|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Target/Advanced (7-8)** | **Proficient (5-6)** | **Developing (3-4)** | **Entry Level (1-2)** |
| **AUDIENCE** | * Speech perfectly designed for this specific audience
* Key points understandable
* Several clear connections to this audience
 | * Speech clearly designed for this specific audience
* One or two key points should have been more clearly explained
* A few attempts to connect with the audience
 | * Little evidence that speech designed for this audience
* Several key points needed explanation
* Only one attempt to connect
 | * No evidence that particular audience considered
* No attempt to explain things for this audience
* No connections
 |
| **CONTENT** | * All required content included
* Purpose of speech clear
* No extraneous material included
 | * All required content included
* Purpose of speech clear
* Some extraneous material
 | * Most required content included
* Audience could figure uot the purpose
* Unnecessary information presented
* Verbal viruses present but not problematic
 | * Important omissions of the required content
* Unable to understand the purpose of the speech
* Random information in speech
* Verbal viruses distracted from speech
 |
| **ORGANIZATION** | * Good choice of organizational structure
* Opening grabbed the listeners
* Explicit and frequent signposts
* Powerful closing
 | * Good choice of organizational structure
* Opening drew attention
* Some signposts
* Thoughtful closing
 | * Organizational structure evident – not strong
* Ineffective opening
* Infrequent signposts
* Ineffective closing

  | * Disorganized
* Ineffective opening
* No signposts
* Speech just stopped
 |
| **VISUAL AIDS (VA)** | * Visual aids relevant
* VA clarified important concepts
* VA appropriate for the audience and the room
* Well-designed
 | * Visual aids relevant
* VA connected to important concepts
* VA understandable for most of the audience
* Most of the audience could see the VA
* Good design
 | * Visual aids relevant
* VA merely repeated what was said
* VA appropriate for most of the the audience
* Many audience members could not see the VA
* Decorations and/or sloppiness diminished the appearance of the VA
 | * No visual aid or irrelevant VA
* Sloppy and hard to see
 |
| **APPEARANCE** | * Student looked sharp
* Dress appropriate for the speech
* Adding something above and beyond expectations
 | * Student looked nice
* Dress appropriate for the speech
 | * Student took care to adjust appearance before the speech
 | * No attempt to change appearance for the speech
 |