

Challenge

your
imagination

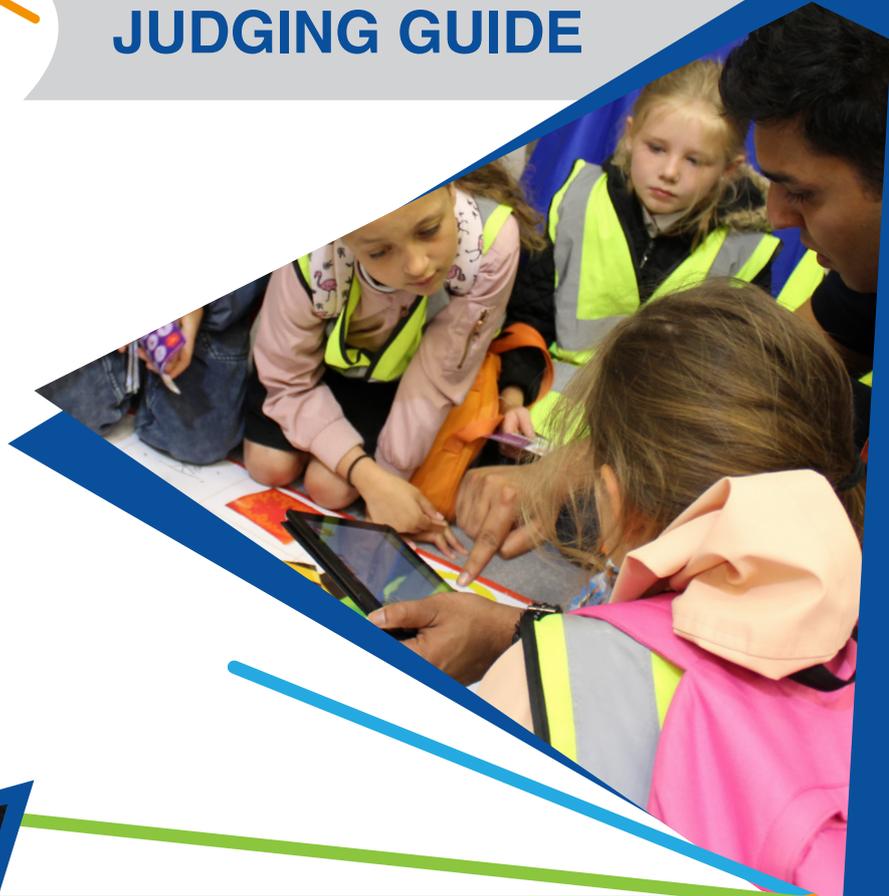
JUDGING GUIDE

What is the competition?

The competition is for 5 and 6 students from the Birmingham region and is an opportunity to learn more about local opportunities in STEM, particularly optics and robotics and ZEISS VISION UK. As they work on developing their entry for the competition, students will develop their skills in problem solving, teamwork and innovation.

In School competition

We ask that you run an in-school competition to select the team that you would like to enter against the other local schools. Then, we would suggest encouraging each team to prepare a poster and presentation for their idea and then doing a 2-minute pitch or their idea.



Final Presentation

The winning team should produce a short 5-minute (max) video presentation explaining their idea and send in a picture or any posters.

This will be reviewed by judges from ZEISS VISION UK and the overall winner will be announced at the celebration event.



Judging Criteria

When judging the entries, you will be asked to award points in 6 categories, with a score out of 10 for each category. The areas are listed below with some points you should consider, there is also a example score sheet attached.



Relevance to Brief

Does the entry link specifically to the brief – would this entry improve a school environment? The better the link to the brief, the higher the entry should score. It could link to one of the 4 prescribed areas of research or could be based on a different area that the group has chosen to research. The entry must focus on an environmental issue and make efforts to improve this.



Innovation

Has the entry presented an original idea - something that does not already exist or a new interpretation of an existing idea or concept and shown ingenuity in its design and development? Where you consider a design to be innovative, this should score higher – but please bear in mind that the teams have been encouraged to use and adapt existing industry ideas, technologies and techniques to improve their school environment.



Creativity

Does the entry show resourcefulness and a creative flair? We expect entries to be supported by additional resources which may include posters, video clips, adverts, or additional presentation resources such as a PowerPoint. Teams may produce a prototype model of their ideas, and there may be a demonstration of resourcefulness in the selection of materials used for this.



Presentation Skills

Some of the activities that the students have worked on aim to teach them some tips and tricks to improve their presentation skills, such as trying to understand that their nerves are the same feelings as excitement, and to waddle like a penguin before they start to relax their body. Have all of the team members contributed to the presentation, and have you noticed any demonstration of these techniques.



Research/Evidence

4 of the in-school activities that the students were given were research based and designed to assist in the development of ideas linked to the project, so competition entries should be backed up by some of this evidence, and their own research. Entries that demonstrate research and evidence for the decisions that they made in their own design should score the highest.



Teamwork

Has the team demonstrated a collaborative effort to achieve a common goal? Can you tell that they want to win? The team may demonstrate this with evidence of their co-operation and ability to compromise their own ideas so that the groups combined efforts put them in the best position to succeed. Has every member of the team taken part, and this should be evident in their presentation and each team members understanding of their ideas?

? / 60

You should score every team out of 10 for each of these categories, and the teams will then have a total score out of 60. Each judge will provide a score out of 60 for each team, and the mean score will be calculated and awarded to the team, with the top team progressing on to the final.

Final Presentation:

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