

DESIGN EXPO POSTER

	Points Possible	Score	Exemplary	Developing	Beginning
Introduction (includes problem statement and requirements)	10		Provides a thorough and concise introduction to the context, main goals of the design project, the general objectives posed by the problem and a full list of specifications to be met, including priorities. Incorporates all relevant information from PDR and CDR.	Provides a basic introduction to some or all of the following: context, main goals of the design project, the general objectives posed by the problem and full list of specifications to be met, including priorities. Lacks concise detail, or is missing an element.	Goals and objectives and/or specifications are incomplete. Lacks fluency, organization, and concise detail.
Detailed Design Description	30		Provides an overview of the full design and details for critical parts. Includes professional-looking engineering drawings that are annotated to be self-explanatory. All relevant quantitative analysis is included.	Provides most information needed for an overview and some details for critical parts. Includes appropriate engineering drawings that lack some detail &/or are not sufficiently annotated.	Provides an incomplete &/or unorganized description of the design that fails to give the reader a conceptual understanding of the design. Engineering drawings, if included, are sloppy and lacking in detail.
Project Evaluation	15		Provides a complete description of the testing of the design project that includes a well-analyzed discussion of the tests performed for each performance goal. An analysis of the results is included which provides readers with a basis for judging the success of the project. Results are organized and presented in tables and figures and are annotated to be self-explanatory.	Describes most aspects of the testing of each project performance goal.	Provides an incomplete &/or unorganized description of the testing of the project's performance goals.
Cost Analysis And Parts List	10		Using a well-organized table, provide detailed source and cost information. Include total expenditure, & the team's budget performance.	Describes most aspects of the sources & costs for the design components.	Comparison of the design components' options and costs is poorly organized and lacks sufficient detail (e.g., just gives a cost summary).
Conclusions & Recommendations	5		Provides a clear, organized, & concise summary that reviews the outcomes of the design project. Conclusions and recommendations are thoughtful, positive, and comprehensive.	Summary is either wordy with too much information or does not completely review project.	Summary provides insufficient coverage of the project and outcomes. It is lacking in fluency and organization.
Spelling & Grammar	5		Correct spelling and grammar are pervasive.	Contains several spelling and grammatical errors.	Contains frequent spelling and grammatical errors.
Prose	5		Poster is fluid, coherent, clear, and logical in thought & organization. Text is concise and designed for quick reading and understanding. Demonstrates mature, professional prose and word choice.	Poster is somewhat fluent and coherent, although it contains logical inconsistencies in either thought or organization. Text may be too wordy or incomplete	Document is wordy and vague. It lacks coherence and logic in thought and organization. Writing is disjointed and lacks transitions.
Professional Appearance	20		Poster is attractive and professionally done. Cuts are clean, text is aligned, adhesives are invisible. Graphics and color are used to enhance communication. Text is easily read.	Poster is of moderate visual quality. Some details are rough. Graphics and colors are attention-getting, but don't contribute otherwise.	Poster is not professional quality. Elements are obviously hand-done. Cuts may be crooked, tape is visible. Poster is unattractive.
Total:	100				