

Team Austria						
COMMUNICATIONS		TEAM SCORE				POINTS
		APPROACH	EQUALS	EXCEEDS	ECLIPSES	/100
CONTEST CRITERIA		0-60	61-80	81-90	91-100	
<b>A 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. 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>						94.0

**PUBLIC COMMENTS**

Team Austria did everything right. Their brand is communicated consistently throughout the range of vehicles they employ. This team demonstrates an elegant, sophisticated, highly creative approach to communications, from their illustrations and graphics to their beautifully displayed outdoor signage to their team uniforms and playful handout that educates while morphing into a crown. Beginning their onsite presentation with this simple line, "It all begins with a tree ... ," was a brilliant use of the most basic and effective form of communication, storytelling. But Team Austria didn't waiver when it came to the high-tech end of communication. The word-cloud monitoring system was unique. Their website employed layer upon layer of content that took the user deeper and deeper into the story of LISI House. Their video used a technique that showed the real LISI House in a contextual setting. Photorealistic renderings, and watching actors move through this space, accentuated the story-like quality that was the hallmark of Team Austria's comprehensive communications strategy.