



Tony Buzan
International Ltd

EVENT:
COMPETITOR ID NUMBER

ARBITER 1
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	

BOIs 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	
BRANCHES & LAYOUT	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 category 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 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	
	All branches are connected end to end	3	Not disconnected or joined a partial way along a branch	

79 points

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 appropriate 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	
Mind Map uses von Restorffian elements	3	e.g.. highlights and patterns.	
Mind Map fills the whole page and incorporates sufficient negative space	10	Branches are uncrowned and make elegant use of space	

WHOLE PICTURE 35 points	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:	