

# Presentation Evaluation Criteria

(Adapted from Oral Communication Requirement Guidelines  
<http://www.hawaii.edu/gened/oc/oc.htm#teaching>)

## INTRODUCTION

- The speaker gains the audience's attention and interest.
- The speaker establishes his/her credibility.
- The speaker relates the topic to audience
- The speaker sets up central claim.
- The central idea/main message is stated at the beginning.
- The speaker previews the presentation.
- The whole talk is outlined early in the presentation.
- The guiding research question is stated.
- The importance of the research question is stated.
- The speaker establishes the significance of topic for the audience.

## BODY

- The speaker relies on variety of supporting materials.
- If the methods are illustrated, a matrix, flow chart, or other diagram is used. (e.g. FBD)
- The speaker uses sound reasoning.
- The speaker uses main points to support central idea.
- The speaker uses supporting material to substantiate main points.
- Research methods are summarized in only enough detail to support the results.
- The evidence is drawn from authoritative sources.
- The supporting material is relevant and specific.
- The speaker cites the source of the evidence.

## CONCLUSION

- The speaker signals end of presentation
- The speaker restates central idea
- The speaker leaves a vivid impression of presentation
- The conclusions are stated at the end in a form to reinforce the message.
- The conclusions are concise.

## GENERAL CONTENT

- The speaker presents ideas in a clear manner.
- The speaker states one point at a time.
- The speaker fully develops each point.
- The presentation is cohesive.
- The presentation is properly focused.
- A clear train of thought is followed and involves the audience.
- The speaker makes main points clear.
- The speaker sequences main points effectively.
- The speaker includes internal summaries.
- The outline is repeatedly referenced to provide signposts.
- The speaker provides effective signposts.
- The speaker provides smooth transitions.
- The format of graphs is described before focusing on the content.

## TIME

- The talk fits the time limit.
- Enough time is spent on each visual aid to allow the audience to absorb the information.

## **VISUAL AIDS**

- The speaker faces the audience while speaking (speaker glances at the machine, not at the screen, while speaking).
- The slides have large, readable text (appropriate size for room).
- Each slide makes only a single point.
- There are five or fewer lines of text on each slide.
- Text is concise, having only a phrase or a few words per line.
- Background of slides is subordinate to text.
- Animation contributes to message instead of distracting the audience.
- Graphs are readable by all in the room.
- Slides have been prepared specifically for oral presentation.

## **DELIVERY/MECHANICS**

- The speaker does not read the presentation.
- The speaker does not apologize for the presentation.
- The speaker always faces the audience when speaking.
- The pointer is used as a precise tool.
- The speaker maintains strong eye contact.
- The speaker gestures appropriately.
- There are no unnecessary gestures or distracting mannerisms.
- The speaker effectively uses non-verbal signals.
- The speaker has good posture.
- The speaker's facial expressions are effective.
- The speaker talks slowly and repeats key ideas.
- The speaker's voice can be clearly heard by all in the room.
- The speaker varies volume, pitch, and rate.
- The speaker uses pauses effectively.
- The speaker varies the length of statements.
- The speaker articulates and pronounces words correctly.
- The speaker demonstrates confidence.
- The presentation is aimed at a specific audience.
- The presentation is adapted to address the audience needs.
- Language is free from unexplained jargon and acronyms.
- Language is appropriate to audience
- Language is appropriate to topic is concrete vivid and specific
- Speaker uses alliteration, parallel phrasing, imagery, or other rhetorical devices
- The talk has been practiced to refine the flow, message, and length.

## **QUESTION AND ANSWER OR DISCUSSION SESSION**

- The speaker carefully listens to questions.
- The speaker asks for clarification of the question when needed.
- The speaker answers the questions that are asked.
- The speaker answers succinctly.
- The speaker provides clear answers to questions.