**Persuasive Presentation  
Points possible**: 50 points  
  
**Assignment**:   
You can use the directions to create a travel destination for a homogenous audience or you can determine your own content for a persuasive presentation. The object for any persuasive presentation is for your audience to buy into your topic and take action For this project, complete the following steps:

1. Determine purpose of persuasive presentation and audience directed to.
2. Find scholarly or credible resources to support your decisions.
3. Develop a PowerPoint to present your pitch to the class.
4. Use an attention getter, organizational slide (can be any place in presentation to demonstrate your ability to go non-linear), and an effective closing to move your audience to action.
5. Prepare a 4-5 minute presentation for the class.

**Requirements**:

* Avoid bullet points and do not over-use text on slides
* Use impactful visuals (i.e. photos and SmartArt graphics)
* Demonstrate sound writing skills, including grammar, spelling, and organization
* Submit PowerPoint file to the Web CRC dropbox

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| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent**  **100 %** | **Acceptable**  **80 %** | **Not Acceptable**  **60 - 0 %** | **Points** |
| **Length** | The PowerPoint meets the specific length requirement. | The PowerPoint meets over half of the length requirement. | A fraction of the length requirement is completed. | **5** |
| **Content & Organization** | The PowerPoint is well-organized. It clearly and effectively presents your pitch.  All assignment requirements are met. | The PowerPoint could benefit from organization that would more clearly and effectively present your pitch.  Meets most of the assignment requirements. | The PowerPoint lacks organization and does not clearly and effectively present your pitch.  Does not meet several of assignment requirements. | **20** |
| **Design** | Demonstrates exceptional presentation design techniques. Includes graphics and does not over-use text on slides. | Demonstrates some presentation design techniques and includes graphics. At times, text is over-used on slides. | Fails to demonstrate knowledge of design techniques. No graphics are included and/or text is over-used on slides. | **15** |
| **Spelling & Grammar** | Displays exceptional skill in writing mechanics, such as spelling and grammar. Presentation contains no errors, and is very easy to understand. | Displays basic skill in writing mechanics, such as spelling and grammar. Presentation contains a few errors, which may slightly distract the reader. | Fails to display basic skill in writing mechanics, such as spelling and grammar. Presentation contains major errors, which distract the reader. | **5** |
| **Bibliography** | References scholarly or credible sources cited during this project.  **AND**  Includes properly formatted APA citations. | Some sources are not scholarly or credible.  **AND/OR**  APA citations include a few minor errors. | Lacks several references to sources used during this project.  **AND/OR**  Citations show little or no adherence to APA formatting. | **5** |