

# RUBRICS SHEET



UNIVERSITI MALAYSIA PAHANG  
AL-SULTAN ABDULLAH

## Pusat Sains Matematik

### DATA-AI-EXPERIENCE (DAX) CHALLENGE 2026

Group :

Category:

Jury Name:

| CRITERIA                                                     |                           | LEVEL OF ACHIEVEMENT                                                             |                                                                                                                             |                                                                                                    |                                                                                                                                                              |                                                                                                                                                  |                                                                                                                                                                                            | WEIGHTAGE | Given Score | Score | Comments/Remarks |
|--------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|-------|------------------|
|                                                              |                           | 0                                                                                | 1<br>Inadequate                                                                                                             | 2<br>Emerging                                                                                      | 3<br>Developing                                                                                                                                              | 4<br>Good                                                                                                                                        | 5<br>Excellent                                                                                                                                                                             |           |             |       |                  |
| The project is introduced with appropriate attention getter. | The project is introduced | Project is not introduced; topic and objective are not stated.                   | Project introduction is very unclear; topic and objective are irrelevant                                                    | Project is introduced but lacks clarity; topic and objective are stated but not well defined       | Project is introduced with some clarity; topic and objective are generally clear but lack precision                                                          | Project is clearly introduced; topic and objective are clear, relevant, and well defined                                                         | Project is introduced very clearly and effectively; topic and objective are specific, well-defined, and strongly aligned with the project                                                  | 1         |             | 0     |                  |
|                                                              | Attention getter          | There is no attention getter                                                     | Very weak attention getter; does not capture audience interest.                                                             | Limited attention getter; captures minimal audience interest                                       | Acceptable attention getter; captures some audience interest                                                                                                 | Good attention getter; effectively captures audience interest                                                                                    | Excellent and impactful attention getter; strongly engages and captures the audience's attention                                                                                           | 1         |             | 0     |                  |
| Clear and confident delivery of ideas                        |                           | Not able to deliver ideas clearly and confidently                                | Able to deliver ideas limited clarity and confidence, require major improvements                                            | Able to deliver ideas with fairly clarity and confidence, require further improvements             | Able to deliver ideas with adequate clarity and confidence, require minor improvements                                                                       | Able to deliver ideas with good clarity and confidence.                                                                                          | Able to deliver ideas with excellent clarity and great confidence.                                                                                                                         | 1         |             | 0     |                  |
| Creativity in Pitching                                       |                           | No creativity demonstrated; no use of visuals, storytelling, or innovative ideas | Very low creativity; ideas are conventional, minimal or ineffective visuals; no clear storytelling connected to the project | Limited creativity; basic visuals; weak or unclear storytelling but weak linkage to the project    | Moderate creativity; creative elements are present, some effective visuals; basic storytelling is present; some attempt at innovation related to the project | Good creativity; clear and engaging visuals; coherent storytelling; shows originality and creative elements that support and enhance the project | Excellent creativity; outstanding and impactful visuals; compelling and memorable storytelling; highly innovative approach that strongly engages the audience and differentiates the pitch | 1         |             | 0     |                  |
| Provide adequate information and link between ideas          |                           | No relevant information provided; no clear links between ideas                   | Information is very limited and mostly irrelevant; ideas are poorly connected                                               | Information is present but insufficient and lacks supporting details; links between ideas are weak | Information is adequate; some logical links between ideas are exist                                                                                          | Information is clear and well-presented; ideas are logically connected                                                                           | Information is comprehensive, clear, and well-structured; ideas are seamlessly and logically linked                                                                                        | 1         |             | 0     |                  |
| Communicate effectively in group                             |                           | No effective group communication                                                 | Very weak group communication.                                                                                              | Basic group communication with limited coordination                                                | Moderate group communication with acceptable coordination                                                                                                    | Good group communication with effective coordination                                                                                             | Excellent group communication with strong coordination and teamwork.                                                                                                                       | 1         |             | 0     |                  |
| Question & Answer                                            |                           | Does not answer the question; response is not relevant.                          | Response is mostly unrelated to the question; shows very poor understanding and is poorly presented.                        | Response is partially related to the question; shows limited understanding with weak explanation.  | Response is generally related to the question; shows moderate understanding with acceptable explanation.                                                     | Response is clearly related to the question; shows good understanding with clear and well-organized explanation.                                 | Response is fully relevant and directly addresses the question; shows excellent understanding with clear, accurate, and confident explanation.                                             | 2         |             | 0     |                  |
| Grand Total                                                  |                           |                                                                                  |                                                                                                                             |                                                                                                    |                                                                                                                                                              |                                                                                                                                                  |                                                                                                                                                                                            |           |             | 0     |                  |

Overall Remarks

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