

RUBRICS SHEET



UNIVERSITI MALAYSIA PAHANG

AL-SULTAN ABDULLAH

Pusat Sains Matematik

DATA-AI-EXPERIENCE (DAX) CHALLENGE 2026

Group:

Category : Pre-University

Jury Name:

CRITERIA		LEVEL OF ACHIEVEMENT						Weightage	Given Score	Score	Comments/Remarks
		0	1 Inadequate	2 Emerging	3 Developing	4 Good	5 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										40	

Overall Remarks