

SCI-Arc/Caltech						
COMMUNICATIONS		TEAM SCORE				POINTS
		APPROACH	EQUALS	EXCEEDS	ECLIPSES	/100
CONTEST CRITERIA		0-60	61-80	81-90	91-100	
<b>A</b>	<b>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.</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>						88.0

**PUBLIC COMMENTS**

This team's brand is that of a young, hip, California lifestyle and their communications materials did a great job of conveying that brand. With a video reminiscent of a movie trailer, an elegant website that used imagery consistent with the brand, and a countdown clock that created a crowd-gathering spectacle for the public, the SCI-Arc/Caltech team demonstrated a strong command of professional communications principles.