

| Team New York                         |   |            |        |         |          |        |
|---------------------------------------|---|------------|--------|---------|----------|--------|
| COMMUNICATIONS                        |   | TEAM SCORE |        |         |          | POINTS |
|                                       |   | APPROACH   | EQUALS | EXCEEDS | ECLIPSES | /100   |
|                                       |   | 0-60       | 61-80  | 81-90   | 91-100   |        |
| <b>CONTEST CRITERIA</b>               |   |            |        |         |          |        |
| <b>A FINAL WEBSITE</b>                |   |            |        |         |          |        |
| 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>B. PUBLIC EXHIBIT MATERIALS</b>    |   |            |        |         |          |        |
| 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        |        |
| <b>C. PUBLIC EXHIBIT PRESENTATION</b> |   |            |        |         |          |        |
| 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       |          |        |
| <b>C. VIDEO WALKTHROUGH</b>           |   |            |        |         |          |        |
| 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          |        |         |          |        |
| <b>Total</b>                          |   |            |        |         |          | 85     |