# New Zealand

## Communications

<table>
<thead>
<tr>
<th>CONTEST CRITERIA</th>
<th>TEAM SCORE</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-60  61-80  81-90  91-100</td>
<td>/100</td>
</tr>
</tbody>
</table>

### 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
3. 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
4. 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** 84