# New Zealand

## COMMUNICATIONS

| CONTEST CRITERIA | TEAM SCORE | | | | POINTS |
| --- | --- | --- | --- | --- | --- |
| | APPROACH | EQUALS | EXCEEDS | ECLIPSES | /100 |
| | 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** | | | | | 84 |