

A2 Non-Written Communication Rubric

Non-written communication is the development and expression of ideas through oral, embodied, or other mediated formats. It is designed to increase knowledge, to foster understanding, or to promote change in the audiences' attitudes, values, beliefs, or behaviors.

A2: Students will communicate effectively through oral, embodied, or other mediated formats, considering organization, language (or other forms of expression), delivery, supporting material, a cogent central message, and audience.

	Capstone 4	Milestones		Benchmark 1
		3	2	
Organization	Organizational pattern is clear, consistent, and skillful, and makes the content of the presentation cohesive.	Organizational pattern is clear and consistent.	Organizational pattern is intermittently observable.	Organizational pattern is not observable.
Language and/or Embodied Expression	Language choice and/or expression are effective, imaginative, memorable, compelling, and audience appropriate.	Language choice and/or expression are engaging and enhance the effectiveness of the communication. Content is appropriate to audience.	Language choice and/or expression partially support the effectiveness of the communication. Content is generally appropriate to audience.	Language choice and/or expression are unclear and minimally support the effectiveness of the communication. Content is generally not appropriate to audience.
Delivery, Message, and Engagement	Delivery techniques make the communication compelling. Central message is clear and consistent.	Delivery techniques make the presentation interesting and persuasive.	Delivery techniques make the presentation understandable, but not completely compelling.	Delivery techniques detract from the understandability of the communication

Adapted from "Oral Communication VALUE Rubric" by the Association of American Colleges and Universities, 2009, <https://www.aacu.org/value-rubrics>. This derivative work is licensed under CC BY-NC-SA 4.0.