_Judge:____

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

MARKETING DISPLAY COMPONENT				SCOR	RING	CRITERIA	and EX	PLANAT	IONS			POINTS
Company Name and Section Headers												
Poster Header: (NOTE: This is the ONLY personalized heading)			0 ing other than the company name and/or ool 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)	M	issing Cit	Oity and State or City and Country			Includes City and State or City and Country					SECTION TOTAL	
Required headers (* denotes required headers)	R	equired h	eaders are r	not used o	or miss	sing		ALL	required header	ed	(3 points)	
Overall Visual Presentation												
Criteria: Aesthetically pleasing Logical progression & easy to follow Same font throughout, clear & easy to read from 1.5 m Header font consistent in size Section font consistent in size	Satisfic NONE of criteri	f the	1 Satisfie 1 out of 5 criter	the		2 Satisfies out of the 5 criteria	3 ou	3 tisfies t of the riteria	Satisfies 4 out of the 5 criteria	Э	5 Satisfies ALL 5 criteria	
Failed to use SI (METRIC UNITS)	-1 point (Excluding the PVC fittings which are acceptable in inches / imperial units)									SECTION TOTAL		
Size of poster exceeds the 36 in x 48 in size restrictions	-5 points and ineligible					for best	(5 points)					
Grammar & Spelling												` ' '
Overall quality of the written work including spelling and conventions.	Significant errors distract the reader from understanding		Many errors make it difficult to read or follow		wh	hich slightly however act readability not		3 onal errors er, they do impact dability	Minor errors to do not impa readability	ict	5 No errors in spelling or grammar	SECTION TOTAL (5 points)
Photo Captions & Credit		Ü								•		
Criteria: Caption explaining graphic and/or label features of the ROV included Credit given to the photographer Source of image cited (program, website, etc.,)* Good quality image Non-technical in nature *Please refer to the competition manual for examples of how to properly write a caption and credit the photographer.	No photos, technical drawings or diagrams		Images included but have no caption, photo credit or source		All photos have captions and MOST credit the photographer and/or source		Most images are good quality. All images have captions and labels, credit the photographer and/or source but are overly technical in nature.		All images a high quality. images hav captions an labels, credit photograph and/or sour but are mostly non-technical technical in na	All representation of the erece rece rece rece rece rece rece r	All images are aigh quality, have captions and labels, credit the photographer and/or source AND are non-echnical in nature	SECTION TOTAL (5 points)
*Abstract												
An abstract is Included within the 250 word limit Introduces the company Provides a vague or general description of how the company designed & built specialized tools to complete the specific product demonstrations Provides a clear and strong description of how the company designed & built specialized tools to complete the specific product demonstrations Relates tasks to the real world	No abstract is included	Abstrac withir word lin ONL	the water included the second of the water included the second of the water included the second of the water included the water	tract is wit vord limit a les a vagu ral descrip v the tools ecific to th duct demo	and ue or otion s are ne	Abstract intro the compa within the wo and includ vague or ge description of the tools are to the pro- demos	ny, is ord limit, les a eneral of how specific duct	company word lim vague descriptii tools are product relates th	ntroduces the r, is within the it, provides a or general on of how the specific to the demos, and e tasks to the I world.	compa word clear, s of ho specif demos	act introduces the any, is within the limit, provides a strong description by the tools are fic to the product s, and relates the to the real world.	SECTION TOTAL (5 points)

Criteria:				0	1		2		3		4	
 Photo(s) of all the staff (group or in 	ndividual)			-			_		·		-	
Name(s) of all staff members			N	lone of the	Satis	sfies	Satisfies		Satis	sfies	Satisfies	SECTIO
Title of each staff member (CEO, CFO, etc.)				criteria	1 out o	of the	2 out of the		3 out of the		ALL	TOTA
 Qualifications for each staff (May include: grade, career goal, major, etc 			etc)			eria	4 criteria		4 criteria		4 criteria	(4 points
Qualifications for each staff (may)	riciado. grado, caro	ci goai, major,	010.)									
*Design Rationale: NOTE: Th	is should be tl	he bulk of th	e Poster	Display.								
Rationale should present:	0	1	2	3		4	5	6		7	8	
The marketable features of the	No features &	Few features	Few feat	ures Featur	es & Fe	Features &	Features &	Features	&	Features &	Features 8	š
ROV & outline the vehicle's	safety are	or safety are	& safety	are safety	are sa	afety are	safety are well	safety ar	е	safety are	safety are)
safety features.	identified,	identified,	identifi	ed identi	fied id	dentified	identified	well		successfully	y successful	ly
Companies clearly explain the	no justification	no	& no	& the d	esign & t	he design	& the design	identifie	identified identified,		e identified, tl	he
benefits of these design	is provided, no	justification	justificat			oices are	choices are	& the des	& the design design		design choic	ces
features.	connection to	is provided,	provide	ovided, partially		partially	justified with	choices a	o o			
The benefits of the design	product demo	no	no	justifie		stified but	some	justified w		fully justified		ıd
features should connect to the	& the	connection	connection			not	connection to	some		and clearly		
real life tasks the product	explanation is	to product	product d			nnected to	product demo	connection	ı to	connected t		to
	overly	demo &	but	prod		product	& the	product		the product		
demonstrations replicate.	technical or	explanation	explanati			lemo but	explanation is	demo 8		demo	demo	
Vocabulary and phrases that is	difficult to	difficult to	clear to			planation	overly	easily		& explanation		
understandable by the general	understand	understand	genera			lear to the	technical or	understar		is overly	understand	1-
public & not overly technical.	undorotana	anaorotana	public		•	general	difficult to	able by the		technical o		
			Public	diffic		public	understand	genera		difficult to	general pub	
				unders		public	unacistana	public		understand		(8 points
Theme			<u>I</u>	diadic	taria			pablic		diadictario		(о роши
he written response:				0	1		2		3		4	
Describes how ROVs are used to conduct science "from the Gulf of			:	-	A vague and unorigin		A general	А	A detailed		An original AND	
Mexico to Jupiter's Moon, Europa; including ROV Encounters in		The th		escription of		description of ho		explanation of how		etailed explanation	of	
Inner and Outer Space"	, morading it ov En					o explore	ROVs are used				w ROVs are used	
Addresses either technical, economic or socioeconomic issues		1101010	inner a			explore inner ar				plore inner and ou		
	Information synthesized but not plagiarized				or arra care.	outer space.		outer space.			space.	
				0		j	1	1	o. opao	2	opaco.	
appropriately cite your references/sources			N	lo Sources Cite	t	Some so	ources cited	Sou	ces cit	ted with a co	nsistent format	SECTION
Photos, Diagrams, or Sketches			Door N	IOT include pho	0 tos related to	o ovnloring	the theme	Includes ph	otoc ro	1	loring the theme	TOTAL (7 points
Company Evaluation			DOC3 14	101 include pric	ios related to	o exploring	the theme	iriciaacs pri	0103 10	nated to exp	ioning the theme	(7 points
he company answers the following qu			0	1		2	3		4		5	
How would you characterize the o	ompany's overall s	uccess?	None of	None of A vague		Some	Most of the		All of the questions		f the questions	
What do you consider strengths of your company & the ROV it		he ROV it	the	attempt w		tions are	questions are	are answered			e thoroughly &	
			Laucation	s made to	ans	swered	answered but	but mo			houghtfully	
What do you consider strengths o designed?			question									
designed?			were	answer so	me comp	letely but	more thought o	r or effor		l be	answered	SECTION
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