2018 Design Proposal Rubric

All teams are required to submit a design proposal. This design proposal is used to determine which teams are invited to compete in the Seismic Design Competition. **Remember, the SLC retains the ability to restrict the number of invited teams due to time limitations and space availability at the conference venue. Therefore, please pay particular attention to your proposal.**

This rubric serves as a guide to help your team submit a high quality proposal. Scoring will be based on the following categories, as outlined in the official rules. For more information, please see the official rules. This rubric shall serve **only** as a guide, and has no power to supersede or override the official rules. Any proposal submitted that has more than four pages will not be scored.

Formatting reminders: 11pt, single-spaced, US Letter, Times New Roman font with 1 inch margins, 4 page limit

Category/Description	An excellent proposal…	A poor proposal…	Points
Title Page: Name of school, overall computer-generated image of the exposed structural system, names of all team members and the designated team captain	contains all required items, neatly arranged on the title page	is missing one or more items	**Req'd**
Project Description: Description and overview of project and objectives	has a completely developed project overview and clearly addresses the project objectives; succinctly highlights major points	has simplistic or unfocused ideas, and is unclear on the purpose of the project; goes into excessive detail on some points	**5**
Geotechnical/Site Description: Soil condition and expected seismicity at the proposed site location	describes expected soil conditions, including types, expected strength, and potential challenges; describes the expected seismic activity (major faults, historic earthquakes, magnitude and shaking of future events); addresses how these items impact foundation and seismic design considerations	demonstrates limited understanding of the site and the unique challenges it poses; has limited, inaccurate or overly broad descriptions of the site conditions and seismic history; link between the conditions and the design is not discussed or is unclear	**10**
Architectural Description: Inspirations, innovative and environmentally friendly features, renderings, etc.	explains inspiration; details innovative and environmentally friendly or socially friendly features; demonstrates effective integration into the urban fabric and city culture; pictures or diagrams are meaningful	lacks inspiration; does not have or explain innovative features; does not fit into the urban fabric or context; contains excessive or unrelated illustrations; contains filler / is off-topic	**10**
Structural Description: Design considerations, key structural features or systems, structural drawings/sketches, innovative details	accurately identifies and explains effective structural systems and details and their purpose in the context of achieving the project objectives; effectively integrates engineering drawings to describe features	has poor or inaccurate descriptions of structural systems and details; little thought put into the design of the structural system; little sense of purpose in the context of the project boundaries and objectives; contains excessive or	**10**

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		unrelated illustrations; contains filler / is off-topic	
Predicted Structural Behavior: Explanation of your strategy to predict the structural behavior	provides a clear and meaningful explanation of the method for predicting the structural behavior (computer modeling, small-scale testing, etc.)	has unclear or illogical explanations of how the structural behavior will be predicted; contains filler / is off-topic	**20**
Economic Considerations: Economic achievements, material efficiency, etc.	has compelling financial incentives for the owner to choose your design; provides the predicted weight of the structure to demonstrate material efficiency	has poor or unconvincing financial incentives; contains filler / is off-topic	**10**
Writing: Grammar, spelling, clarity, punctuation, sentence structure, word choice	is essentially free of grammar and spelling errors; each sentence is structured effectively; has good range and accuracy of vocabulary	has many grammatical and spelling mistakes; contains poor sentence structure; vocabulary is extremely limited or terms are used incorrectly	**10**
Organization and Presentation	is logically organized with effective, smooth, and logical transitions; contains meaningful pictures or diagrams; formatted like a professional document	poorly organized; content lacks effective transitions and flow; contains irrelevant, ineffective, excessive, and/or unprofessional pictures or diagrams; is not formatted appropriately	**10**