

2022 CHEME CUBE AD RUBRIC



Judge's Name:	
Team University:	

THE AD:

<i>Scored in advance of the competition; top scoring team chooses their starting spot in the competition (1, 2, 3, 4, 5, etc.)</i>			Beginning	Developing	Advanced	Exemplary
1. Clearly and concisely describes the unique or innovative elements used in the cube.		/25	Minimal examples/not clearly communicated	Begins to describe the elements of the cube but they are not unique or innovative	Communicates the innovative elements of the cube	Clearly and concisely communicates the unique selling proposition of the cube including unique cube elements
2. Clearly and concisely communicates the impact or potential of the cube/technology.		/25	Minimal impact of cube/technology mentioned	Begins to highlight impact of cube/technology	Highlights impact of cube/technology but could be more clear or concise	Clearly and concisely communicates cube/technology impact
3. Quality of Visuals (i.e., graphs, diagrams, fonts visible)		/25	Low quality visuals	Medium quality visuals	High quality visuals	Professional quality visuals
4. Did you find the ad engaging?		/25	Not engaging	A few engaging elements	Multiple engaging elements	Highly engaging
SUB-TOTAL		/100				

TOTAL	/100
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