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To: <pamelmar@nmsu.edu>

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Your ACE C&A Critique

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Dear Pamela,

I am pleased to inform you that your C&A entry "Monster School Bus" (2013-0641) has been critiqued but did not receive an award.

Reviewer comments are below. Please contact me at becky.koch@ndsu.edu if you have questions. Thank you for submitting your work to ACE C&A.

Best regards,

Holly Young, ACE Interim Executive Director, and Becky Koch, ACE President-elect

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REVIEWER COMMENTS:  
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Reviewer #1:

1. Judge:  
Jake Dolan

2. Design:  
Does this program demonstrate an appropriate level of planning and vision in its design and format, as stated in the entry's objectives?  
Strongest aspects:  
Weakest aspects:  
Score: (15 possible)  
Humorous. 8

3. Content:  
Does this program present its content to the target audience(s) in an easy-to-grasp and engaging method?  
Strongest aspects:  
Weakest aspects:  
Score: (15 possible)  
Content was easy to use and interesting. 10

4. Technical Quality:  
Provide an overall rating for this program/product's technical quality, which can include images,sound, text, graphics, video, printed material.  
Strongest aspects:  
Weakest aspects:  
Score: (15 possible)  
It used technology effectively. Sound and graphics were great. 10

5. Use of medium:  
Provide an overall rating for this entry's appropriate use of medium.  
Strongest aspects:  
Weakest aspects:  
Score: (15 possible)  
It is a good use of a flash application. 14

6. Marketing/Promotion:  
Did the entrant use appropriate techniques to market or promote availability of this program or product?

Strongest aspects:

Weakest aspects:

Score: (10 possible)

Good detailed growth plan for delivering the content to larger audiences. 8

7. Evaluation:

Did the entrant use appropriate methods to evaluate this program, or does the entrant have appropriate methods outlined for a future evaluation?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Evaluation is still being analyzed, but anecdotal evidence shows success. 4

8. Effectiveness:

Was this program/product effective in achieving the entrant's stated goals, objectives, and needs?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

10

9. Total Score: (100 possible, no ties)

64

11. Judge's Comments:

This is an incredible, well developed flash application (I played through the entire app), but this class is for "CD-ROMs, DVD, touch-screen kiosks or other non-Web media." Without detailing a plan to deliver this game in non-Web setting it is difficult to award it a medal. Given that the NMSU does with "Pearl Diver," I would guess that sometime in the future this would also be delivered to iOS or other offline methods.