

2017 MATE ROV COMPETITION MARKETING DISPLAY SCORE SHEET - RANGER AND EXPLORER

JUDGE NAME:

COMPETITION CLASS:

TEAM #: **COMPANY/SCHOOL NAME:**

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
COMPANY NAME AND SECTION HEADERS							
<p><u>Criteria:</u></p> <ul style="list-style-type: none"> •Poster Header: (The ONLY personalized heading) •Location: (Positioned DIRECTLY below the company name) •Required Headers (Abstract, Company Information, ROV Design, Theme, Company Evaluation, 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:</u></p> <ul style="list-style-type: none"> • Aesthetically pleasing • Logical progression & easy to follow • Same font throughout, clear & easy to read from 1.5m • Header font consistent in size • Section font consistent in size 	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	
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	1	2	3	4	5	SECTION TOTAL (5 points)
	Significant errors distract from the readers' understanding	Many errors make it difficult to read or follow	Frequent errors which slightly impact readability	Occasional errors that do not impact readability	Minor errors that do not impact readability	No errors in spelling or grammar	
PHOTO CAPTIONS AND CREDIT							
<p><u>Criteria - for each photo:</u></p> <ul style="list-style-type: none"> •Caption explaining the graphic and/or labelled features of the ROV •Credit given to the photographer •Source of image <i>cited</i> (program, website, etc.) •Good quality image <p><i>*Please refer to the competition manual for examples of how to properly write a caption and credit the photographer.</i></p>	0	1	2	3	4	5	SECTION TOTAL (4 points)
	No photos, technical drawings, or diagram	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	All images are high quality. All images have captions and labels, credit the photographer and/or source		

*ABSTRACT								
Criteria: <ul style="list-style-type: none"> •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 <u>specific</u> product demonstrations OR •Provides a clear and strong description of how the company designed & built specialized tools to complete the <u>specific</u> product demonstrations •Relates competition tasks to the real world 	0 No abstract is included	1 Abstract is within word limit ONLY	2 Abstract is within the word limit and includes a vague or general description of how the tools are specific to the product demos	3 Abstract introduces the company, is within the word limit, and includes a vague or general description of how the tools are specific to the product demos	4 Abstract introduces the company, is within the word limit, provides a vague or general description of how the tools are specific to the product demos, and relates the tasks to the real world	5 Abstract introduces the company, is within the word limit, provides a clear, strong description of how the tools are specific to the product demos, and relates the tasks to the real world	SECTION TOTAL (5 points)	
*COMPANY INFORMATION								
Criteria: <ul style="list-style-type: none"> •Photo(s) of all the staff (group or individual) •Name(s) of all staff members •Titles of all staff members (CEO, CFO, etc.) •Qualifications for each staff (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: <ul style="list-style-type: none"> •The marketable features of the ROV & 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 features & safety are identified, no justification is provided, no connection to the product demo	1 Few features or safety are identified, no justification is provided, no connection to the product demo	2 Some features & safety are identified & the design choices are partially justified but not connected to the product demo	3 Features & safety are identified & the design choices are partially justified with some connection to the product demo	4 Features & safety are identified & the design choices are justified with some connection to the product demo	5 Features & safety are well identified, the design choices are fully justified and connected to the product demo	6 Features & safety are successfully identified, the design choices are fully justified and clearly connected to the product demo	
Vocabulary and Phrasing	0 Overly technical, or difficult to follow by a non-technical audience	1 Generally 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 ROVs key design features.	0 None included	1 Included but difficult to interpret or require technical knowledge to understand	2 Included and are understandable to a non-technical audience				SECTION TOTAL (11 points)	
*THEME								
The written response: <ul style="list-style-type: none"> •Describes how ROVs are or could be used to support port security, health, commerce, and security now or in the future. •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 to support port security, health, commerce, & security	2 A general description of how ROVs are used to support port security, health, commerce, & security	3 A detailed explanation of how ROVs are used to support port security, health, commerce, & security	4 An original & detailed explanation of how ROVs are used to support port security, health, commerce & security			
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 by port cities	1 Includes photos related to the use of ROVs by port cities						SECTION TOTAL (7 points)

*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 & 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	1	2	3	4	5	SECTION TOTAL (5 points)
	None of the questions were answered	A vague attempt was made to answer some of the questions	Some questions are answered completely but other require more attention	Most of the questions are answered but more thought or effort could be made	All of the questions are answered but more thought or effort could be made	All of the questions were thoroughly & thoughtfully answered	
*ACKNOWLEDGEMENTS							
The Company: •Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support	0	1	2				SECTION TOTAL (2 points)
	Does not include acknowledgements	Includes acknowledgements but does not recognize the MATE Center	Includes acknowledgements and recognizes the MATE Center				
TOTAL MARKETING DISPLAY SCORE = /50 points							
Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Poster)							
Evidence of the following activates 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	1	2	3	4	5	Discretionary Points Earned (5 points max)
	NO effort made	Evidence of 1 of 4 options	Evidence of 2 of 4 options	Evidence of 3 of 4 options	Evidence of 4 of 4 options	Exceptional marketing display with evidence of 4 of 4 options	
COMMENTS:							