

## Presentation Zen Rubric

An assessment tool based on principles outlined by Garr Reynolds in [Presentation Zen](#).

Category	Criteria for an excellent presentation
<b>Restraint</b> <i>Shibumi</i> (渋味)	<ul style="list-style-type: none"> <li>● Everything in the presentation is essential (no noise)</li> <li>● Practices brevity - there are very few words on each slide</li> <li>● There is one main takeaway - a clear answer for “so what?”</li> <li>● Leaves the audience craving more (80% full)</li> </ul>
<b>Simplicity</b> <i>Kanso</i> (簡素)	<ul style="list-style-type: none"> <li>● There is only one point of emphasis per slide</li> <li>● Visuals are clean and uncluttered - white space is used well, charts are clear and simple</li> <li>● Grabs attention with single words or short phrases</li> <li>● Everything is “as simple as it can be but not simpler” (Einstein)</li> </ul>
<b>Naturalness</b> <i>Shizen</i> (自然)	<ul style="list-style-type: none"> <li>● The presenter shows presence - enthusiasm, confidence, engagement</li> <li>● The presenter does not use notes</li> <li>● The presenter connects with the audience - leaves the podium, makes eye contact, includes humor or a personal story</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>● Visuals, video or sound are used to enhance meaning</li> <li>● One or more media items are used in unexpected or creative ways</li> <li>● Uses high quality media (no cheesy clip art or random sound effects)</li> <li>● All media are used legally and sources are provided</li> </ul>
<b>Visual Design</b>	<ul style="list-style-type: none"> <li>● Several elements are evident:             <ul style="list-style-type: none"> <li>○ Contrast - colors, shapes, content</li> <li>○ Alignment and proximity</li> <li>○ Consistency and repetition</li> </ul> </li> <li>● Text is readable in terms of size, color and font choice</li> <li>● The overall impression is subtle, graceful, elegant</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>● Makes use of a story</li> <li>● Includes one or more concrete examples</li> <li>● Appeals to emotions</li> </ul>
<b>Delivery</b>	<ul style="list-style-type: none"> <li>● Voice is expressive, loud, and clear</li> <li>● The presentation does not go over time</li> <li>● Handouts (if used) are distributed at the end</li> </ul>

