

APPENDIX A: Pitch Rubric

Pitch Rubric

Criteria	Levels of Performance			
Organization and Clarity of viewpoints and responses	Unclear in most parts	Clear in some parts but not overall	Mostly clear and orderly in all parts	Completely clear and orderly presentation
Use of Arguments to support viewpoint	Few or no relevant reasons given	Some relevant reasons given	Mostly relevant reasons given	Completely relevant reasons given
Use of Examples and Facts to support reasons	Few relevant supporting examples/facts	Some relevant examples/facts given	Mostly relevant examples/facts given	Many relevant supporting examples/facts given
Speaking volume, rate, clarity	Cannot understand what is being said	Quiet, rapid, many mispronunciations	Missed a few words	Easy to hear and understand
Body Language posture, eye-contact, facing	Slouches, does not look at audience	Slouches, faces away most of the time	Active posture, faces audience	Good posture, makes eye contact most of the time, faces audience
Overall Persuasiveness of argument	No reason I should buy or support	Good idea but poorly presented	Good idea, good reasons, but improve presentation	Good idea and convincing reasons
Comments:				