

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

MARKETING DISPLAY 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				SECTION TOTAL (3 points)
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				
Required headers (* denotes required headers)	0 Required headers are not used or missing		1 ALL required headers are used				
Overall Visual Presentation							
Criteria: <ul style="list-style-type: none">Aesthetically pleasingLogical progression & easy to followSame font throughout, clear & easy to read from 1.5 mHeader font consistent in sizeSection 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)						
Size of poster exceeds the 36 in x 48 in size restrictions	-5 points and ineligible for best poster award						
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							
Criteria: <ul style="list-style-type: none">Caption explaining graphic and/or label features of the ROV includedCredit given to the photographerSource of image cited (program, website, etc.,)*Good quality imageNon-technical in nature <i>*Please refer to the competition manual for examples of how to properly write a caption and credit the photographer.</i>	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 but are overly technical in nature.	4 All images are high quality. All images have captions and labels, credit the photographer and/or source but are mostly non-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: <ul style="list-style-type: none">An abstract is Included within the 250 word limitIntroduces the companyProvides a vague or general description of how the company designed & built specialized tools to complete the specific product demonstrationsProvides a clear and strong description of how the company designed & built specialized tools to complete the specific product demonstrationsRelates tasks to the real world	0 No abstract is included	1 Abstract is within word limit ONLY	2 Abstract is within the word limit and includes a vague or general description of how the tools are specific to the product demos	3 Abstract introduces the company, is within the word limit, and includes a vague or general description of how the tools are specific to the product demos	4 Abstract introduces the company, is within the word limit, provides a vague or general description of how the tools are specific to the product demos, and relates the tasks to the real world.	5 Abstract introduces the company, is within the word limit, provides a clear, strong description of how the tools are specific to the product demos, and relates the tasks to the real world.	SECTION TOTAL (5 points)

*Company Information										
Criteria: <ul style="list-style-type: none"> Photo(s) of all the staff (<i>group or individual</i>) Name(s) of all staff members Title of each staff member (<i>CEO, CFO, etc.</i>) Qualifications for each staff (<i>May include: grade, career goal, major, etc.</i>) 	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)				
*Design Rationale: NOTE: This should be the bulk of the Poster Display.										
Rationale should present: <ul style="list-style-type: none"> The marketable features of the ROV & outline the vehicle's safety features. Companies clearly explain the benefits of these design features. The benefits of the design features should connect to the real life tasks the product demonstrations replicate. Vocabulary and phrases that is understandable by the general public & not overly technical. 	0 No features & safety are identified, no justification is provided, no connection to product demo & the explanation is overly technical or difficult to understand	1 Few features or safety are identified, no justification is provided, no connection to product demo & explanation difficult to understand	2 Few features & safety are identified & no justification provided, no connection to product demo but explanation is clear to the general public	3 Features & safety are identified & the design choices are partially justified but not connected to product demo & explanation is overly technical or difficult to understand	4 Features & safety are identified & the design choices are partially justified but not connected to product demo but explanation is clear to the general public	5 Features & safety are well identified & the design choices are justified with some connection to product demo & the explanation is overly technical or difficult to understand	6 Features & safety are well identified & the design choices are justified with some connection to product demo & easily understandable by the general public	7 Features & safety are successfully identified, the design choices are fully justified and clearly connected to the product demo & explanation is overly technical or difficult to understand	8 Features & safety are successfully identified, the design choices are fully justified and clearly connected to the product demo & easily understandable by the general public	SECTION TOTAL (8 points)
*Theme										
The written response: <ul style="list-style-type: none"> Describes how ROVs are used to conduct science "from the Gulf of Mexico to Jupiter's Moon, Europa; including ROV Encounters in Inner and Outer Space" 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 inner and outer space.	2 A general description of how ROVs are used to explore inner and outer space.	3 A detailed explanation of how ROVs are used to explore inner and outer space.	4 An original AND detailed explanation of how ROVs are used to explore inner and outer space.	SECTION TOTAL (7 points)				
Appropriately cite your references/sources	0 No Sources Cited	1 Some sources cited	2 Sources cited with a consistent format							
Photos, Diagrams, or Sketches	0 Does NOT include photos related to exploring the theme		1 Includes photos related to exploring the theme							
*Company Evaluation										
The company answers the following questions: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Identifies companies, organizations and/or 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 MARKETING DISPLAY SCORE = / 50 points										
Discretionary Points (<i>These points add to overall competition score but are not used to determine the BEST Marketing Poster</i>)										
Evidence of the following activities or marketing strategies: <ul style="list-style-type: none"> Mission statement and/or tag line Photo journals, pamphlets or "other" marketing strategies Company spec sheet and/or safety manual Community service and/or mentoring outreach 	0 NO effort made	1 Evidence of 1 of 4 options	2 Evidence of 2 of 4 options	3 Evidence of 3 of 4 options	4 Evidence of 4 of 4 options	5 Outstanding display of ALL 4 options	Discretionary Points Earned			