

# Smarter Travel Student Awards Marking Rubric

	Unsatisfactory (1)	Satisfactory (2)	Very Good (3)	Outstanding (4)
<b>TASK (35%)</b>	The project does not create <b>behaviour change</b> in favour of active and/or sustainable commuting modes	The project has limited <b>potential to create awareness and behaviour change</b> in favour of active and/or sustainable commuting modes over single-occupant car use	The project has the <b>potential to create behaviour change</b> in favour of active and/or sustainable commuting modes over single-occupant car use. <b>It supports and/or facilitates sustainable commuting</b> to campus	The project <b>definitely creates behaviour change</b> in favour of active and/or sustainable commuting modes over single-occupant car use. <b>It supports and/or facilitates sustainable commuting</b> to campus
<b>MESSAGE (30%)</b>	The message does not <b>promote active and/or sustainable commuting</b> to campus in favour of single-occupant car use	The message is vague but has <b>some elements of promoting active and/or sustainable commuting</b> to campus in favour of single-occupant car use	The message is clear and <b>promotes active and/or sustainable commuting</b> to campus in favour of single-occupant car use	The message is <b>very clear and strongly promotes and enables active and/or sustainable commuting</b> to campus in favour of single-occupant car use
<b>FEASIBILITY (15%)</b>	The project has <b>no feasibility and is not likely to bring about behaviour change</b> in favour of active and sustainable commuting	<b>With some further work, the project could be feasible</b> as an idea to promote active and/or sustainable travel to campus	The project is <b>interesting and is feasible</b> as an idea to promote active and/or sustainable travel to campus	The project is <b>stimulating and thought provoking. It is technically impressive and is feasible</b> as an idea to promote active and/or sustainable travel to campus
<b>ORIGINALITY (15%)</b>	The project is a <b>rehash of other's ideas with no attempt at original thought</b>	The project has <b>limited originality and inventiveness but has attempted some originality</b>	The project is <b>original and inventive. The content and ideas are presented in an interesting way</b>	The project has <b>considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way</b>
<b>PRESENTATION, SPELLING &amp; GRAMMAR (5%)</b>	There are errors in spelling, punctuation or grammar and it is <b>not well presented and it is not appealing</b>	There are some errors in spelling, punctuation and grammar and/or it is <b>not presented well or appealing</b>	There are <b>no errors in spelling, punctuation or grammar and it is well presented</b>	There are <b>no errors in spelling, punctuation or grammar and it is very well presented and appealing</b>