



ASSESSMENT – SPOTLIGHT: A SCHOOL TRIP

FLYER						
Content						
all relevant content points are included: <i>program, what to bring, costs, call to action & map</i>	2	1	0	factor x2	total /4p	
Language						
appropriate use and range of vocabulary as well as grammatical structures on B1 level	3	2	1	0	factor x1	total /3p
Format & Layout						
max. two pages, logical structure & clarity	3	2	1	0	factor x2	total /6p
design, choice of pictures & creativity	3	2	1	0	factor x2	total /6p
Formalities						
requirements are met: <i>deadline met, printout in color & double-sided, .pdf sent</i>	3	2	1	0	factor x1	total /3p
						total /22p



PRESENTATION						
Content & Structure						
all relevant content points are included: <i>background information destination, details about activities, reasons for choices, reason for choosing the proposal</i>	3	2	1	0	factor x2	total /6p
logical structure, appealing introduction & suitable ending, easy to follow	3	2	1	0	factor x2	total /6p
Language						
appropriate use and range of vocabulary on B1 level, presentation phrases from chapter <i>Getting What It Takes</i> used	3	2	1	0	factor x1	total /3p
appropriate use and range of grammatical structures on B1 level	3	2	1	0	factor x1	total /3p
fluency & pronunciation	3	2	1	0	factor x1	total /3p
Presentation Skills						
no reading from cards, eye contact with entire audience, demeanor	3	2	1	0	factor x2	total /6p
varied tone, speaks clearly and at an understandable pace	3	2	1	0	factor x1	total /3p
keeps audience's attention, convincing and entertaining	3	2	1	0	factor x1	total /3p
Visuals						
visual components support the main points of the talk, effective use of images, appealing design	3	2	1	0	factor x1	total /3p
appropriate font size, amount of text, consistent layout	3	2	1	0	factor x1	total /3p
Bonus Points						
3p = winning proposal 2p = 2 nd place 1p = 3 rd place	3	2	1	0	factor x2	total /6p
total /39p	overall total /61p			mark		