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| Content & Ideas | Organisation | Voice | Word Choice |
| 5  Concept is original and fresh.  Product name, slogan and target audience all demonstrate cohesion.  Ideas are crystal clear and supported with details, going beyond the obvious. | 5  An inviting introduction draws the audience in; a satisfying conclusion leaves them with a sense of closure and resolution.  Thoughtful transitions connect ideas.  Sequencing is logical and effective. | 5  Uses topic, details, and persuasive techniques to strongly connect with the audience and convince them that the product is a good investment.  Purpose is reflected by content and arrangement of ideas. | 5  Words are specific and accurate.  Striking words and phrases create imagery.  Natural, effective and persuasive language used (flattery, opinion as fact, direct address, emotive words/phrases, etc). |
| 3  Concept shows originality to an extent.  Product name, slogan and target audience demonstrate some cohesive thought.  Ideas are reasonably clear with some support attempted. | 3  The speech has a recognizable introduction and conclusion.  Transitions sometimes work.  Sequencing shows some logic, yet structure takes attention away from the content. | 3  Attempt to connect with audience is earnest but impersonal and persuasive aspects of pitch have varying degrees of success.  Attempts to include content and arrangement of ideas to reflect purpose. | 3  Words are adequate and correct in a general sense.  Familiar words and phrases communicate.  Attempts at persuasive language. |
| 1  Concept lacks originality.  Product name, slogan and target audience seem unrelated.  Ideas are unclear, the length is not adequate for development and information is limited. | 1  No real lead or conclusion present.  Connections between ideas, if present, are confusing.  Sequencing needs work. | 1  Fails to connect with the audience and persuasion is not effective, if present at all.  Purpose is unclear. | 1  Words are nonspecific or distracting.  Many of the words don’t work.  Little or no attempt made to use persuasive language. |

**Product Pitch Rubric**

**Writing**

**Presentation Skills**

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| Volume & Clarity | Fluency, expression & pace | Body language & eye contact | Preparation & rehearsal |
| 5  I speak loud enough to be heard and clearly to be understood.  . | 5  I speak smoothly and naturally. I show energy and emotion in my voice. The pace is effective. | 5  I use hands and body for effect. I look directly at my audience. | 5  I am ready. I have gathered materials (powerpoints, posters, mock-up of product, commercial, etc). I practised. |
| 3  Speech is generally loud enough and easy to understand, but this is not sustained consistently. | 3  Speech has evidence of solid performance in at least one of these qualities but is found lacking in others. | 3  An attempt is made to engage with the audience through body language and eye contact but this is not consistent. | 3  Shows some evidence of preparation. Occasional slip ups but doesn’t detract from overall presentation. |
| 1  Unable to understand or hear the presentation. | 1  Speech is stilted. Lacks emotion and/or energy. Speech is either too fast or too slow. | 1  Little or no eye contact. Lacks confidence. | 1  Little or no evidence of preparation. Mistakes are frequent and noticeable. |