

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: <i>(NOTE: This is the ONLY personalized heading)</i>	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: <i>(NOTE: This should be DIRECTLY below the company name)</i>	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 pleasing Logical progression & easy to follow Font 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)						
Grammar & Spelling							
Overall quality of the written work including spelling and conventions.	0 Significant errors distract the reader from understanding	1 Many errors make it difficult to read or follow	2 Frequent errors which slightly impact readability	3 Occasional errors however, they do not impact readability	4 Minor errors that do not impact readability	5 No errors in spelling or grammar	SECTION TOTAL (5 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 features Give credit to the photographer Cite the source of image (program, website, etc.) Be of good quality Be non-technical in nature 	0 No photos, technical drawings or diagrams	1 Images included but have no caption, photo credit or source	2 All photos have captions and MOST credit the photographer and/or source	3 Most images are good quality. All images have captions and labels, credit the photographer and/or source and are mostly non-technical in nature.	4 All images are high quality. All images have captions and labels, credit the photographer and/or source BUT are overly technical in nature	5 All images are high quality, have captions and labels, credit the photographer and/or source AND are non-technical in nature	SECTION TOTAL (5 points)
*Abstract							
Criteria: <ul style="list-style-type: none"> An abstract is Included Word limit – approximately <u>250 words</u> Introduces the company Describes how the company designed & built specialized tools to complete the <u>specific</u> mission tasks Relates tasks to the real world 	0 No abstract is included	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)

*Company Information							
<u>Criteria:</u> <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 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 4 criteria		SECTION TOTAL (4 points)
*Design Rationale: NOTE: This should be the bulk of the Poster Display							
<u>Rationale should include:</u> <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	2 Features are identified BUT NO justification is provided	4 Features are identified AND the design choices are justified BUT NOT related to mission tasks OR contains excessive technical jargon	6 Features are identified, the design choices are justified AND related to mission tasks BUT contains excessive technical jargon	8 Features are identified, the design choices are justified AND related to mission tasks AND is understandable to the general public		SECTION TOTAL (8 points)
*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 issues Information 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 A detailed explanation of how ROVs are used to explore TBNMS	4 An original AND detailed explanation of how ROVs are used to explore TBNMS		SECTION TOTAL (7 points)
Appropriately cite your references/sources	0 No Sources Cited	1 Sources cited with format errors	2 Sources cited with proper format				
Photos, Diagrams, or Sketches	0 Does NOT include photos related to shipwrecks	1 Includes photos related to shipwrecks					
*Company Evaluation							
<u>The company answers the following questions:</u> <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 A vague attempt was made to answer some of the questions	2 Some questions are answered completely but others require more attention	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 & thoughtfully answered	SECTION TOTAL (5 points)
*Acknowledgements							
<u>The company:</u> <ul style="list-style-type: none"> Identifies companies and individuals who provide financial, logistical and/or moral support 	0 Does not include acknowledgements	1 A minimal attempt was made to acknowledge supporters without any detail	2 A moderate attempt was made to acknowledge supporters with some detail	3 A strong attempt was made to acknowledge supporters with sufficient detail AND acknowledges MATE			SECTION TOTAL (3 points)
TOTAL POSTER SCORE = / 50 points							
Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Poster)							
<u>Evidence of the following activities or marketing strategies:</u> <ul style="list-style-type: none"> Mission statement and/or tag line Pamphlets or other marketing strategies Community service Mentoring outreach (e.g. students helping other students) Media outreach (<i>International Only</i>) 	0 NO effort made	1 Evidence of 1 of 5 options	2 Evidence of 2 of 5 options	3 Evidence of 3 of 5 options	4 Evidence of 4 of 5 options	5 Evidence of ALL 5 options	Discretionary Points Earned