

## JUDGING CRITERIA GUIDELINES

**UNDERGRADUATE RESEARCH, COMPETITION & EXHIBITION (URCE 2017)**

**UniKL MICET, MELAKA, MALAYSIA**

**8<sup>TH</sup> NOVEMBER 2017**

**SWISS GARDEN HOTEL, MELAKA, MALAYSIA**

1. **Aesthetics/display**; is it well presented? Are **formatting, layout and flow, image attribution and font choices** perfectly done?
2. **Degree of creativity and technology innovation**; is it a modified version? If so, can it lead to something new? Does the technology innovation base on strong scientific principles?
3. **Clarity**; Does the knowledge about the invention/innovation in terms of scientific thought or engineering goal are displayed clearly and easy to understand?
4. **Informative**; capability of the presenter/inventor to present and display in- depth knowledge of the product principles. Are handouts and pamphlets provided?
5. **Commercial potential** (is it commercially viable?). Does it provide a solution to a problem? Can **potential market** be identified?
6. **Originality and Novelty** (how novel/ unique is the product)
7. **Presentation skill** judging criteria (Contents and verbal delivery)

### Contents

- State the current scenario
- What is wrong with the current scenario?
- What are the solutions the products/projects are offering?
- Describe the solution/product
- How is the product better than what is available in the market?
- Is there potential for commercialization or technology transfer?

### Verbal delivery

- Rate of speech- the speed at which a person speaks.
- Volume - refers to the loudness or softness of the speaker's voice.
- Pitch - means the highness or lowness of the speaker's voice.
- Pauses- deliberately stop during presentation in order to add color, expression, and feeling to a speech and achieve a desired effect.