Team Massachusetts					
COMMUNICATIONS	**TEAM SCORE**				**POINTS**
	APPROACH	EQUALS	EXCEEDS	ECLIPSES	/100
CONTEST CRITERIA	0-60	61-80	81-90	91-100	
A FINAL WEBSITE					
1 Was the site submitted by the deadline?				X	
2 Is the design appealing (graphics, photos, colors, and typography)?		X			
3 Is the information architecture easy to use, consistent, and comprehensible? Does it present a logical hierarchy of information?	X				
4 Are graphical elements easy to use, consistent, and well integrated with content and design?		X			
5 Does the Web site meet minimum coding requirements?			X		
6 Is the Web site usable by people of all abilities?			X		
7 Does the team communicate its messages appropriately to online audiences?	X				
8 Does the team employ original and creative methods to capture users' interests and engage online visitors?		X			
9 Does the site comply with rules 10-2 and 10-3?				X	
B. PUBLIC EXHIBIT MATERIALS					
1 Do the on-site communications materials (signage and handout) comply with rules 10-2 and 10-3?				X	
2 Did the house pass all on-site inspections in time to be opened to the public during required public hours?				X	
3 Are messages communicated appropriately?	X				
4 Do materials use correct spelling and grammar?		X			
5 Do the handout and signage demonstrate originality?	X				
6 Do materials both educate and engage audiences?	X				
C. PUBLIC EXHIBIT PRESENTATION					
1 Does the team adequately offer two presentations for the jurors' evaluation: one that represents a comprehensive, personalized "tour" appropriate for times when visitors are few and another that represents a fast, yet informative, self-guided exhibit that accommodates large crowds and long lines?	X				
2 Are both on-site presentations for the public informative? Interesting? Accessible by people of all abilities?	X				
1 Has the team planned original and creative methods to control lines and wait times and to engage visitors waiting in line during public hours? Are these methods effective?	X				
2 Are the team messages appropriate for the public?	X				
C. VIDEO WALKTHROUGH					
1 Does the walkthrough provide viewers with interesting and informative video of the team's house?	X				
2 Does the walkthrough include an audio narrative that explains to viewers what they're seeing and describes the philosophy behind the design?	X				
3 Does the video walkthrough closely represent the as-built house on the competition site?	X				
4 Has the team followed formatting requirements?				X	
5 Has the team provided a verbatim transcript to meet Section 508 Accessibility standards?				X	
Total					49