Poster, Pitch & Demo Video
Drafts Due: Mon, Dec 4, 11:59 PM
Final Due: Wed, Dec 6, 11:59 PM

Goal
Learn how to present your work in both visual and oral form to interested parties from industry and across campus.

Assignment Overview
Communicating 3 months of iteration, research, and design decisions in a short time means making tough decisions. The more you boil your work down to its essence, the better.

1. **Draft your pitch slide.** The pitch slide is a high-level look to entice people to come and learn about your project. It will be projected while you give your 30-second pitch.

2. **Draft your poster.** This is a "medium-level" look at your design process that showcases your final product. Keep in mind that attendees don't have all the background and insight, so present them with the user needs first, show your solution, and then explain why your work is unique. Your poster should stand on its own without explanation, but remember to keep the text minimal and lean on visuals. The biggest mistake in the past is using too much text – remove as much as you can.

3. **Incorporate CA feedback and finalize your pitch slide and poster.** Your CA will mostly look for small changes to be made in visual design and copy, but in some cases content adjustments are recommended as well.

4. **Write and practice your 30-second pitch.** Most of the audience has never seen your project before. How can you provide a high-level understanding of what it does and what user needs it addresses? Find the hook that will persuade audience members to find your poster later. We recommend practicing your pitch until it is smooth and within the time limit. You will have an opportunity to practice and get feedback during the final studio.

5. **Prepare both a live and video demo of your high-fi prototype.** Keep both short (under 2 min), while showing off all the features of your application. When judges and visitors come to your poster, your live demo should inspire them to want to try the app. You will get feedback on your demo during your final studio. The video version of your demo will be submitted for grading and helpful in case of technical difficulties.

Poster Guidelines

Your poster should include:
- Logo
- Project title
- Value proposition
- Problem/solution
- Key features (images of screens)
- Design iterations
- Team member names (first name, last initial)
- CS 147 Autumn 2023
- Project website URL of the form:
  https://hci.stanford.edu/courses/cs147/2023/au/projects/[theme]/[project-title]

Poster Printing Instructions

After submitting your poster revisions, we highly recommend teams print at FedEx on California Ave as the teaching team will pick up all the posters at the same time from that location. Order by Wednesday night (Dec 6) so it will be ready for pickup by early Friday.

Print settings:
- Product type = Mounted Poster
- Lamination = Glossy
- Size = 22" x 28"
- Mounting = Foam Board

Checkout instructions:
- "Pick up at store" location = 249 S California Ave, Palo Alto, CA 94306
- "Use FedEx Office account for discount" code = 8400071246 – should be $51.19 after tax
- "Add an alternate pickup person" = Matthew Joerke, 503-539-1643, joerke@stanford.edu

If this is financially prohibitive for you, please fill out the financial assistance form (for each individual on the team that cannot afford their share).

Deliverables

By the draft deadline (Mon, Dec 4), upload your poster and pitch slide drafts to a subdirectory titled "Assignment 10" in your team's Google Drive folder for CA feedback. Revise and upload the final versions and submit your final deliverables to the judge review form by Wed, Dec 6 at 11:59 PM.

1. **Pitch slide and script**
   Google slide with an aspect ratio of 16:9. PDF or Google Doc of written pitch script.

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2. **Poster**
   Dimensions 28" x 22" (vertical or horizontal) printed on laminated foam core. Double check your file's resolution before printing (i.e., text and images aren't blurry when viewed at 100% scale).

3. **Demo video**
   Video should be under 2 min. A high-resolution version should be added to Drive and uploaded to Vimeo or YouTube for streaming. Use Handbrake to compress your video before uploading to Drive.

Examples

**Note: this assignment has been modified, so these examples are not perfect mappings to the deliverables; however, much of the quality of the work stands.

Pitch slide: Career Backpack, Coral, Thread, Artbot, Piggybag, Studbud
Pitch script: Career Backpack
Poster: Wallus, whisper, CoCo, Cookee, ALTiO, Usher
Demo video: GardenShare, inspyre, Sprout, Reclaim, Pebble, ven (note: these are good, but have room to improve)

Grading Criteria

All the deliverables below must be submitted to this judge review form by the deadline.

Pitch Slide (100 pts)
Draft checkpoint (10)
> ____ Draft submitted on time
> ____ Incorporated CA feedback appropriately

Concept communication (45)
> ____ Communicates the product, problem, and solution at a high level
> ____ Complements the content of the pitch; does not distract the audience

Visual design (45)
> ____ Strong visual design fundamentals
> ____ Consistent with the branding of the application and website

Poster (100 pts)
Draft checkpoint (10)
> ____ Draft submitted on time
> ____ Incorporated CA feedback appropriately

Context and process (50)

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____ Covers all phases of the design process with large images and minimal text
____ Communicates the product, problem, and solution with some detail

Visual design (40)
____ Strong visual design fundamentals
____ Consistent with the branding of the application and website
____ Required details are all included

Demo Video (100 pts)
____ Provides adequate context for each task and the overall application
____ Tasks and the value of each are clearly demonstrated through the user interface
____ Editing (voice over, captioning, pacing, etc.) makes the demo easier to follow
____ At most 2 min, the shorter the better