

TEAM #:
COMPANY/SCHOOL NAME:

JUDGE NAME: _____

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
COMPANY NAME AND SECTION HEADERS							
<p><u>Criteria: Please include all of the main parts for full points.</u></p> <ul style="list-style-type: none"> • Poster Header: (The ONLY personalized heading) • Location: (Put this DIRECTLY below your company name) • Required Headers*: 1) Abstract, 2) Company Information, 3) Design Rationale, 4) Competition Theme, 5) Company Evaluation / Market Assessment, 6) Acknowledgments 	0	1	2	3	4	5	SECTION TOTAL (2 points)
Is missing MORE than one of the criteria: company name, location and/or any required headers	Is missing ONE of the criteria: company name, location, and/or any required headers	Includes ALL criteria: company name, location, and ALL required headers					
OVERALL VISUAL PRESENTATION							
<p><u>Criteria: How does my poster look to others?</u></p> <ul style="list-style-type: none"> • Is it attractive to look at? • Is it organized and easy to follow? • Did we use the same font style throughout and is it easy to read from 1.5 m away? • Are the HEADERS the same size font? • Is the written information the same size font? 	0	1	2	3	4	5	SECTION TOTAL (5 points)
Satisfies NONE of the criteria	Satisfies 1 out of the 5 criteria	Satisfies 2 out of the 5 criteria	Satisfies 3 out of the 5 criteria	Satisfies 4 out of the 5 criteria	Satisfies ALL 5 criteria		
Are the measurements in metric units?	-1 point (Except the PVC fittings which are acceptable in inches / imperial units)						
Is the poster bigger than 36 in x 48 in?	-5 points and my team can't win best poster award						
GRAMMAR AND SPELLING							
Did we check our spelling and punctuation?	0	1	2	3	4	5	SECTION TOTAL (5 points)
There are too many errors and it is very hard to read	There are many errors that make it hard to read	There are some errors that make it a little hard to read	There are a few errors, but it is still easy to read	There are a few small errors, but it is easy to read	There are no errors and it is easy to read		
PHOTO CAPTIONS AND CREDIT							
<p><u>Criteria - for each photo:</u></p> <ul style="list-style-type: none"> • <i>Caption</i>: Did we explain what's happening in the photo? • <i>Photo credit</i>: Did we include the name of the photographer if it's known? • <i>Source</i>: Did we include where we found the photo? (<i>program, website, etc.</i>) • <i>Quality</i>: Is the picture clear and easy to look at? 	0	1	2	3	4	5	SECTION TOTAL (4 points)
No photos, diagrams or drawings included.	Images included but are low quality and have no caption, photo credit, or source	Images included, are good quality, and MOST have captions and credit the photographer and/or source	Images included, are good quality, and have captions and labels and credit the photographer and/or source	Images included, are high quality, and have detailed captions and labels and credit the photographer and/or source			
*ABSTRACT							
<p><u>Criteria - in no more than 150 words, write a summary that:</u></p> <ul style="list-style-type: none"> • 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 specific product demonstrations • Connects the competition tasks to the real world 	0	1	2	3	4	5	SECTION TOTAL (5 points)
Abstract is not included	Abstract is included, but it is not complete	Abstract is within the word limit and introduces the company	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	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	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		
*COMPANY INFORMATION							
<p><u>Criteria:</u></p> <ul style="list-style-type: none"> • Photo(s) of all the members (group or individual) • Name(s) of all members • Job titles or roles of all members (CEO, CFO, etc.) • Qualifications for each (may include: grade, career goal, major, etc.) 	0	1	2	3	4	5	SECTION TOTAL (4 points)
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 the criteria			

*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.								
Rationale: •Did we show the main parts (features) of the ROV, including its tools and safety features? •Did we explain (justify) why the ROV's parts and tools are well designed to complete the product demonstration tasks? •Did we connect the benefits of the ROV design to the real life tasks the product	0 No parts, tools, or safety features are identified, no justification is provided, no connection to the product demo	1 Parts, tools, and safety features are identified, but no justification is provided and no connection to the product demo	2 Parts, tools, and safety features are identified and an attempt was made to justify the design choices, but no connection to the product demo	3 Parts, tools, and safety features are identified and the design choices are somewhat justified, but lacking or weak connection to the product demo	4 Parts, tools, and safety features are identified and the design choices are justified, but weak connection to the product demo	5 Parts, tools, and safety features are clearly identified, and the design choices are well-justified and connected to the product demo	6 Parts, tools, and safety features are clearly identified, the design choices are well-justified and clearly and convincingly connected to the product demo	
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		SECTION TOTAL (11 points)
*THEME: JET CITY: Aircraft, Earthquakes & Energy								
In your written response: •Did we research and describe how ROVs can be used to support the following STEM applications: earthquake research, aircraft recovery, tidal turbines installation and habitat restoration & monitoring? •Did we include information about either a technical, economic, or socioeconomic issue that connected to the theme? •Did we explain the theme in our own words and not just copy from the source?		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 STEM applications		
Did we include our sources and cite them under the written response?		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.			SECTION TOTAL (7 points)
*COMPANY EVALUATION / MARKET ASSESSMENT								
Your company answers the following questions: •How would you describe your company's overall success? •What do you consider the best thing about your company and your ROV? •What could you try to make or do better next time? •What was the most rewarding part of this experience? What did you like the best about participating? •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								
• Did we list companies, organizations, and/or individuals who provided us with financial (money), logistic (e.g. organizing meetings), and/or moral (encouragement!) 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:								