**Sales Promotion Group Slideshow – Appearance** *Rubric*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
|  |  |  |  |  |
| **Use of Graphics** | All graphics are | A few graphics are | All graphics are | Several graphics are |
|  | attractive (size and | not attractive but all | attractive but a few | unattractive AND |
|  | colors) and support | support the | do not seem to | detract from the |
|  | the theme/content of | theme/content of the | support the | content of the |
|  | the presentation. | presentation. | theme/content of the | presentation. |
|  |  |  | presentation. |  |
| **Cooperation** | Group delegates tasks | Group delegates tasks | Group delegates tasks | Group often is not |
|  | and shares | and shares | and shares | effective in delegating |
|  | responsibility | responsibility | responsibility | tasks and/or sharing |
|  | effectively all of the | effectively most of | effectively some of | responsibility. |
|  | time. | the time. | the time. |  |
| **Background** | Background does not | Background does not | Background does not | Background makes it |
|  | detract from text or | detract from text or | detract from text or | difficult to see text or |
|  | other graphics. | other graphics. | other graphics. | competes with other |
|  | Choice of background | Choice of background |  | graphics on the page. |
|  | is consistent from | is consistent from |  |  |
|  | slide to slide and is | slide to slide. |  |  |
|  | appropriate for the |  |  |  |
|  | topic. |  |  |  |
| **Spelling and** | Presentation has no | Presentation has 1-2 | Presentation has 1-2 | Presentation has |
| **Grammar** | misspellings or | misspellings, but no | grammatical errors | more than 2 |
|  | grammatical errors. | grammatical errors. | but no misspellings. | grammatical and/or |
|  |  |  |  | spelling errors. |
|  |  |  |  |  |
| **Text - Font Choice &** | Font formats (e.g., | Font formats have | Font formatting has | Font formatting |
| **Formatting** | color, bold, italic) | been carefully | been carefully | makes it very difficult |
|  | have been carefully | planned to enhance | planned to | to read the material. |
|  | planned to enhance | readability. | complement the |  |
|  | readability and |  | content. It may be a |  |
|  | content. |  | little hard to read. |  |

**Total Score \_\_\_\_\_\_\_\_**

**Maximum 100 Points**