



TEAM #:

MATE ROV COMPETITION MARKETING DISPLAY SCORE SHEET - RANGER

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

COMPANY/SCHOOL NAME:

Employability and ROV-specific knowledge and skills	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>				
 Communication  Engineering	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 6) Acknowledgments</b>	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				
<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		0	1	2	3	4	5
Are the measurements in metric units? Is the poster bigger than 36 in x 48 in?		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
		-1 point (Except the PVC fittings which are acceptable in inches / imperial units)					
		-5 points and my team can't win best marketing display award				<b>SECTION TOTAL (5 points)</b>	
<b>GRAMMAR AND SPELLING</b>							
Criteria: <u>Overall quality of the written work including spelling and conventions.</u> •Writes clearly and concisely using correct grammar, spelling, syntax, and sentence structure		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	
						<b>SECTION TOTAL (5 points)</b>	
<b>PHOTO CAPTIONS AND CREDIT</b>							
Criteria - Effectively uses images, diagrams, and data to communicate designs and processes: • 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		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		
						<b>SECTION TOTAL (4 points)</b>	
<b>*ABSTRACT-</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 specific 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	
		NOTE: Entries exceeding 150 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.				<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.)		0	1	2	3	4	5
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:</b>							
The written response: •Describes how ROVs can be used to address global problems reflected in the theme. •Addresses the UN Sustainable Development Goals and ESG (environmental, social or governance) factors that are directly connected to the theme. •Information synthesized but not plagiarized.		0	1	2	3	4	5
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		
						<b>SECTION TOTAL (7 points)</b>	
•Appropriately cite your references/sources		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.					
						<b>SECTION TOTAL (7 points)</b>	



Engineering



Intellectual Development



Science, Physics, Tech



Teamwork and Collaboration



Critical Thinking


















Diversity Knowledge



Technology and Society



Ethical Conduct

     	<b>*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.</b>								
	Rationale should present:	0	1	2	3	4	5	6	SECTION TOTAL (11 points)
	Criteria -Vocabulary and Phrasing :	0	1	2	3				
	Photos, diagrams, or sketches of the ROV's key design features	0	1	2					
	<b>*COMPANY EVALUATION: NEW- Please refer to the manual OVERVIEW: From Technical to Teamwork, Problem-Solving, Creativity, and Critical Thinking: MATE Develops Skills for Success in the Workforce</b>								
Successful MATE companies not only strive to develop innovative technologies that fulfill the REQUEST FOR PROPOSALS (RFP) but they are also self-reflective and evaluate their business practices as part of a continuous cycle of improvement. This year MATE asks teams to: •Identify three employability skillsets from the ORANGE ICONS BELOW •Reflect and Share a growth opportunity your company experienced in each identified area. •Explain how this led to your company's growth and development of each identified employability skillset. •WORD LIMIT -The company's entire evaluation should <u>not exceed</u> 500 words.	0	1	2	3	4	5	SECTION TOTAL (5 points)		
         <p>NOTE: Entries exceeding 500 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.</p>									
<b>*ACKNOWLEDGMENTS</b>									
The company:	0	1	2	SECTION TOTAL (2 points)					
<b>TOTAL MARKETING DISPLAY SCORE =</b>							<b>Out of 50 points</b>		<b>0</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:	0	1	2	3	4	5	Discretionary Points Earned (5 points max)		