Demonstration Speech Rubric

Name______________________________

Presentation topic______________________________

5 Excellent ___ Organization: logically presented material. It has beginning, middle & end.
4 Good ___ Prepared for presentation: obviously you planned in advance & practiced.
3 Average ___ Delivery: volume, eye contact, articulation, etc.
2 Poor ___ Content: appropriate material, use of time, adequate info
1 Incomplete ___ Instructions and steps were clearly stated.
___ Steps are in order.
___ Necessary items available and their use was rehearsed.
___ Topic choice appropriate and fits assignment.
___ Presentation was given in a professional manner without interruptions or off topic remarks
___ Overall impression: Was your demonstration instructional?

50 points ___/50 VISUAL AID/POSTER
___/10 steps clearly explained
___/10 format appropriate – on a poster board
___/10 mechanically and grammatically correct
___/10 neatness and attractive to viewer
___/10 includes 5 photos (not too many extras which distract viewer)

Comments:

Total points earned _________ out of 100 possible.
Demonstration Speech Rubric

•How To Demonstration should be no more than 15 minutes, no less than 10 minutes.

•Topic must teach audience how to do something.

Student Evaluation  Speaker__________________  Topic_________________________
Organization:  Speaker logically presented material.  YES  NO
Prepared for presentation: obvious the person participated and knew material.  YES  NO
Delivery: Easy to understand or follow what was being said and demonstrated.  YES  NO
Content: I, as an audience member, learned something from this speech.  YES  NO
Were steps clearly stated?  YES  NO  Some were/Some weren’t

Student Evaluation  Speaker__________________  Topic_________________________
Organization:  Speaker logically presented material.  YES  NO
Prepared for presentation: obvious the person participated and knew material.  YES  NO
Delivery: Easy to understand or follow what was being said and demonstrated.  YES  NO
Content: I, as an audience member, learned something from this speech.  YES  NO
Were steps clearly stated?  YES  NO  Some were/Some weren’t

Student Evaluation  Speaker__________________  Topic_________________________
Organization:  Speaker logically presented material.  YES  NO
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Were steps clearly stated?  YES  NO  Some were/Some weren’t
Demonstration Speech Rubric

Student Evaluation  Speaker_________________________  Topic___________________________

Organization: Speaker logically presented material. YES  NO

Prepared for presentation: obvious the person participated and knew material. YES  NO

Delivery: Easy to understand or follow what was being said and demonstrated. YES  NO

Content: I, as an audience member, learned something from this speech. YES  NO

Were steps clearly stated? YES  NO  Some were/Some weren’t
This planning sheet must be completed before you can start your poster!

1. List all supplies necessary for your demonstration: (Make sure these things will be available!)

POSTER BOARD,

2. Write step-by-step instructions for how to complete your topic task.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

On the back of this sheet, draw FIVE to TEN rough sketches of what your PHOTOS might show for your poster.
How-To Demonstration/Poster Requirements

Topic _____________________________________________________________ 100 points possible

• Choose your topic carefully. It needs to be something that you already know how to do very well.
• It should be something that takes at least 10 steps and 10-15 minutes to complete.
• The demonstration and poster require that YOU provide supplies and materials. Make sure this is something you can do for both the poster and demonstration.
• All topics must be approved and school appropriate.
• The topic must be something that is fitting for the assignment in complexity to earn all possible points.
• It must be something that you can present without the aid of another person.

Poster must:
- have a title
- have pictures showing steps of demonstration (taken in class by you)
- have materials and supplies list and examples attached or photos of supplies/materials
- have accurate step-by-step directions that are numbered and typed
- be colorful, neat and interesting to look at
- show the entire process
- have clear steps with no backtracking or important items left out
- have warnings and cautions as necessary
- teach the class how to do something

Demonstration presentation must:
- be practiced before you demonstrate
- have all necessary items and materials ready
- ready to present on time/date assigned
- take 10-15 minutes
- include use of your poster
- follow presentation rules for speaking clearly and being prepared
- be appropriate for a school audience

You are expected to complete a critique form for other demonstrations as a part of your grade.

If you don’t present/demonstrate you can only earn a 50% grade.

A part of your grade will include time on task in class preparing the poster and practicing for your demonstration.

