





NAME: _____

DATE: _____

				
Required Elements	Many unanswered questions are left after presentation. No use of persuasive techniques used.	Identifies most basic questions, however leave some unanswered. Little or no use of persuasive techniques used.	Identifies basic questions such as who, what, where, when, why, how elements. Evidence of persuasion techniques used.	Clearly identifies major questions about the product. Great use of persuasion such as emotional appeal directed towards audience.
Use of Persuasion	-Less than 25% of the class would purchase your product. -There was either little evidence of or only one persuasive technique used.	-Less than 50% of the class would purchase your product. -Evidence of no more than two persuasive techniques were used.	-At least 50% of the class would purchase your product. -Evidence of at least two persuasive techniques were used.	-More than 50% of the class would purchase your product. -Evidence of more than two persuasive techniques were used.
Creativity; use of imagery and resources	Little to no use of images or illustrations.	Simple pencil drawings, or basic copy and paste images.	Use of color and design in presentations. Effort made to make presentations appealing to the eye.	A great deal of effort put into all the elements of design. Presentation includes meaningful graphics and imagery.
Mechanics of Writing	Many errors in language and grammar. These errors detract significantly from the effectiveness of the presentation.	Several errors in language and grammar. Some errors may impact effectiveness of presentation.	Only minimal errors in language and grammar. These errors do not detract from the overall presentation.	Exceptional use of appropriate conventions of language and grammar.
Collaboration	-Did not complete peer reviews for other presentations. -Provided little support to team members.	-Completed peer reviews, though with little or no rational. -Participated in some parts of the project, though did only what was directly told to do.	-Completed all peer reviews and gave a rational for most. -Actively participated in project and completed the portions that were expected.	-Completed all peer reviews with a rational. -Actively participated in project and supported team in a significant way.

SCORE: ___/20

HAVE YOU USED PERSUASION?

-EMOTIONAL APPEAL, SLOGANS, FACTS & OPINIONS

HAVE YOU ANSWERED KEY QUESTIONS?

-WHO, WHAT, WHERE, WHEN, WHY, HOW

HAVE YOU RE-READ ALL YOUR SLIDES?

PRACTICE YOUR PRESENTATION.