

**SCHOOL NAME AND # AS IS APPEARS ON THE OFFICIAL LIST:** \_\_\_\_\_

Judge: \_\_\_\_\_

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
<b>Company Name and Section Headers</b>							
Poster Header: <i>(NOTE: This is the ONLY personalized heading)</i>	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				<b>SECTION TOTAL (3 points)</b>
Location: <i>(NOTE: This should be DIRECTLY below the company name)</i>	0 Missing City and State or City and Country		1 Includes City and State or City and Country				
Required headers (* denotes required headers)	0 Required headers are not used or missing		1 ALL required headers are used				
<b>Overall Visual Presentation</b>							
Criteria: <ul style="list-style-type: none"> <li>Aesthetically pleasing</li> <li>Logical progression &amp; easy to follow</li> <li>Font clear &amp; easy to read from 1.5 m</li> <li>Header font consistent in size</li> <li>Section font consistent in size</li> </ul>	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	<b>SECTION TOTAL (5 points)</b>
Failed to use SI (METRIC UNITS)	-1 point (Excluding the PVC fittings which are acceptable in inches / imperial units)						
<b>Grammar &amp; Spelling</b>							
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	<b>SECTION TOTAL (5 points)</b>
<b>Photo Captions &amp; Credit</b>							
All images (photos, technical drawings and diagrams) should: <ul style="list-style-type: none"> <li>Include a caption explaining graphic and/or label features</li> <li>Give credit to the photographer</li> <li>Cite the source of image (<i>program, website, etc ;</i>)</li> <li>Be of good quality</li> <li>Be non-technical in nature</li> </ul>	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	<b>SECTION TOTAL (5 points)</b>
<b>*Abstract</b>							
Criteria: <ul style="list-style-type: none"> <li>An abstract is Included</li> <li>Word limit – approximately <u>250 words</u></li> <li>Introduces the company</li> <li>Describes how the company designed &amp; built specialized tools to complete the <u>specific</u> mission tasks</li> <li>Relates tasks to the real world</li> </ul>	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	<b>SECTION TOTAL (5 points)</b>
<b>*Company Information</b>							

<b>Criteria:</b> <ul style="list-style-type: none"> <li>Photo(s) of all the staff (<i>group or individual</i>)</li> <li>Name(s) of all staff members</li> <li>Title of each staff member (<i>CEO, CFO, etc.</i>)</li> <li>Qualifications for each staff (<i>May include: grade, career goal, major, etc.</i>)</li> </ul>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>SECTION TOTAL (4 points)</b>
	None of the criteria are met	Satisfies 1 out of the 4 criteria	Satisfies 2 out of the 4 criteria	Satisfies 3 out of the 4 criteria	Satisfies ALL 4 criteria	

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

<b>Rationale should include:</b> <ul style="list-style-type: none"> <li>The marketable features of the ROV are identified &amp; vehicle safety features outlined</li> <li>Companies justify their design choices</li> <li>The function of the features are related to specific mission tasks</li> <li>Vocabulary and phrases that are not excessively technical and are understandable to the general public</li> </ul>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>SECTION TOTAL (8 points)</b>
	No features are identified AND NO justification is provided	Features are identified BUT NO justification is provided	Features are identified AND the design choices are justified BUT NOT related to mission tasks OR contains excessive technical jargon	Features are identified, the design choices are justified AND related to mission tasks BUT contains excessive technical jargon	Features are identified, the design choices are justified AND related to mission tasks AND is understandable to the general public	

**\*Theme**

<b>The written response:</b> <ul style="list-style-type: none"> <li>Describes how ROVs are used to conduct science under the ice, inspect and repair subsea pipelines and maintain offshore oilfields.</li> <li>Addresses either technical, economic or socioeconomic issues</li> <li>Information synthesized but not plagiarized</li> </ul>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>SECTION TOTAL (7 points)</b>
	The theme is not addressed	A vague and unoriginal description of how ROVs are used to explore the Arctic.	A general description of how ROVs are used to explore the Arctic.	A detailed explanation of how ROVs are used to explore the Arctic.	An original AND detailed explanation of how ROVs are used to explore the Arctic.	
Appropriately cite your references/sources	<b>0</b> No Sources Cited	<b>1</b> Sources cited with format errors	<b>2</b> Sources cited with proper format			
Photos, Diagrams, or Sketches	<b>0</b> Does NOT include photos related to exploring the Arctic		<b>1</b> Includes photos related to exploring the Arctic.			

**\*Company Evaluation**

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

**\*Acknowledgements**

<b>The company:</b> <ul style="list-style-type: none"> <li>Identifies companies and individuals who provide financial, logistical and/or moral support</li> </ul>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>SECTION TOTAL (3 points)</b>
	Does not include acknowledgements	A minimal attempt was made to acknowledge supporters without any detail	A moderate attempt was made to acknowledge supporters with some detail	A strong attempt was made to acknowledge supporters with sufficient detail AND acknowledges MATE	

**TOTAL POSTER SCORE = / 50 points**

**Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Poster)**

<b>Evidence of the following activities or marketing strategies:</b> <ul style="list-style-type: none"> <li>Mission statement and/or tag line</li> <li>Pamphlets or other marketing strategies</li> <li>Community service</li> <li>Mentoring outreach (e.g. students helping other students)</li> </ul>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Discretionary Points Earned</b>
	NO effort made	Evidence of 1 of 5 options	Evidence of 2 of 5 options	Evidence of 3 of 5 options	Evidence of 4 of 5 options	Evidence of ALL 5 options	

**BONUS POINTS FOR MEDIA OUTREACH – 5 POINTS TOTAL** **5 or 0**