

2021 MATE ROV COMPETITION MARKETING DISPLAY SCORE SHEET - NAVIGATOR

TEAM #:  
COMPANY/SCHOOL NAME:

JUDGE NAME: \_\_\_\_\_

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
<b>COMPANY NAME AND SECTION HEADERS</b>	<i>Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.</i>						
Criteria: <i>Please include all of the main parts for full points.</i> • Poster Header: (The ONLY personalized heading) • Location: (Put this DIRECTLY below your company name) • Required Headers*: <b>1) Abstract, 2) Company Information, 3) Design Rationale, 4) Theme, 5) Company Evaluation / Market Assessment, 6) Acknowledgments</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
	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				<b>SECTION TOTAL (2 points)</b>
<b>OVERALL VISUAL PRESENTATION</b>							
Criteria: • Aesthetically pleasing • Logical progression & easy to follow • Same font throughout, clear & easy to read from 1.5 m • Header font consistent in size • Section font consistent in size	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
	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						<b>SECTION TOTAL (5 points)</b>
<b>GRAMMAR AND SPELLING</b>							
Overall quality of the written work including spelling and conventions.	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
	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	<b>SECTION TOTAL (5 points)</b>
<b>PHOTO CAPTIONS AND CREDIT</b>							
Criteria - for each photo: • Caption explaining the graphic and/or labelled features of the ROV • Credit given to the photographer • Source of image cited (program, website, etc.) • Good quality image	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
	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		<b>SECTION TOTAL (4 points)</b>
<b>*ABSTRACT- Note: ONE point will be deducted for abstracts over the word limit.</b>							
Criteria - in no more than 150 words, write a summary that: • 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	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
	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	<b>SECTION TOTAL (5 points)</b>
<b>*COMPANY INFORMATION</b>							
Criteria: • 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.)	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>		
	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		<b>SECTION TOTAL (4 points)</b>
<b>*THEME: Excite, Educate, Empower: Students engineering solutions to global problems</b>							
The written response: • Describe how ROVs can be used to address global problems: remediating plastic pollution, monitoring & restoring coral reefs and maintaining healthy waterways. • Addresses ESG (environmental, social or governance) factors that are connected to the theme • Information synthesized but not plagiarized.	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>		
	The theme is not addressed	A vague or unoriginal description of how ROVs are used to address some but not all of the global problems	A general description of how ROVs are used to address some but not all of the global problems	A detailed description of how ROVs are used to address each of the global problems	An original and detailed description of how ROVs are used to address each of the global problems		
• Appropriately cite your references/sources	<b>0</b>	<b>1</b>	<b>2</b>				
	No sources cited	Some sources cited	Sources cited with a consistent format				
• Photos, diagrams, or sketches	<b>0</b>			<b>1</b>			
	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.			<b>SECTION TOTAL (7 points)</b>

<b>*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.</b>							
Rationale should present: •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.	<b>0</b> No parts, tools, or safety features are identified, no justification is provided, no connection to the product demo	<b>1</b> Parts, tools, and safety features are identified, but no justification is provided and no connection to the product demo	<b>2</b> Parts, tools, and safety features are identified and an attempt was made to justify the design choices, but no connection to the product demo	<b>3</b> Parts, tools, and safety features are identified and the design choices are somewhat justified, but lacking or weak connection to the product demo	<b>4</b> Parts, tools, and safety features are identified and the design choices are justified, but weak connection to the product demo	<b>5</b> Parts, tools, and safety features are clearly identified, and the design choices are well-justified and connected to the product demo	<b>6</b> 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	<b>0</b> Overly technical, or difficult to follow by a non-technical audience	<b>1</b> In general, understandable to a non-technical audience		<b>2</b> Mostly understandable to a non-technical audience		<b>3</b> Completely understandable to a non-technical audience	
Photos, diagrams, or sketches of the ROV's key design features	<b>0</b> None included		<b>1</b> Included but difficult to interpret or require technical knowledge to understand	<b>2</b> Included and understandable to a non-technical audience			
<b>*COMPANY EVALUATION / MARKET ASSESSMENT</b>							
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?	<b>0</b> None of the questions were answered	<b>1</b> An attempt was made to answer some of the questions	<b>2</b> Some questions are answered completely but others require more thought or effort	<b>3</b> Most of the questions are answered but more thought or effort could be made	<b>4</b> All of the questions are answered but more thought or effort could be made	<b>5</b> All of the questions were thoroughly and thoughtfully answered	
<b>*ACKNOWLEDGMENTS</b>							
The company: •Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support	<b>0</b> Does not include acknowledgments		<b>1</b> Includes acknowledgments but does not recognize MATE		<b>2</b> Includes acknowledgments and recognizes MATE		
<b>TOTAL MARKETING DISPLAY SCORE =</b>							<b>/50 points</b>
<b>Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Display)</b>							
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	<b>0</b> NO effort made	<b>1</b> Evidence of 1 of 4 options	<b>2</b> Evidence of 2 of 4 options	<b>3</b> Evidence of 3 of 4 options	<b>4</b> Evidence of 4 of 4 options	<b>5</b> Exceptional Marketing Display with evidence of 4 of 4 options	Discretionary Points Earned (5 points max)