Tony Buzan
International Ltd

**EVENT:**                                                ARBITER 1

**COMPETITOR ID NUMBER**                          ARBITER 2

| CATEGORY | DESCRIPTION | MARK | NOTES | SCORE |
|---|---|---|---|---|
| CENTRAL IMAGE 18 points | Mind Map centre is a captivating and engaging image - not just written word(s) | 5 | May use and image plus a word but not words alone | |
| | Mind Map centre is not enclosed by a boundary | 3 | Not in a box / circle / oval / cloud / etc. | |
| | Images is central on the page | 2 | Centred vertically and horizontally | |
| | At least three tones are used in the central image | 3 | Colours or varied shading | |
| | Central image is appropriate size | 5 | Slightly smaller than a fist or approximately 1/8 - 1/9 of page width | |
| | BOI Branches are varied and easily distinguished | 3 | Different colour / pattern for each | |

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| **BOIs**<br>**18 points** | Text and Images used on BOIs are bold and outstanding | 5 | Lettering is large and bold maybe a different typeface. Can be appropriate to the meaning of the word. E.g.. "ELEGANT" written in cursive style. | |
| | BOI Branches are directly connected to the central image | 5 | | |
| | BOI Branches are appropriately curvilinear and tapering | 5 | Organic, like tree branches | |
| | Impactful and memory targeted choice of keywords (1 point deducted per poorly chosen word) | 10 | Usually nouns or verbs, avoid adjectives, adverbs and conjunctions. | |
| | Logical hierarchical classification of concepts used on parent and child branches | 5 | Larger, more general categoriesy nearer the centre, smaller or specific categories on the periphery | |
| | All words are placed on branches - one word each (1 mark deducted for each phrase of or floating dissociated word) | 10 | This included names, places or other usually associated multi-word concepts | |
| | All images are placed on branches (1 mark deducted for each floating dissociated image) | 10 | | |
| | Use of synesthesia | 3 | Words or images that evoke or blend senses | |

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|---|---|---|---|---|
| BRANCHES & LAYOUT 79 points | All branches are connected end to end | 3 | Not disconnected or joined a partial way along a branch | |
| | Branch length is equal to the image or word placed on it | 3 | Not overly long or short branches | |
| | Relationships are shown by codes/arrows/colour coding | 5 | Includes icons | |
| | Branches are appropriately curvilinear | 5 | No straight or angular branches. Branches make good use of space | |
| | The Mind Map has at least 10 images and/or symbols | 10 | | |
| | Humour: Use of visual puns or playfulness | 3 | | |
| | Use of logical order | 3 | Use of numbers, letters or symbols | |
| | Each branch and its radiant child branches can be easily discriminated as unique | 5 | e.g.. by sharing a common colour | |
| | Appropriate use of warm and cold colours | 1 | Adjacent sets of branches should significantly differ in colour | |

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|---|---|---|---|---|
| | Mind Map uses von Restorffian elements | 3 | e.g.. highlights and patterns. | |
| WHOLE PICTURE 35 points | Mind Map fills the whole page and incorporates sufficient negative space | 10 | Branches are uncrowned and make elegant use of space | |
| | Beauty and attractiveness of the Mind Map as a whole | 10 | | |
| | Overall Effectiveness | 15 | Impact and 'wow factor' - Senior arbiter's evaluation | |
| 10 points | Accuracy and completeness of information | 10 | Lecture and Notes from Text disciplines only | |
| 10 points | Originality | 10 | Free Style discipline only | |
| TOTAL: | | 160 | TOTAL: | |