

TEAM #:
COMPANY/SCHOOL NAME:

JUDGE NAME: _____

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
COMPANY NAME AND SECTION HEADERS	<i>Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.</i>						
<u>Criteria: Please include all of the main parts for full points.</u> • 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) Theme, 5) Company Evaluation / Market Assessment, 6) Acknowledgments	0	1	2	3	4	5	
	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				
	SECTION TOTAL (2 points)						
OVERALL VISUAL PRESENTATION							
<u>Criteria: How does my poster look to others?</u> • 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	
	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 marketing display award						
	SECTION TOTAL (5 points)						
GRAMMAR AND SPELLING							
Did we check our spelling and punctuation?	0	1	2	3	4	5	
	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	
	SECTION TOTAL (5 points)						
PHOTO CAPTIONS AND CREDIT							
<u>Criteria - for each photo:</u> • <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	
	No photos, diagrams or drawings included.	Images but are low quality and have no caption, photo credit, or source	Images are good quality, and MOST have captions and credit the photographer or source	Images are good quality, and have captions and labels and credit the photographer or source	Images are high quality, and have detailed captions and labels and credit the photographer or source		
	SECTION TOTAL (4 points)						
*ABSTRACT- Note: ONE point will be deducted for abstracts over the word limit.							
<u>Criteria - in no more than 150 words, write a summary that:</u> • 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	1	2	3	4	5	
	Abstract is not included	Abstract is included, but it is incomplete	Abstract is within the word limit and includes a vague or general description of how the company met most of the criteria.	Abstract is within the word limit, includes a vague or general description of how the company met all 4 criteria	Abstract is within the word limit, provides a clear, strong description of how the company met most of the criteria.	Abstract is within the word limit, provides a clear, strong & complete description of how the company met all 4 criteria	
	SECTION TOTAL (5 points)						
*COMPANY INFORMATION							
<u>Criteria:</u> • 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		
	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		
	SECTION TOTAL (4 points)						
*THEME: Innovations for Inshore: ROV Operations in Rivers, Lakes, and Dams							
<u>In your written response:</u> • Did we research and describe how ROVs can be used to support the following STEM applications: inspecting and making repairs on hydroelectric dams, maintaining and monitoring water quality, determining habitat diversity, restoring fish habitat and recovering historical artifacts? • 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	1	2	3	4		
	The theme is not addressed	A vague or unoriginal description of how ROVs are used in some but not all of the STEM applications	A general description of how ROVs are used in some but not all of the STEM applications	A detailed description of how ROVs are used in each of the STEM applications	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	1	2				
	No sources cited	Some sources cited	Sources cited with a consistent format				
• Photos, diagrams, or sketches	0		1				
	photos NOT related to the use of ROVs & connected to the theme.		Includes photos related to the use of ROVs and connected to the theme.				
	SECTION TOTAL (7 points)						

*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 demonstrations simulate?	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 audience	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		
*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, if any, future plans do you have for enhancements or improvements? •What was the most rewarding part of this experience? •How has preparing for this helped strengthen your company's skills and outlook?	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	
*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 (11 points)							
SECTION TOTAL (5 points)							
SECTION TOTAL (2 points)							
TOTAL MARKETING DISPLAY SCORE =							
/50 points							
Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Display)							
Evidence of the following activities or marketing strategies: •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 Exceptional Marketing Display with evidence of 4 of 4 options	Discretionary Points Earned (5 points max)