

Smarter Travel Student Awards Marking Rubric

	Unsatisfactory (1)*	Satisfactory (2)*	Very Good (3)*	Outstanding (4)
TASK (30%)	The project does not create behaviour change in favour of active and/or sustainable commuting modes	The project has limited potential to create awareness and behaviour change in favour of active and/or sustainable commuting modes over single-occupant car use	The project has the potential to create behaviour change in favour of active and/or sustainable commuting modes over single-occupant car use. It supports and/or facilitates sustainable commuting to campus	The project definitely creates behaviour change in favour of active and/or sustainable commuting modes over single-occupant car use. It supports and/or facilitates sustainable commuting to campus
MESSAGE (25%)	The message does not promote active and/or sustainable commuting to campus in favour of single-occupant car use	The message is vague but has some elements of promoting active and/or sustainable commuting to campus in favour of single-occupant car use	The message is clear and promotes active and/or sustainable commuting to campus in favour of single-occupant car use	The message is very clear and strongly promotes and enables active and/or sustainable commuting to campus in favour of single-occupant car use
FEASIBILITY (15%)	The project has no feasibility and is not likely to bring about behaviour change in favour of active and sustainable commuting	With some further work, the project could be feasible as an idea to promote active and/or sustainable travel to campus	The project is interesting and is feasible as an idea to promote active and/or sustainable travel to campus	The project is stimulating and thought provoking. It is technically impressive and is feasible as an idea to promote active and/or sustainable travel to campus
ORIGINALITY (15%)	The project is a rehash of other's ideas with no attempt at original thought	The project has limited originality and inventiveness but has attempted some originality	The project is original and inventive. The content and ideas are presented in an interesting way	The project has considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way
Design, Grammar and Style (15%)	There are errors in spelling, punctuation or grammar and it is not well presented and it is not appealing	There are some errors in spelling, punctuation and grammar and/or it is not presented well or appealing	There are no errors in spelling, punctuation or grammar and it is well presented	There are no errors in spelling, punctuation or grammar and it is very well presented and appealing