	Novice (5)	Apprentice (10)	Practitioner (15)	Expert (20)	Score
Content	• Three or more of the content questions are unanswered or are inaccurate. • A diagram is inaccurate, unrelated, or missing.	• One or more of the content questions are unanswered or are inaccurate. • The diagram may be unclear or is not used effectively to explain how the invention/idea works.	• All of the content questions are answered completely and accurately: 1.Who was the inventor or pioneer to make this idea a reality? 2.What was life like before the invention in that part of American life? 3.What was the function of the invention? 4. How does it work? 5. What improvements would it bring about? • A diagram is used to explain how the invention/idea works.	All of practitioner plus: • Projections are made that are based off of historical data. • These projections are clear and strengthen the sales pitch. • The source of these projections is pro-vided separate from the presentation.	/12
Preparation	• Very little preparation is apparent. • A visual presentation is not used to complement the presentation or it de-tracts from the presentation. • The presenter was almost entirely reliant upon notes or reading off the screen.	• More rehearsal was needed. • Some of the visual aids in the presentation do not complement it (messy, too small, off-topic, difficult to read, etc.) • The presenter relied on reading off the screen for some of the presentation.	• Sufficient rehearsal is apparent. • The presentation includes an effective visual presentation to complement the sales pitch. • Presentation includes a clear font with contrasting colors that are easy to read. • All pictures used are clear, large enough to be seen, are not pixelated, and do not contain watermarks. • Presentation does not contain any spelling or grammatical errors. • There is an appropriate balance of text and pictures. • Every slide has a clear purpose.	All of practitioner plus: • The presenter is an expert on the subject and does not need notes.	/5
Presentation	• Eye contact is not made. • Speech is inaudible. • Monotone, rushed speech. • Poor posture. • No use of positive gestures. • Introduction and conclusion missing.	• Eye contact is inconsistent. • Speech projection and/or clarity should be improved. • Much of the speech is monotone. • The speech is rushed, forcing the audience to “play catch up.” • Positive gestures and good posture may be lacking. • An introduction and conclusion may be missing or ineffective at hooking in the audience/providing closure.	• Consistent eye contact is made. • Strong speech projection and clarity are used. • The tone changes to emphasize certain words (roller coaster voice used). • Appropriate pauses are attempted to al-low the audience to process information. • Positive gestures and good posture are used. • The presenter provides both an introduction to hook in the audience and a conclusion that provides effective closure.	• All of practitioner plus: • Consistent eye contact is maintained to engage the audience. • The tone generates excitement and enthusiasm to draw the audience in. • Appropriate pauses are made to allow the audience to process information.	/3

Names:

Total Score: **/ 20**