

## LCC 3401: General Standards for Oral Presentation

	Poor	Below Average	Above Average	Excellent
Focus	<ul style="list-style-type: none"> <li>fails to consider audience's needs and concerns</li> <li>purpose and required action are not stated</li> <li>content is uninformative</li> <li>graphics, charts and tables are confusing</li> </ul>	<ul style="list-style-type: none"> <li>attempts to address audience needs and concerns, but does so inconsistently</li> <li>purpose and required action are vague</li> <li>content is vague</li> <li>graphics, charts and tables are not efficiently explained</li> </ul>	<ul style="list-style-type: none"> <li>clearly appeals to audience values, but those values are imprecisely expressed</li> <li>purpose and required action are clear but incomplete</li> <li>content is informative</li> <li>graphics, charts and tables are efficiently explained</li> </ul>	<ul style="list-style-type: none"> <li>precisely targeted to needs of all appropriate audiences</li> <li>purpose and required action are clearly stated</li> <li>content is informative and interesting</li> <li>graphics, charts and tables make message clearer</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>Grammatical errors in speech and slides make understanding difficult</li> <li>Poor posture</li> <li>Gestures and verbal fillers impede delivery of message</li> <li>Appearance is sloppy or inappropriate</li> <li>Avoids eye contact</li> <li>Speech is consistently hard to understand because of low volume or rapid pace</li> </ul>	<ul style="list-style-type: none"> <li>Several grammatical errors in speech and slides</li> <li>Occasionally slouches or leans</li> <li>Gestures and verbal fillers distract audience from message</li> <li>Appearance is distracting</li> <li>Inconsistent eye contact</li> <li>Speech is often hard to understand because of low volume or rapid pace</li> </ul>	<ul style="list-style-type: none"> <li>Occasional grammatical errors in speech and slides</li> <li>Good posture</li> <li>Minimizes distracting gestures</li> <li>Appearance not an issue</li> <li>Good eye contact with most of the audience</li> <li>Speech is understandable, but would be easier to understand with more volume or slower pace</li> </ul>	<ul style="list-style-type: none"> <li>No grammatical errors in speech and slides</li> <li>Excellent posture</li> <li>No distracting gestures or verbal fillers</li> <li>Appearance is professional</li> <li>Good eye contact with entire audience</li> <li>Speech is easy to understand because speaker maintains effective volume, pace, and inflections</li> </ul>
Organization	<ul style="list-style-type: none"> <li>message never clearly stated</li> <li>Exceeds time limit and does not convey complete message</li> <li>Transitions between topics are consistently unclear or illogical</li> <li>language is overly technical</li> </ul>	<ul style="list-style-type: none"> <li>message stated, but not at beginning or end</li> <li>Concisely presents message, but some content missing</li> <li>Transitions between topics are often unclear or illogical</li> <li>language is too technical for a general audience</li> </ul>	<ul style="list-style-type: none"> <li>message stated at beginning or end</li> <li>Presents complete message, but digresses from main points</li> <li>Transitions between topics are clear, but not always smooth</li> <li>language is technical, but speaker attempts to explain</li> </ul>	<ul style="list-style-type: none"> <li>message clearly stated at beginning and end</li> <li>Concisely presents complete message</li> <li>Transitions smoothly and logically between topics</li> <li>speaker fully explains acronyms and technical terms</li> </ul>
Design	<ul style="list-style-type: none"> <li>Slides are difficult to read and understand</li> <li>Unnecessary slide elements distract from message</li> <li>Slides do not reflect organization of speech</li> <li>Formatting is absent or incomplete</li> </ul>	<ul style="list-style-type: none"> <li>Slides are overcrowded</li> <li>Some slide elements are unnecessary</li> <li>Many major sections of speech are not presented on a separate slide</li> <li>Formatting fails to highlight key points</li> </ul>	<ul style="list-style-type: none"> <li>Slides are not overcrowded, but text is too long</li> <li>Avoids distracting slide elements</li> <li>Some major sections of speech do not have a separate slide</li> <li>Formatting often highlights key points</li> </ul>	<ul style="list-style-type: none"> <li>Slides are easy to read and understand</li> <li>All slide elements contribute to message</li> <li>Includes slides for each major portion of speech</li> <li>Formatting effectively highlights key points</li> </ul>

**Communication Objective:** Georgia Tech students will be able to read a variety of documents critically, acquire and synthesize information, and shape a written or oral presentation that accommodates audience needs and shows a mastery of basic communications skills.

**Outcomes**

Students will be able to:

1. Locate the primary thesis in a written work and explain how it is supported by logical arguments.
2. Produce effective writing that supports a given thesis using clear prose, logical organization, and standard spelling, punctuation, and grammar.
3. Deliver a presentation that demonstrates effective core presentation skills, including focus, organization, and delivery.
4. Conduct an effective information search that includes a variety of reference sources (e.g., indexes and library catalogs, bibliographies, and Internet searches).