**Independent Practice (LSI Quadrant III):**

**SWOT Analysis Project**

**Rubric**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |
|  | CATEGORY |  | **20** |  | **15** |  | **10** | **5** |  |
|  | **Presentation** |  | Well-rehearsed with |  | Rehearsed with fairly |  | Delivery not smooth, | Delivery not smooth | |
|  |  |  | smooth delivery that |  | smooth delivery that |  | but able to maintain | and audience | |
|  |  |  | holds audience |  | holds audience |  | interest of the | attention often lost. | |
|  |  |  | attention. |  | attention most of the |  | audience most of the |  |  |
|  |  |  |  |  | time. |  | time. |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Attractiveness** |  | Makes excellent use |  | Makes good use of |  | Makes use of font, | Use of font, color, | |
|  |  |  | of font, color, |  | font, color, graphics, |  | color, graphics, | graphics, effects, | |
|  |  |  | graphics, effects, |  | effects, etc. to |  | effects, etc., but | etc., but these often | |
|  |  |  | etc., to enhance the |  | enhance the |  | occasionally these | distract from the | |
|  |  |  | presentation. |  | presentation. |  | distract from the | presentation content. | |
|  |  |  |  |  |  |  | presentation |  |  |
|  |  |  |  |  |  |  | content. |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Content** |  | Covers topic in- |  | Includes essential |  | Includes essential | Content is minimal | |
|  |  |  | depth with details |  | knowledge about the |  | information about | OR there are several | |
|  |  |  | and examples. |  | topic. Subject |  | the topic but there | factual errors. | |
|  |  |  | Subject knowledge |  | knowledge appears |  | are one to two |  |  |
|  |  |  | is excellent. |  | to be good. |  | factual errors. |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Organization** |  | Content is well |  | Uses headings or |  | Content is logically | There was no clear | |
|  |  |  | organized using |  | bulleted lists but the |  | organized for the | or logical | |
|  |  |  | headings or bulleted |  | overall organization |  | most part. | organizational | |
|  |  |  | lists to group related |  | of topics appears |  |  | structure; just lots of | |
|  |  |  | material. |  | flawed. |  |  | facts. | |
|  |  |  |  |  |  |  |  |  |  |
|  | **Originality** |  | Product shows a |  | Product shows some |  | Uses other people's | Uses other people's | |
|  |  |  | large amount of |  | original thought. |  | ideas (giving them | ideas, but does not | |
|  |  |  | original thought. |  | Work shows new |  | credit), but there is | give them credit. | |
|  |  |  | Ideas are creative |  | ideas and insights. |  | little evidence of |  |  |
|  |  |  | and inventive. |  |  |  | original thinking. |  |  |
|  |  |  |  |  |  |  |  |  |  |

**Total Points Earned \_\_\_\_\_\_\_**