Press Kit PowerPoint Rubric

Name:
Hour:
Proposed Holiday:

Power Point Presentation

4

A minimum of the nine required slides are presented
  Slide One: Contains a WOW! element or attention getter
  Slide Two: Contains name of holiday, designer’s name
  Slide Three: Provides interesting, thorough definition of holiday, date holiday is to be celebrated
  Slide Four: Competition- explains competition the date has, why date was selected
  Slide Five: How to celebrate the holiday
  Slide Six: Target demographic
  Slide Seven: Well-constructed launch strategies- include poster and flyer
  Slide Eight: Merchandising opportunities should be creative and include items from press kit
  Slide Nine: Conclusion presents strong, compelling argument

Colors (art and text) reinforce each other and the mood of the day
Background design appropriate for holiday
Font selection appropriate for presentation
Sounds enhance presentation
Transitions are used effectively
Custom animation has been used on at least one slide
Presentation contains no spelling errors; there are fewer than two grammatical errors
The design principles of contrast, repetition, alignment and repetition (haha) have been followed

3

A minimum of the nine required slides are presented
  Slide One: Contains a WOW! element or attention getter
  Slide Two: Contains name of holiday, designer’s name
  Slide Three: Provides interesting, thorough definition of holiday, date holiday is to be celebrated
  Slide Four: Competition- explains competition the date has, why date was selected
  Slide Five: How to celebrate the holiday
  Slide Six: Target demographic
  Slide Seven: Well-constructed launch strategies- include poster and flyer
  Slide Eight: Merchandising opportunities should be creative and include items from press kit
  Slide Nine: Conclusion presents strong, compelling argument

Colors (art and text) reinforce each other and the mood of the day
Background design appropriate for holiday
Font selection appropriate for presentation
Sounds enhance presentation
Transitions are used effectively
Custom animation has been used on at least one slide
Presentation contains no spelling errors; there are fewer than two grammatical errors
The design principles of contrast, repetition, alignment and repetition (haha) have been followed
Press Kit  PowerPoint Rubric

Power Point Presentation

2

A minimum of the nine required slides are presented
- Slide One: Contains a WOW! element or attention getter
- Slide Two: Contains name of holiday, designer’s name
- Slide Three: Provides interesting, thorough definition of holiday, date holiday is to be celebrated
- Slide Four: Competition- explains competition the date has, why date was selected
- Slide Five: How to celebrate the holiday
- Slide Six: Target demographic
- Slide Seven: Well-constructed launch strategies- include poster and flyer
- Slide Eight: Merchandising opportunities should be creative and include items from press kit
- Slide Nine: Conclusion presents strong, compelling argument

Colors (art and text) reinforce each other
Background design appropriate for holiday
Font selection **could be more** appropriate for presentation
Sounds **somewhat** distract from presentation
Transitions **could be more effective**
Custom animation **may not be used**
Presentation contains no more than **three** spelling errors; there are fewer than **five** grammatical errors
The design principles of contrast, repetition, alignment and repetition (haha) **may have been ignored.**

1

**One or more** of the nine required slides **may be missing**
- Slide One: Contains a WOW! element or attention getter
- Slide Two: Contains name of holiday, designer’s name
- Slide Three: Provides interesting, thorough definition of holiday, date holiday is to be celebrated
- Slide Four: Competition- explains competition the date has, why date was selected
- Slide Five: How to celebrate the holiday
- Slide Six: Target demographic
- Slide Seven: Well-constructed launch strategies- include poster and flyer
- Slide Eight: Merchandising opportunities should be creative and include items from press kit
- Slide Nine: Conclusion presents strong, compelling argument

Colors (art and text) **do not** reinforce each other
Background design **could be more** appropriate for holiday
Font selection is **weak**
Sounds **distract** from presentation
Transitions **ineffective**
Custom animation **may not be used**
Presentation contains no more than **five** spelling errors; there are fewer than **10** grammatical errors
The design principles of contrast, repetition, alignment and repetition (haha) **may have been ignored**
Press Kit

PowerPoint Rubric

## Oral Presentation

<table>
<thead>
<tr>
<th></th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enthusiasm</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Voice</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation well-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rehearsed; convincing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/50</td>
</tr>
</tbody>
</table>

**TOTAL**

**TOTAL**

**/50**

Comments: