Abstract
[write the abstract last; it should summarize the problem, the project design (emphasizing innovation), the implementation plan (emphasizing feasibility), the results of testing (emphasizing sustainability) and next iterations]

Background
Description of the problem
Effect of problem on particular/target group
Range of possible solutions
Description of your solution in general terms as a category or type or approach—focus on why this solution is the best option
Description of iterations of your design—focus on team process and consultation with target users

Project Design
Technology overview -- emphasize innovation and interdisciplinarity
Project Specifications—components
Production Specifications—emphasize costs and ease of production use, use of resources, end of life disposal
Test Results—emphasize prototype effectiveness and usability as well as next iterations

Implementation Plan
Stakeholders
Consumers or potential market
Components of potential marketing plan

Discussion (of the Effectiveness of Your Project)
Long vs Short-term results with an emphasis on sustainability
Comparison with competition
Response of target users with an emphasis on feasibility including design of and demand for your project
Further work to be done

Conclusion
Make the case for why your project should win!

Writing Style Advice
1. Use Headings
2. Even though you are using headings, write transitions from one section to the next at the beginning of each new section.
3. Put a summary/elevator speech in the first or second sentence of each section. That info is often your conclusion for that section.
4. Use key words from the rubric like feasibility, innovation, etc.
5. Within each paragraph, make sure one sentence leads to the other. The beginning of each sentence should reference an idea that came before. You can repeat a word, or summarize an idea, you can use ‘this or that’ e.g. This problem can best be solved by....
6. Double-check to avoid repetition of concepts. Repetition for transitioning is great, but repetition of facts or descriptions is horrible. For example, you might be able to put information describing your project in both the background and the design sections. It is up to you to decide where you think certain info fits best, but don’t repeat it in both sections.
7. If different people are writing different sections, there will definitely be problems with repetition and with gaps. You need have a least one person who goes over the whole thing looking to patch those problems up!