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| --- | --- | --- | --- |
| Content & Ideas | Organisation | Voice | Word Choice |
| 5Concept 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. | 5An 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.  | 5Uses 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.  | 5Words 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). |
| 3Concept shows originality to an extent.Product name, slogan and target audience demonstrate some cohesive thought. Ideas are reasonably clear with some support attempted. | 3The speech has a recognizable introduction and conclusion. Transitions sometimes work. Sequencing shows some logic, yet structure takes attention away from the content.  | 3Attempt 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. | 3Words are adequate and correct in a general sense. Familiar words and phrases communicate. Attempts at persuasive language. |
| 1Concept lacks originality. Product name, slogan and target audience seem unrelated.Ideas are unclear, the length is not adequate for development and information is limited. | 1No real lead or conclusion present. Connections between ideas, if present, are confusing. Sequencing needs work.  | 1Fails to connect with the audience and persuasion is not effective, if present at all.Purpose is unclear.  | 1Words 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 |
| 5I speak loud enough to be heard and clearly to be understood.. | 5I 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. | 5I am ready. I have gathered materials (powerpoints, posters, mock-up of product, commercial, etc). I practised. |
| 3Speech is generally loud enough and easy to understand, but this is not sustained consistently. | 3Speech has evidence of solid performance in at least one of these qualities but is found lacking in others.  | 3An attempt is made to engage with the audience through body language and eye contact but this is not consistent. | 3Shows some evidence of preparation. Occasional slip ups but doesn’t detract from overall presentation. |
| 1Unable to understand or hear the presentation. | 1 Speech is stilted. Lacks emotion and/or energy. Speech is either too fast or too slow. | 1Little or no eye contact. Lacks confidence.  | 1Little or no evidence of preparation. Mistakes are frequent and noticeable. |