentations of text.	Very difficult to read with long blocks of text and small point size of fonts, inappropriate contrasting colors, poor use of headings, subheadings, indentations, or bold formatting.
Citations and references	Sources of information are properly cited and the audience can	Most sources of information use proper citation format.	Sometimes copyright guidelines are followed and some information, photos and graphics	No way to check validity of information.

	determine information's credibility and authority.		do not include proper citation format.	
Writing Mechanics	no errors in grammar, capitalization, punctuation, and spelling.	Little or no editing required for grammar, punctuation, and spelling.	Errors distract or impair readability. (3 or more errors)	Errors repeatedly distract. (more than 5 errors)
TOTAL				A: 13-15 B: 10-12 C: 7-9 D: 5-6