Rubrics Description

Parameter	Criteria	Points	Excellent (5 pts)	Good (4 pts)	Satisfactory (3 pts)	Needs Improvement (2 pt)	Not Achieved (1 pts)
Problem Analysis & Understanding	Problem Definition	15	Clearly defined, significant within Codeavour theme.	Defined, but could be improved or lacks a strong theme connection.	Vague or missing, weak theme connection.	Not clearly identified, lacks theme connection.	Not identified.
Problem Analysis & Understanding	Root Cause Analysis	10	Identifies root cause and explains impact effectively.	Identifies root cause, but the explanation of impact needs improvement.	Root cause not clear or explained, impact unclear.	Root cause not identified or not linked to the problem.	Not identified.
Banner	Visual Appeal & Creativity	5	Visually appealing, and creative, reflects the project.	Somewhat appealing/ creative, could be improved.	Lacks visual appeal/ creativity doesn't reflect the project.	Unattractive, lacks creativity.	No banner presented.
Banner	Clarity & Conciseness	10	Information is clear, concise, and easy to understand.	Mostly clear, could benefit from improved conciseness/organization.	Unclear, confusing, difficult to understand.	Missing or unreadable information.	No banner presented.
Theme Selection & Purpose	Theme Relevance	5	Highly relevant to current trends/ Codeavour theme.	Somewhat relevant to current trends/Codeavour theme.	Limited relevance to current trends/ Codeavour theme.	Not relevant to current trends/ Codeavour theme.	No theme chosen.
Theme Selection & Purpose	Project Alignment	10	Purpose and objectives clearly articulated, aligned with the theme.	Purpose and objectives somewhat clear, could be better articulated/aligned with theme.	Unclear or not aligned with theme.	Missing or not communicated.	No theme chosen.

Solution Design & Creativity	**Creativity & Innovation**	10	Unique and innovative approach to solve the problem.	Shows some creativity, but could be more innovative.	Relies on existing approaches with minimal modifications.	Heavily relies on established methods, lacks originality.	Direct copy of existing approaches.
	Functionality & Efficiency	15	Achieves goals in a simple, elegant manner ("doing more with less").	Generally effective, could benefit from streamlining/simplification.	Functional but includes unnecessary complexity/redundancy.	Overly complex, difficult to understand/ implement, hinders effectiveness.	Dysfunctional due to complexity or poor design.
Business Pitch	**Clarity & Structure**	10	Clear, concise, easy to follow with a well-defined value proposition.	Somewhat clear, could benefit from improved organization/focus.	Unclear, confusing, lacks strong value proposition.	Difficult to understand or lacks clear direction.	Not presented or non-functional.
	Target Market & Competition	10	Clearly identifies target market and demonstrates competitor awareness.	Identifies target market, but lacks detailed competitor analysis.	Lacks clear understanding of target market or competition.	Shows no understanding of target market or competition.	
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