

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

Judge: _____

MARKETING POSTER 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 followFont 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 -2 of the 5 criteria	2 Satisfies 3-4 of the 5 criteria	3 Satisfies ALL 5 criteria	SECTION TOTAL
Failed to use SI (METRIC UNITS)	-1 point (Excluding the PVC fittings which are acceptable in inches / imperial units)				(3 points)
Grammar & Spelling					
Overall quality of the written work including spelling and conventions.	0 Significant errors distract the reader from understanding	1 Frequent errors which slightly impact readability	2 Minor error(s) in spelling or grammar which do not impact readability		SECTION TOTAL (2 points)
Photo Captions & Credit					
All images (photos, technical drawings and diagrams) should: <ul style="list-style-type: none">Include a caption explaining graphic and/or label featuresGive credit to the photographerCite the source of image (program, website, etc.)Be of good qualityBe non-technical in nature	0 No photos, technical drawings or diagrams	1 Images included but have no caption, photo credit, or source	2 Most images are good quality. All images have captions and labels, credit the photographer and/or source AND are mostly non-technical in nature.	3 All images are high quality, have captions and labels, credit the photographer and/or source AND are non-technical in nature	SECTION TOTAL (3 points)
*Abstract					
Criteria: <ul style="list-style-type: none">An abstract is IncludedWord limit – approximately 150 wordsIntroduces to the companyDescribes how the company designed & built specialized tools to complete the specific mission tasksRelates tasks to the real world	0 No abstract is included	1 Satisfies 1-2 of the 5 criteria	2 Satisfies 3-4 of the 5 criteria	3 Satisfies ALL 5 criteria	SECTION TOTAL (3 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 Photo included with names of all member	2 Photo included with names of all members & their title	3 Satisfies ALL 4 criteria	SECTION TOTAL (3 points)
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***ROV Design: NOTE: This should be the bulk of the Poster Display**

ROV Design should include: <ul style="list-style-type: none"> The marketable features of the ROV are identified & vehicle safety features outlined Companies justify their design choices The function of the features are related to specific mission tasks Vocabulary and phrases that are not excessively technical and are understandable to the general public 	0 No features are identified AND NO justification is provided	1 Features are identified BUT NO justification is provided	2 Features are identified AND the design choices are justified BUT NOT related to mission tasks OR contains excessive technical jargon	3 Features are identified, the design choices are justified AND related to mission tasks BUT contains excessive technical jargon	4 Features are identified, the design choices are justified AND related to mission tasks AND is understandable to the general public	SECTION TOTAL (4 points)
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***Theme**

<u>The written response:</u> <ul style="list-style-type: none">Describes how ROVs are used to document shipwrecks, conduct scientific research & conserve national maritime heritage sites in the Thunder Bay National Marine Sanctuary (TBNMS)Addresses either technical, economic or socioeconomic issuesInformation synthesized but not plagiarized	0 The theme is not addressed	1 A vague and unoriginal description of how ROVs are used to explore TBNMS	2 A general description of how ROVs are used to explore TBNMS	3 An original AND detailed explanation of how ROVs are used to explore TBNMS	SECTION TOTAL (5 points)
Appropriately cite your references/sources	0 No Sources Cited		1 Sources Cited		
Photos, Diagrams, or Sketches	0 Does NOT include photos related to shipwrecks		1 Includes photos related to shipwrecks		

***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 Some questions are answered completely but others require more attention	2 Most of the questions are answered but more thought or effort could be made	3 All of the questions were thoroughly & thoughtfully answered	SECTION TOTAL (3 points)
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***Acknowledgements**

The company: <ul style="list-style-type: none"> Identifies companies and individuals who provide financial, logistical and/or moral support 	0 Does not include acknowledgements	1 Supporters and MATE acknowledged	SECTION TOTAL (1 point)
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TOTAL SCORE = / 30 POINTS