You will be able to use a list of instructions when you present (one page).
Owner’s Manual Project

English IIIC

An owner’s manual is a written publication that explains the general care and usage of a product. It also contains material that is mandated for product manuals by law. Usually it is written in an easy-to-read format with many details, diagrams and much explanation.

In your owner’s manual, you are trying to inform the product owner of the safe use of the product in the manner it was intended.

REQUIREMENTS:
• Purpose of product
• List of the contents of the product box/container.
• Assembly information if your product is not pre-assembled.
• How to operate the product: **You must have clear, detailed, step-by-step instructions!**
• Potential safety hazards and warnings
• Cleaning and care of the product
• Warranty information
• Service and repair information/contacts
• FAQ’s: frequently asked questions AND answers
• Troubleshooting Guide
• Diagrams, charts, drawings, etc.
• How to contact the product maker in as many ways as possible: phone, toll-free number, FAX, e-mail, web page, street address, etc.
• Copyright/patent information

Your manual should be a half-fold, 8 1/2 x 11 piece of paper. It will be a booklet when finished. You will complete your work on Microsoft Word. If computer technology cooperates, you may have access to a scanner. You may bring in colored paper if you choose to do so. Make sure to get EXTRA copies of the special paper so you can print several copies. Look at the example owner’s manuals.

Follow the suggestions below to create a rough sketch.

Rough draft due: __________ Final draft due: ________________

1. Make an outline: Decide what information is vital to product owners. See suggestions above.

2. Write interesting copy: Copy means the written material. It is written in short, concise, detailed language. It should emphasize the benefits to the customer/reader and why they should follow your instructions. You should warn them about potential hazards or troubleshooting tips.

3. Arrange the information in an attention-getting way: Use small paragraphs, bulleted lists, and short direct sentences to make it easy to read.
4. **Add visuals:** Your instructions will be much easier to understand if the copy is accompanied by simple diagrams, charts, clip art, etc. Don’t over do it! Too much will confuse your reader.

5. **Choose an appealing design:** The lettering, ease of reading and paper quality can encourage or discourage people from reading your instructions. Make them want to read it! **Don’t over do it with too much of a good thing.** Simple designs are best.

6. **Look at samples for ideas:** Think about what works and doesn’t work. What is your initial reaction to a plain manual with line after line of type and no diagrams? What makes you want to pick up a particular manual and really use it and/or keep it?

7. **Make sure you have all** the components of the requirements listed above.

8. **BE CREATIVE!!** Come up with an original product that does not exist. Give it a name. Name your newly founded company.

9. **Complete the planning worksheets thoroughly before writing your rough draft.** If you do the planning sheets first, it will save you time and avoid the problem of leaving out a necessary component.

10. **When typing, make sure you have set margins accurately so the text will be booklet size.** Step up the page so that you have .5 margins on all side (Page Setup under File menu). Turn the paper to the landscape or wide setting under Page Setup (under File menu). Use the columns setting under the FORMAT menu. Choose 2 columns. **Also, plan for the fact that each page will not always be planned/typed in order. CHECK EXAMPLES FOR HOW TO MAKE SURE PAGES ARE SEQUENTIAL.**

11. **The final draft will be a complete, stapled booklet.** Pay careful attention to proofreading and page layout BEFORE gluing any items to the final draft or printing on a paper of limited supply.

