**Presentation Zen Rubric**

An assessment tool based on principles outlined by Garr Reynolds in *Presentation Zen*.

<table>
<thead>
<tr>
<th>Category</th>
<th>Criteria for an excellent presentation</th>
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</table>
| **Restraint**          | - Everything in the presentation is essential (no noise)  
                        - Practices brevity - there are very few words on each slide  
                        - There is one main takeaway - a clear answer for “so what?”  
                        - Leaves the audience craving more (80% full)  |
| **Simplicity**         | - There is only one point of emphasis per slide  
                        - Visuals are clean and uncluttered - white space is used well, charts are clear and simple  
                        - Grabs attention with single words or short phrases  
                        - Everything is “as simple as it can be but not simpler” (Einstein)  |
| **Naturalness**        | - The presenter shows presence - enthusiasm, confidence, engagement  
                        - The presenter does not use notes  
                        - The presenter connects with the audience - leaves the podium, makes eye contact, includes humor or a personal story  |
| **Media**              | - Visuals, video or sound are used to enhance meaning  
                        - One or more media items are used in unexpected or creative ways  
                        - Uses high quality media (no cheesy clip art or random sound effects)  
                        - All media are used legally and sources are provided  |
| **Visual Design**      | - Several elements are evident:  
                                - Contrast - colors, shapes, content  
                                - Alignment and proximity  
                                - Consistency and repetition  
                        - Text is readable in terms of size, color and font choice  
                        - The overall impression is subtle, graceful, elegant  |
| **Content**            | - Makes use of a story  
                        - Includes one or more concrete examples  
                        - Appeals to emotions  |
| **Delivery**           | - Voice is expressive, loud, and clear  
                        - The presentation does not go over time  
                        - Handouts (if used) are distributed at the end  |

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