

Missouri S&T

COMMUNICATIONS		TEAM SCORE			
		APPROACH	EQUALS	EXCEEDS	ECLIPSES
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						76.0

PUBLIC COMMENTS

Missouri S&T capitalizes on its legacy of previous Solar Decathlon entries to communicate its Chameleon House brand. The team benefitted from a very polished onsite presentation, an interesting construction cam on its website, a time-lapse video, and an attractive handout.