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|  | **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 |