

STUDENT DESIGN COMPETITION

2007

Entry #: _____

Judge's Initials: _____

EVALUATION

Product Name: _____

RANKING

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Bottom Middle Top

DESIGN 40% of Total Score; Maximum Score = 40 POINTS

	Unacceptable	Poor	Fair	Good	Excellent	Outstanding
Is this a useful and usable product relative to those currently on the market? What is the "new" factor? Does this product make a difference?	0	2	4	6	8	10
Does the aesthetic appearance of this product relate to current trends in the housewares industry? Does the look of the product fit the intended market?	0	2	4	6	8	10
Is this a desirable product, well-positioned for success in the market? Is the final consumer clearly defined? Does the product fit this user?	0	2	4	6	8	10
How do you rate the choice of materials and production methods, given the student's level of expertise? Is the product easy to manufacture? Is the product, and its materials and processes, environmentally responsible?	0	2	4	6	8	10
Subtotal for Design Criteria				T1 (maximum 40) _____		

DESIGN RESEARCH 40% of Total Score; Maximum Score = 40 POINTS

	Unacceptable	Poor	Fair	Good	Excellent	Outstanding
Does the student's development process demonstrate business, engineering/technical, and aesthetic considerations? How was the final solution discovered? Was this a logical choice?	0	2	4	6	8	10
Human factors: considerations for product operation, safety and anatomical fit. Is the ergonomic research clearly presented? If assembly is required, is it simple? How complicated is it to understand and use the product safely?	0	2	4	6	8	10
Does the project demonstrate competitive or comparative market research? Is this research and market understanding communicated clearly?	0	2	4	6	8	10
Is the product's feasibility demonstrated? Has the designer proven that the product concept could potentially work?	0	2	4	6	8	10
Subtotal for Design Research				T2 (maximum 40) _____		

PRESENTATION 20% of Total Score; Maximum Score = 20 POINTS

	Unacceptable	Poor	Fair	Good	Excellent	Outstanding
Technical skills and visual organization of submitted work: what is the quality of images, hand drawing skills, computer skills.	0	2	4	6	8	10
Quality of narrative and organization of booklet: Does the student communicate ideas successfully?	0	2	4	6	8	10
Subtotal for Presentation				T3 (maximum 20) _____		

DEMERITS did not follow directions (up to 5 points in total)

Incomplete answers to questions/Did not provide required images/Did not follow guidelines for presentation format (names of student/school on materials, etc.) _____

Total Deductions (up to 5 points) - _____

**Add the three subtotals and subtract the demerits:
Maximum score = 100**

Final Score

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COMMENTS

Design: _____

Research: _____

Product operation, safety, anatomical fit: _____

Technical skills and presentation organization: _____



General comments: _____


