

2012 IHA Student Design Competition Evaluation

Entry #: _____

Judge's Initials: _____

Product Name: _____

DESIGN

	Unacceptable	Poor	Fair	Good	Excellent	Outstanding
Is this an innovative idea? Does this product "make a difference"? Is this a desirable product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the aesthetic appearance of this product relate to current trends? Does the look of the product fit the intended market?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the intended consumer clearly defined? Does the product fit this user?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the student show how the final solution was determined? Was this a logical choice?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are choices of materials and production methods appropriate, given the student's level of expertise? Is the product easy to manufacture? Is the product, and its materials and processes, environmentally responsible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

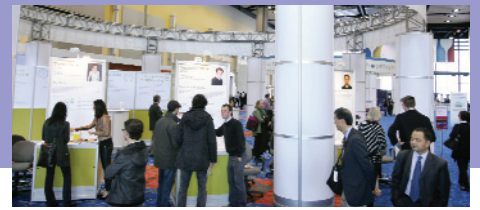
Comments _____

DESIGN RESEARCH

	Unacceptable	Poor	Fair	Good	Excellent	Outstanding
Does the student's development process demonstrate business, engineering/technical and aesthetic considerations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market research Is this a useful and usable product compared to those now on the market? Does it demonstrate accurate market positioning for features, price and retail channel? Was the research properly analyzed to reach correct conclusions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User research Does the project correctly identify users? Does it demonstrate understanding of human factors? Does the product consider product operation, safety and anatomical fit? If assembly is required, is it simple? Is the product easy to understand and use safely?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the product feasible? Has the designer proven that the product concept would potentially work? Did the student test the concept with potential users?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments _____

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PRESENTATION

Unacceptable Poor Fair Good Excellent Outstanding

Does the student tell a compelling story? Is the story told clearly, both visually and verbally? Do the visuals support a strong narrative?

Does the writer use correct spelling and grammar? Is the writing convincing and persuasive? Is the booklet well-organized?

Technical and visual skills: what is the quality of images, hand drawing and computer renderings?

Comments _____

GENERAL COMMENTS

OVERALL EVALUATION