**Remember:**
**Planning sheet complete by:**
**Rough draft due:**
**Final draft due:**
# Owner’s Manual Scoring Guide

<table>
<thead>
<tr>
<th></th>
<th>5 Excellent work!</th>
<th>4 Very good with a minor errors or typos</th>
<th>3 Several errors that distract from the readability of your manual.</th>
<th>2 Lots of errors. Next time you need to carefully proofread.</th>
<th>1 Text is hard to read because there are so many errors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grammar/Spelling/</td>
<td>No errors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Punctuation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description of product</td>
<td>5 Excellent work! Reader</td>
<td>4 Good work—Reader understand a lot</td>
<td>3 You’re on the right track—some necessary details are left out or inaccurate.</td>
<td>2 Text tells about product in general but not specific or detailed enough.</td>
<td>1 Text was not planned well and reader is left with no understanding of the product.</td>
</tr>
<tr>
<td></td>
<td>gets a clear picture of how</td>
<td>about using the product with many</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>to use the product</td>
<td>accurate details.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Info</td>
<td>3 All contact info is</td>
<td>2 Contact info is included but</td>
<td>1 Most details not included or inaccurate.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>included and accurate;</td>
<td>not complete or some errors.</td>
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<tr>
<td></td>
<td>presented clearly.</td>
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</tr>
<tr>
<td>Diagrams and charts</td>
<td>3 Accurate diagrams are</td>
<td>2 Diagrams &amp; charts show reader how</td>
<td>1 Oops…you forgot to include diagrams and charts to show how to use product.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>included which feature the</td>
<td>to use product.</td>
<td></td>
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<tr>
<td></td>
<td>product use &amp; assembly.</td>
<td></td>
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</tr>
<tr>
<td>Assembly</td>
<td>3 Detailed list of steps.</td>
<td>2 Detailed list of steps that can be</td>
<td>1 Steps lack detail or vital information. Hard to follow information as presented.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Steps are complete. No</td>
<td>followed.</td>
<td></td>
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<tr>
<td></td>
<td>backtracking, 1 step per</td>
<td></td>
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<tr>
<td></td>
<td>item. Pictures help clarify.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Cleaning &amp; care—detailed</td>
<td>3 Care for this product</td>
<td>2 Good detail but not complete.</td>
<td>1 Used unclear steps and directions. Does not pertain to product.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>steps, warnings, and</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>recommendations</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Safety &amp; Disclaimers</td>
<td>3 Safety warnings are</td>
<td>2 Safety warnings are not complete.</td>
<td>1 Too few warnings about safety. No disclaimers or poorly written.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>complete. Disclaimers</td>
<td>More detail needs to be added.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>protect your company.</td>
<td>Disclaimers are incomplete.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User Friendly</td>
<td>3 Manual is clear, concise</td>
<td>2 Manual is basically useable.</td>
<td>1 An owner would have a difficult time following directions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and easily followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of this product is possible by your instructions?</td>
<td>2 Yes ____</td>
<td>1 No ____</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copyright and patent information is clearly presented?</td>
<td>2 Yes ____</td>
<td>1 No ____</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service—tells how to obtain accessories, supplies, missing parts, by phone/web page, service centers, etc. Warranty goes here.</td>
<td>3 A reader can clearly understand where to get service &amp; parts</td>
<td>2 Reader gets a general idea of service information.</td>
<td>1 No service information given that can be used by customer.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequently asked questions FAQs Is presented in Q&amp;A format.</td>
<td>5 Excellent Manual has solid, reasonable Q&amp;As.</td>
<td>4 Questions are good and have applicable answers.</td>
<td>3 Some questions don’t fit the product.</td>
<td>2 Answers don’t answer questions.</td>
<td>1 Not in Q&amp;A format. Poor answers.</td>
</tr>
<tr>
<td>Troubleshooting Is in chart form &amp; gives several solutions.</td>
<td>5 Excellent Multiple problems with good solutions.</td>
<td>4 Good work. Problems with good solutions.</td>
<td>3 Some problems with average solutions</td>
<td>2 Problems &amp; solutions are not realistic for product.</td>
<td>1 Not in chart form. Poor troubleshooting tips provided.</td>
</tr>
<tr>
<td>Overall design is pleasing to the eye</td>
<td>5 Excellent use of material and layout.</td>
<td>4 Good use of space and text in layout.</td>
<td>3 Some parts are well designed but flow needs adjustment.</td>
<td>2 All parts included but flow of material is awkward.</td>
<td>1 Material is there but layout is confusing to the reader.</td>
</tr>
<tr>
<td>Text is easy to read; informative</td>
<td>5 Excellent</td>
<td>4 Good</td>
<td>3 Average</td>
<td>2 Keep trying</td>
<td>1 Text is confusing or hard to understand.</td>
</tr>
<tr>
<td>Written text enables someone to use your product</td>
<td>5 Excellent</td>
<td>4 Expect a few phone calls asking for help.</td>
<td>3 Your customers may feel frustration with some directions.</td>
<td>2 Revise a bit so your customer service line isn’t overwhelmed.</td>
<td>1 Not enough info to fully explain use of product.</td>
</tr>
<tr>
<td>Visuals add to reader enjoyment; does not overwhelm or distract from writing.</td>
<td>5 You are a future designer! Great work!</td>
<td>4 Enjoyable to look at. Good work.</td>
<td>3 Balanced design with a few flaws.</td>
<td>2 Some good ideas but no consistent plan.</td>
<td>1 No plan or flow of material and info.</td>
</tr>
<tr>
<td>Creativity is shown in final product.</td>
<td>5 Very unique &amp;</td>
<td>4 Inviting and</td>
<td>3 Nice job but you</td>
<td>2 Some good ideas.</td>
<td>1 No creative ideas</td>
</tr>
<tr>
<td>Class time used well for project completion</td>
<td>creative</td>
<td>interesting</td>
<td>could do more.</td>
<td>Expand and stretch them next time!</td>
<td>demonstrated.</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>---------</td>
<td>-------------</td>
<td>----------------</td>
<td>------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>5</td>
<td>Exemplary</td>
<td>4 Hard worker; always on task</td>
<td>3 Average; on task most of time</td>
<td>2 Distracted easily. Work on use of time!</td>
<td>1 Project was thrown together at last minute</td>
</tr>
</tbody>
</table>

