

2012 Northern Virginia's Regional SeaPerch Challenge



Logo Design Challenge

School Name _____ Team Name/Team Number _____ Total Score _____

Design Element → Rubric Points ↓	Creativity in Design <i>(Worth 25 Points)</i>	Professionalism in Design <i>(Worth 20 Points)</i>	Design Has a Tie to Underwater Robotics <i>(Worth 25 Points)</i>	Design Explanation and Presentation to Judges <i>(Worth 20 Points)</i>	Organization of Team Answers <i>(Worth 10 Points)</i>
Excellent 25/25 or 20/20 or 10/10	-Students' design incorporates a team and high school name. -Team/school colors are incorporated in a classic and well planned way.	-The design clearly demonstrates professional taste - Team has include logo on 3 of the items – t-shirt, engineering notebook, innovative design poster	- The design includes a graphic and text displaying a tie to the Underwater Robotics competition AND their team name. -An image of an Underwater Robot is included.	- Students completely understand their design and decision process and demonstrate both their design and understanding to the judges in a clear, concise presentation. -Each student share in the innovative design explanation to the judges.	- The presentation was well organized, and each member of the team understood each participant's role in the presentation. -The presentation flowed smooth and clearly from one topic point to another.
Good 20/25 or 15/20 or 8/10	-The team's design is unique and very uniform. -Team did not include uniform colors or ideas. One or two things with the design seem amiss or disorderly.	- The design somewhat demonstrates professional taste. - Team has include logo on 2 of the items – t-shirt, engineering notebook, innovative design poster	- The design includes a graphic or text displaying a tie to the Underwater Robotics competition or their team name --An image of an Underwater Robot is included.	- Students understand their design but may not have a solid understanding of the design implications; therefore their presentation is not entirely clear. -Each student shares in the innovative design explanation to the judges.	- The presentation was somewhat organized, and each member of the team somewhat understood each participant's role in the presentation. There was one time when two people spoke, but the team worked it out. -The presentation flowed smooth and clearly from one topic point to another.
Fair 15/25 or 10/20/ or 6/10	- Design hard to understand. Confusing use of graphics, colors, and/or ideas. -Displays little effort involved in the creation.	-Team has include logo on 1 of the items – t-shirt, engineering notebook, innovative design poster	- The design includes is interesting and shows creativity and has a hint of Underwater Robotics or the their team name	- Students somewhat understand their design and demonstrate both their design and understanding to the judges in a clear, concise presentation. -Presentation done by a couple of team members rather than the entire team.	- The presentation was NOT well organized, but the information was delivered. -Individuals did not always have a concise answer, or more than one person spoke.
Needs Improvement 10/25 or 5/20 or 4/10	- Design shows very little or no creativity. - Logo design is not original work; may have infringed on copyright	- The designed is inappropriate to display in school. - Team has no logo on t-shirt, engineering notebook or innovative design poster	-Design shows no tie to Underwater Robotics, their team, or the competition.	- Students either do not completely understand their design or do not demonstrate both their design well to the judges.	-The presentation was NOT well organized. -There were times when two people would speak or no one would speak.
Score					