

**Third Year M.Eng Group Project**

**Leaflet Marking Scheme (2021)**

To design and produce a 2pp A4 leaflet describing your engineering solution to an interested but non-expert audience i.e. potential investor

Project: Date:

Academic Supervisor: Signature:

\*\*Please allocate the desired marks/grades and return by email ([c.drysdale@imperial.ac.uk)\*\*](mailto:c.drysdale@imperial.ac.uk)**)

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| **Criteria** | |  |
| **Description of design solution (50%)** | | |
| 10% | Do the proposed concepts meet the client criteria? |  |
| 10% | Does the concept show an appreciation of the context (social, economic, environmental)? |  |
| 10% | Does the solution suit the specific needs of the intended users? |  |
| 10% | Competitor analysis. What is your Unique Selling Point?  Is market size fully understood and expressed? |  |
| 10% | Is the commercial viability i.e. cost of production/price to consumer expressed clearly and accurately? |  |
| **Visual appeal and writing style (30%)** | | |
| 10% | Appropriate design i.e. right amount of content and visual appeal |  |
| 10% | Is the writing style appropriate – does it communicate, convince, persuade |  |
| 10% | Is the technical description appropriate for a non-expert audience? |  |
| **Additional “flair” (effort beyond brief) (20%)** | | |
| 20% | Novel solutions, innovative engineering, etc. |  |

Please provide three points of feedback:

1.

2.

3.