SCHOOL NAME AND # AS IS APPEARS ON THE OFFICIAL LIST: _____

   Judge: _____

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
Company Name and Section Headers							
Poster Header: *(NOTE: This is the ONLY personalized heading)*	**0** Header is something other than the company name and/or the school or organization is not listed			**1** Company name is the heading and the sponsoring school or organization is listed			
Location: *(NOTE: This should be DIRECTLY below the company name)*	**0** Missing City and State or City and Country			**1** Includes City and State or City and Country			**SECTION TOTAL (3 points)**
Required headers *(* denotes required headers)*	**0** Required headers are not used or missing			**1** ALL required headers are used			
Overall Visual Presentation							
Criteria: • Aesthetically pleasing • Logical progression & easy to follow • Font clear & easy to read from 1.5 m • Header font consistent in size • Section font consistent in size	**0** Satisfies NONE of the criteria	**1** Satisfies 1 out of the 5 criteria	**2** Satisfies 2 out of the 5 criteria	**3** Satisfies 3 out of the 5 criteria	**4** Satisfies 4 out of the 5 criteria	**5** Satisfies ALL 5 criteria	**SECTION TOTAL (5 points)**
Failed to use SI (METRIC UNITS)	**-1 point** (Excluding the PVC fittings which are acceptable in inches / imperial units)						
Grammar & Spelling							
Overall quality of the written work including spelling and conventions.	**0** Significant errors distract the reader from understanding	**1** Many errors make it difficult to read or follow	**2** Frequent errors which slightly impact readability	**3** Occasional errors however, they do not impact readability	**4** Minor errors that do not impact readability	**5** No errors in spelling or grammar	**SECTION TOTAL (5 points)**
Photo Captions & Credit							
All images (photos, technical drawings and diagrams) should: • Include a caption explaining graphic and/or label features • Give credit to the photographer • Cite the source of image *(program, website, etc.;)* • Be of good quality • Be non-technical in nature	**0** No photos, technical drawings or diagrams	**1** Images included but have no caption, photo credit or source	**2** All photos have captions and MOST credit the photographer and/or source	**3** Most images are good quality. All images have captions and labels, credit the photographer and/or source and are mostly non-technical in nature.	**4** All images are high quality. All images have captions and labels, credit the photographer and/or source BUT are overly technical in nature	**5** All images are high quality, have captions and labels, credit the photographer and/or source AND are non-technical in nature	**SECTION TOTAL (5 points)**
*Abstract							
Criteria: • An abstract is Included • Word limit – approximately <u>150 words</u> • Introduces the company • Describes how the company designed & built specialized tools to complete the *specific* mission tasks • Relates tasks to the real world	**0** No abstract is included	**1** Satisfies 1 out of the 5 criteria	**2** Satisfies 2 out of the 5 criteria	**3** Satisfies 3 out of the 5 criteria	**4** Satisfies 4 out of the 5 criteria	**5** Satisfies ALL 5 criteria	**SECTION TOTAL (5 points)**
*Company Information							

Criteria: • Photo(s) of all the staff *(group or individual)* • Name(s) of all staff members • Title of each staff member *(CEO, CFO, etc.)* • Qualifications for each staff *(May include: grade, career goal, major, etc.)*	0 None of the criteria are met	1 Satisfies 1 out of the 4 criteria	2 Satisfies 2 out of the 4 criteria	3 Satisfies 3 out of the 4 criteria	4 Satisfies ALL 4 criteria	**SECTION TOTAL (4 points)**

*ROV Design: *NOTE: This should be the bulk of the Poster Display.*

ROV Design should include: • The marketable features of the ROV are identified & vehicle safety features outlined • Companies justify their design choices • The function of the features are related to specific mission tasks • Vocabulary and phrases that are not excessively technical and are understandable to the general public	0 No features are identified AND NO justification is provided	2 Features are identified BUT NO justification is provided	4 Features are identified AND the design choices are justified BUT NOT related to mission tasks OR contains excessive technical jargon	6 Features are identified, the design choices are justified AND related to mission tasks BUT contains excessive technical jargon	8 Features are identified, the design choices are justified AND related to mission tasks AND is understandable to the general public	**SECTION TOTAL (8 points)**

*Theme

The written response: • Describes how ROVs are used to conduct science under the ice, inspect and repair subsea pipelines and maintain offshore oilfields. • Addresses either technical, economic or socioeconomic issues • Information synthesized but not plagiarized	0 The theme is not addressed	1 A vague and unoriginal description of how ROVs are used to explore the Arctic.	2 A general description of how ROVs are used to explore the Arctic.	3 A detailed explanation of how ROVs are used to explore the Arctic.	4 An original AND detailed explanation of how ROVs are used to explore the Arctic.	
Appropriately cite your references/sources	0 No Sources Cited		1 Sources cited with format errors		2 Sources cited with proper format	
Photos, Diagrams, or Sketches	0 Does NOT include photos related to the Arctic.			1 Includes photos related to the Arctic		**SECTION TOTAL (7 points)**

*Company Evaluation

The company answers the following questions: • How would you characterize the company's overall success? • What do you consider strengths of your company & the ROV it designed? • What areas do you see needing improvement? • What was the most rewarding part of this experience? • What would you do differently next time?	0 None of the questions were answered	1 A vague attempt was made to answer some of the questions	2 Some questions are answered completely but others require more attention	3 Most of the questions are answered but more thought or effort could be made	4 All of the questions are answered But more thought or effort could be made	5 All of the questions were thoroughly & thoughtfully answered	**SECTION TOTAL (5 points)**

*Acknowledgements

The company: • Identifies companies and individuals who provide financial, logistical and/or moral support	0 Does not include acknowledgements	1 A minimal attempt was made to acknowledge supporters without any detail	2 A moderate attempt was made to acknowledge supporters with some detail	3 A strong attempt was made to acknowledge supporters with sufficient detail AND acknowledges MATE	**SECTION TOTAL (3 points)**

TOTAL POSTER SCORE =   / 50 points