# Judging rubric

|  |  |
| --- | --- |
| **Success criteria** | **Points** |
| The product meets some of the success criteria but is poorly designed | **1** |
| The product meets some of the success criteria and demonstrates limited design and creativity | **2** |
| The product meets most of the success criteria and demonstrates good design and creativity | **3** |
| The product meets all the success criteria and demonstrates good design and creativity | **4** |
| The product meets all the success criteria and demonstrates outstanding design and creativity | **5** |

|  |  |
| --- | --- |
| **Teamwork** | **Points** |
| The team do not collaborate or communicate effectively | **1** |
| The team collaborate/communicate but communicate/collaborate poorly | **2** |
| The team collaborate and communicate reasonably effectively, and tasks are distributed between the team | **3** |
| The team collaborate and communicate effectively, and tasks are distributed between the team and progress is shared regularly | **4** |
| The team work together seamlessly and all tasks are managed well | **5** |

|  |  |
| --- | --- |
| **Elevator pitch** | **Points** |
| The pitch is ill prepared and rambling. Ideas are missing or are poorly communicated. Questions are poorly answered or not at all. | **1** |
| The pitch is partially thought out and some ideas are communicated. Questions are answered reasonably well but may lack detail. | **2** |
| The pitch is presented reasonably well, and the ideas are communicated. The benefits are unclear. Some questions are answered well. | **3** |
| The pitch is presented well, and the ideas are communicated effectively. The benefits are reasonably clear. Most questions are answered well. | **4** |
| The pitch is presented with passion and energy and the ideas are communicated effectively. The benefits are clear. All questions are answered well. | **5** |

|  |  |
| --- | --- |
| **Ideation** | **Points** |
| The original design has barely changed. The product has been adapted but the designs have not been used or followed. | **1** |
| The original design has been cautiously adapted with some effort to describe the changes on the design. | **2** |
| The design has been adapted to accommodate some of the additional criteria reasonably well and these changes are clear on the design. The materials have been partially explained for the prototype or final product. | **3** |
| The design has been adapted to reflect most of the necessary changes. The design has been updated to include necessary details of changes. The materials have been reasonably explained for the prototype and final product. | **4** |
| The design has been successfully adapted to reflect all the necessary changes. The design has been thoroughly updated to include all necessary details of the changes. The materials have been sensibly explained for the prototype and final product. | **5** |

|  |  |
| --- | --- |
| **Product** | **Points** |
| The product is poorly built. The product misfunctions or doesn’t function at all. The product bears no resemblance to the intended design. | **1** |
| The product is partially built. The product functions in some way. The product has some similarity to the intended design. | **2** |
| The product is mostly built. The product functions but is incomplete in one or more areas. The design partially reflects the initial design. | **3** |
| The product is built . The product maybe untidy or not fully match the intended design. | **4** |
| The product is fully built, well made, and matches the planned design. The product functions as a working mock-up as intended. | **5** |

|  |  |
| --- | --- |
| **Marketing material** | **Points** |
| There is at least one piece of marketing material which describes the product. | **1** |
| There is at least one piece of marketing material which describe the product and a product logo. | **2** |
| Both the marketing material and product logo are completed to a reasonable standard. | **3** |
| Both the marketing material and product logo are effective and communicate the core benefits of the product. | **4** |
| All marketing materials are completed to a high standard and present the product in an attractive and informative way. | **5** |

|  |  |
| --- | --- |
| **Marketing material** | **Points** |
| There is at least one piece of marketing material which describes the product. | **1** |
| There is at least one piece of marketing material which describe the product and a product logo. | **2** |
| Both the marketing material and product logo are completed to a reasonable standard. | **3** |
| Both the marketing material and product logo are effective and communicate the core benefits of the product. | **4** |
| All marketing materials are completed to a high standard and present the product in an attractive and informative way. | **5** |