

# Creative Presentation Rubric

Criteria	Performance Description	Scoring Bands	Weight
<b>Story &amp; Structure</b>	Storyline flows naturally and logically. Each section connects seamlessly, showing how insights led to recommendations. Opens powerfully with the client's main question and ends with a clear, confident call to action. Feels like a real consulting presentation.	9–10 (Excellent)	20%
	Strong, logical order with clear transitions. Most sections flow well, though some slides could connect more tightly. The message is easy to follow and mostly maintains narrative energy.	7–8 (Very Good)	
	Structure is generally clear but sometimes jumps between ideas or repeats points. The story makes sense but lacks smooth flow or a strong opening/closing.	5–6 (Satisfactory )	
	Slides appear disconnected or out of order. The presentation lists facts but doesn't tell a story. The message feels confusing or incomplete.	3-4 (Needs Improvement )	
	No clear structure or logical sequence. Content appears random and fails to communicate a coherent narrative.	0-2 (Minimal)	
<b>Clarity &amp; Focus</b>	Every slide is clean, concise, and client-ready. Text is minimal and purposeful. Key messages are clear at a glance, supported by visuals or short phrases.	9–10 (Excellent)	15%
	Mostly clear and focused; some slides slightly wordy. Key ideas are communicated effectively but could use stronger emphasis or visual clarity.	7–8 (Very Good)	
	Message generally understandable, though several slides contain too much text or lack clear takeaways. Some jargon or repetition	5–6 (Satisfactory )	

	appears.		
	Slides cluttered or difficult to read. Key points buried in text or unclear. Audience must work to understand the message.	3-4 (Needs Improvement)	
	Slides are confusing, text-heavy, or unreadable. No clear message or focus per slide.	0-2 (Minimal)	
<b>Visual Design</b>	Slides are visually striking and professional. Visuals (graphs, diagrams, icons) are purposeful and help explain ideas. Layout, colour, and font are consistent and polished.	9-10 (Excellent)	15%
	Design is strong and cohesive. Visuals enhance meaning but could be more refined or consistent in style. Most slides are easy to read.	7-8 (Very Good)	
	Basic effort at design. Some slides look neat, others text-heavy or unbalanced. Visuals used occasionally but not always effectively.	5-6 (Satisfactory)	
	Limited visual design; inconsistent fonts or colours. Over-reliance on text. Visuals may confuse rather than clarify.	3-4 (Needs Improvement)	
	Poor or no visual design. Slides appear unformatted or disorganised, with little consideration for audience readability.	0-2 (Minimal)	
<b>Engagement &amp; Interactivity</b>	Uses multimedia or interactive elements seamlessly — e.g. client questions, animations, short video clips. Engagement feels natural and enhances storytelling.	9-10 (Excellent)	10%
	At least one interactive or multimedia element included. It fits well with the presentation but could be used more effectively.	7-8 (Very Good)	
	Some attempt at interactivity (e.g. embedded media or animation) but may feel forced or underdeveloped.	5-6 (Satisfactory)	
	Minimal engagement; presentation is static. Attempts at interactivity don't connect to	3-4 (Needs	

	content or audience.	Improvement )	
	No interactivity or engagement efforts. Presentation feels flat or one-dimensional.	0-2 (Minimal)	
<b>Relevance to Client</b>	Deeply tailored to the client brief. Demonstrates strong understanding of client needs, priorities, and industry context. Every slide links back to solving their challenge.	9-10 (Excellent)	15%
	Clearly relevant to the client. Shows awareness of goals and context, though a few points could be more specific or client-focused.	7-8 (Very Good)	
	Mostly aligned with the client brief, but some general statements or missed opportunities for deeper connection.	5-6 (Satisfactory )	
	References client challenge but lacks insight or understanding. Feels generic.	3-4 (Needs Improvement )	
	Unrelated to the client's brief; no connection to business context or needs.	0-2 (Minimal)	
<b>Professional Polish</b>	Presentation feels client-ready. Polished visuals, zero errors, smooth transitions, and professional tone. Shows strong attention to detail.	9-10 (Excellent)	10%
	High quality overall; minor inconsistencies or small typos. Slides look professional and ready for delivery.	7-8 (Very Good)	
	Acceptable level of polish. A few formatting issues or inconsistent animations.	5-6 (Satisfactory )	
	Noticeable errors or poor formatting. Feels unfinished or rushed.	3-4 (Needs Improvement )	
	Unprofessional; multiple errors and inconsistencies that distract from content.	0-2 (Minimal)	
<b>Communication</b>	Key insights are crystal clear and	9-10	10%

<b>of Key Insights</b>	well-emphasised. Visuals, headlines, or callouts make them memorable. The “so what” is instantly clear.	(Excellent)	
	Clear communication of main ideas. Key points stand out, though some could be better visualised or summarised.	7–8 (Very Good)	
	Insights generally understandable but uneven; key points not consistently highlighted.	5–6 (Satisfactory )	
	Insights unclear or buried in detail. Lacks emphasis on what matters most.	3-4 (Needs Improvement )	
	Key findings or messages are missing, confusing, or irrelevant.	0-2 (Minimal)	
<b>Overall Impact</b>	Inspiring, confident, and memorable. Feels ready for a professional client meeting.	9–10 (Excellent)	5%
	Engaging and persuasive overall. Good confidence and delivery structure.	7–8 (Very Good)	
	Solid but lacks strong emotional or professional impact. Competent but forgettable.	5–6 (Satisfactory )	
	Unfocused or underwhelming; audience unsure of main takeaway.	3-4 (Needs Improvement )	
	Disjointed and unclear. No sense of impact or conclusion.	0-2 (Minimal)	

### Final Grade Interpretation

Score Range (/100)	Descriptor	Summary

90–100	Excellent	Professional-level consulting presentation: clear, confident, engaging, and visually polished.
75–89	Very Good	Highly effective presentation with strong storytelling and design; minor refinements needed.
60–74	Satisfactory	Meets requirements; message mostly clear but lacks strong impact or design consistency.
40–59	Needs Improvement	Some understanding shown, but issues with clarity, structure, or design.
0–39	Minimal	Presentation incomplete, confusing, or lacks professional standard.