## Las Vegas

### COMMUNICATIONS

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

**A. FINAL WEBSITE**

1. Was the site submitted by the deadline?  
   - [X] No
2. Is the design appealing (graphics, photos, colors, and typography)?  
   - [X] No
3. Is the information architecture easy to use, consistent, and comprehensible? Does it present a logical hierarchy of information?  
   - [X] No
4. Are graphical elements easy to use, consistent, and well integrated with content and design?  
   - [X] No
5. Does the Web site meet minimum coding requirements?  
   - [X] No
6. Is the Web site usable by people of all abilities?  
   - [X] No
7. Does the team communicate its messages appropriately to online audiences?  
   - [X] No
8. Does the team employ original and creative methods to capture users’ interests and engage online visitors?  
   - [X] No
9. Does the site comply with rules 10-2 and 10-3?  
   - [X] No

**B. PUBLIC EXHIBIT MATERIALS**

1. Do the on-site communications materials (signage and handout) comply with rules 10-2 and 10-3?  
   - [X] No
2. Did the house pass all on-site inspections in time to be opened to the public during required public hours?  
   - [X] No
3. Are messages communicated appropriately?  
   - [X] No
4. Do materials use correct spelling and grammar?  
   - [X] No
5. Do the handout and signage demonstrate originality?  
   - [X] No
6. Do materials both educate and engage audiences?  
   - [X] No

**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** 90.0

**PUBLIC COMMENTS**

Las Vegas' home was complimented by its holistic approach to communications. The team used an appealing design throughout all of its communications and integrated the desert motif wherever possible. A unique feature of its website was the inclusion of a products page. The poker chip on the postcard handout was a nice touch, evoking a sense of place and fun. This team used a cohesive approach, repeating their brand message at the beginning and end of their tours and explaining the context of that message, therein demonstrating how well they understood their target audience.