Total points: ____x3 ______/225
Fill in the requested information for each item below. This will give you an outline for your owner’s manual.

1. Describe the purpose or use of your product. **Remember, this must be a product that does not exist yet.**

2. Name your product. Give it both a product name and a model name. For example: A car is more than just a Ford. It may be a 1964 1/2 Ford Mustang.

   Example: Super Dooper Ice Scraper™ Deluxe XLJ model

3. List of the contents of the product box/container.

4. Decide if your product will be already assembled or if the customer will have to assemble it. If assembly is required, list the basic steps of assembly. Don’t forget to list tools and materials needed. [You will need to go into greater detail in your rough and final drafts. For this planning sheet just explain the basics.]
5. How do you operate this product? **You must have clear, detailed, step-by-step instructions!** [You will need to go into greater detail in your rough and final drafts. For this planning sheet just explain the basics.]

6. List the potential safety hazards. Try to imagine ways the product might be used accidentally or on purpose that could cause harm to the operator, their belongings, the product itself, etc. [You might refer to the typical warnings in the sample manual: electrical shock hazard, no use by children, etc. These are often LEGAL requirements.]

7. Many people will want to clean the product. How do they do so safely and properly?
8. What kind of warranty do you offer your customers? Don’t promise a lifetime warranty if you don’t mean it, but give them something or you’ll lose a sale. In the long run the warranty may be what will keep your customers loyal to your company.

9. If needed, how do customers get service or repair for the product? Where? When? For what problems?

10. Every good owner’s manual has a list of frequently asked questions. These include information that will be found elsewhere in the manual, but in this spot it is in a clear, concise Q&A format. What are your product users frequently asked questions? List the questions. Give answers too.
11. Anticipate the mistakes people might make in using your product. What questions will they ask? What things can you answer in the manual rather than spending time and money on a technical service hot line?

If an owner experiences trouble using the product, a troubleshooting guide would be helpful. **Create a chart** of things to check if the product doesn’t work properly.

12. What parts of your manual are going to require diagrams, charts, drawings, etc. to clarify any written explanation you provide? List what graphics or drawings you plan to include:
13. Create a company name, complete address, phone, toll-free number, FAX, e-mail, web page, etc.

14. Create a slogan and logo for your product. A **slogan** is a phrase used to sell the product. **It must be original for your product.** A **logo** is a symbol or design (artwork) used on packaging and advertising a product.

Examples: Slogan--Just do it. © logo--the Nike® swoosh
15. List your copyright/patent information. Who owns the copyright and trademark? What is your patent number? OR are you waiting for approval?

Example:
Copyright 1999 ©

Patent Pending (This means the patent is applied for but has not been granted yet.)

Patent No. 458792049 (make up a number for yours)

**Symbols you need to know when typing:** *(Note these are for MAC, we will write PC version on the board as discovered.)*

© Copyright is made by typing Option g (both keys at same time)

® Registered trademark is made by typing Option r (both keys at same time)

™ Trademark is made by typing Option 2 (both keys at same time)