

**Activity 1.7 What Is It? Elevator Pitch Rubric**

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| Elements | Weight | 5 Points | 4 Points | 3 Points | 2 Points | 1–0 Points | Total |
| **Content** |  | The information included is accurate and completely addresses each component of the assigned topic or research question. | The information included adequately addresses each component of the assigned topic or research question. | The information included inadequately addresses the assigned topic or research question. The information included is sometimes inaccurate. | The information included does not address the assigned topic or research. | There is no evidence of accurate content information. |  |
| **Delivery** |  | The presenter effectively and creatively delivers the information while staying on topic. The presenter appears relaxed and self-confident. Body language, voice modulation, and eye contact are effectively used. | The presenter adequately delivers the information while staying on topic. The presenter appears relaxed and self-confident. Body language, voice modulation, and eye contact are mostly appropriate. | The presenter delivers the information but does not stay on topic. The presenter appears tense or nervous. Body language, voice modulation, and eye contact are inappropriate or lacking. | The presenter omits important information and does not stay on topic. The presenter appears tense or nervous. Body language, voice modulation, and eye contact are inappropriate or lacking. | The presenter does not effectively deliver the necessary information. |  |
| **Organization** |  | The presentation content has been organized using a logical sequence. The presentation is engaging and effective. | The presentation content has been mostly organized using a logical sequence, but some flaws exist. The presentation is adequate. | The presentation content has been organized using a somewhat logical sequence. The presentation is sometimes confusing. | The presentation content is disorganized, unclear, or confusing. The presentation is not adequate. | The presentation does not include evidence of organization. |  |
| **Preparation** |  | Presentation indicates detailed preparation. | Presentation indicates adequate preparation. | Presentation indicates minimal preparation. | Presentation indicates a lack of preparation. | Presentation shows no evidence of preparation. |  |
| **Visual Aids** |  | Visual aids are of excellent quality, easy to read, and relevant to the presentation. Visuals of all required elements are present. | Visual aids are adequate, easy to read, and relevant to the presentation. Visuals of all required elements are present. | Visual aids are somewhat effective but may include vocabulary or spelling errors. Visuals of all required elements are present. | Visual aids lack effectiveness. Aids may lack appropriate content. Aids include multiple vocabulary or spelling errors. Visuals of all required elements are not present. | The presentation shows no evidence of visual aids. |  |