

2018 MATE ROV COMPETITION MARKETING DISPLAY SCORE SHEET - NAVIGATOR

TEAM #:

COMPANY/SCHOOL NAME:

JUDGE NAME: _____

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
COMPANY NAME AND SECTION HEADERS							
Criteria: • Poster Header: (The ONLY personalized heading) • Location: (Positioned DIRECTLY below the company name) • Required Headers*: (<i>Abstract, Company Information, Design Rationale, Competition Theme, Company Evaluation / Market Assessment, Acknowledgments</i>)	0 Is missing MORE than one of the criteria: company name, location and/or any required headers	1 Is missing ONE of the criteria: company name, location, and/or any required headers	2 Includes ALL criteria: company name, location, and ALL required headers				SECTION TOTAL (2 points)
OVERALL VISUAL PRESENTATION							
Criteria: • Pleasing to look at, attractive • 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	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 AND SPELLING							
Overall quality of the written work including spelling and conventions	0 Significant errors distract from understanding	1 Many errors make it difficult to read or follow	2 Frequent errors that impact readability	3 Occasional errors that somewhat impact readability	4 Minor errors that do not impact readability	5 No errors in spelling or grammar	SECTION TOTAL (5 points)
PHOTO CAPTIONS AND CREDIT							
Criteria - for each photo: • Caption explaining the graphic and/or labelled features of the ROV • Credit given to the photographer • Source of image cited (<i>program, website, etc.</i>) • Good quality image	0 No photos, technical drawings, or diagrams	1 Images included but are low quality and have no caption, photo credit, or source	2 Images included, are good quality, and MOST have captions and credit the photographer and/or source	3 Images included, are good quality, and have captions and labels and credit the photographer and/or source	4 Images included, are high quality, and have detailed captions and labels and credit the photographer and/or source	SECTION TOTAL (4 points)	
*ABSTRACT							
Criteria - in no more than 150 words, write a summary that: • Introduces your company • Clearly explains how your company designed and built specialized tools for your ROV • Describes how those tools help your ROV to complete the <i>specific</i> product demonstrations • Connects the competition tasks to the real world	0 Abstract is not included	1 Abstract is included, but it is not complete	2 Abstract is within the word limit and introduces the company	3 Abstract is within the word limit, introduces the company, and includes a vague or general description of how the tools are specific to the product demos	4 Abstract is within the word limit, introduces the company, provides a vague or general description of how the tools are specific to the product demos, and tries to connect the tasks to the real world	5 Abstract is within the word limit, introduces the company, provides a clear, strong description of how the tools are specific to the product demos, and connects the tasks to the real world	SECTION TOTAL (5 points)
*COMPANY INFORMATION							
Criteria: • Photo(s) of all the members (group or individual) • Name(s) of all members • Titles of all members (CEO, CFO, etc.) • Qualifications for each (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 the criteria	SECTION TOTAL (4 points)	

*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.								
Rationale should present: •The marketable features of the ROV and 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.	0 No marketable or safety features are identified, no justification is provided, no connection to the product	1 Marketable and safety features are identified, but no justification is provided and no connection to the product demo	2 Marketable and safety features are identified and an attempt was made to justify the design choices, but no connection to the product demo	3 Marketable and safety features are identified and the design choices are somewhat justified, but lacking or weak connection to the product demo	4 Marketable and safety features are identified and the design choices are justified, but weak connection to the product demo	5 Marketable and safety features are clearly identified, and the design choices are well-justified and connected to the product demo	6 Marketable and safety features are clearly identified, the design choices are well-justified and clearly and convincingly connected to the product demo	SECTION TOTAL (11 points)
Vocabulary and phrasing	0 Overly technical, or difficult to follow by a non-technical	1 In general, understandable to a non-technical audience		2 Mostly understandable to a non-technical audience		3 Completely understandable to a non-technical audience		
Photos, diagrams, or sketches of the ROV's key design features		0 None included		1 Included but difficult to interpret or require technical knowledge to understand		2 Included and understandable to a non-technical audience		
*THEME: JET CITY: Aircraft, Earthquakes & Energy								
The written response: •Describes how ROVs can be used to support the following STEM applications: earthquake research, aircraft recovery, tidal turbines installation and habitat restoration & monitoring. •Addresses either technical, economic, or socioeconomic issues. •Information synthesized but not plagiarized.		0 The theme is not addressed		1 A vague or unoriginal description of how ROVs are used in some but not all of the STEM applications	2 A general description of how ROVs are used in some but not all of the STEM applications	3 A detailed description of how ROVs are used in each of the STEM applications	4 An original and detailed description of how ROVs are used in each of the STEM applications	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 the use of ROVs and connected to the theme.			1 Includes photos related to the use of ROVs and connected to the theme.			
*COMPANY EVALUATION / MARKET ASSESSMENT								
The company answers the following questions: •How would you characterize the company's overall success? •What do you consider the strengths of your company and 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 An attempt was made to answer some of the questions	2 Some questions are answered completely but others require more thought or effort	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 and thoughtfully answered		SECTION TOTAL (5 points)
*ACKNOWLEDGMENTS								
The company: •Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support	0 Does not include acknowledgments		1 Includes acknowledgments but does not recognize MATE		2 Includes acknowledgments and recognizes MATE			SECTION TOTAL (2 points)
TOTAL MARKETING DISPLAY SCORE = /50 points								
COMMENTS:								