

Poster, Pitch & Demo Video

Drafts Due: Mon, Dec 2, 11:59 PM

Final Poster due: Wed, Dec 4, 12:00 noon

Final Pitch and Demo Video Due: Wed, Dec 4, 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. This single slide 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 (short phrase)
- Problem/solution
- Key features (images of screens) w/ brief captions below
- Images of needfinding and testing
- Design iterations (all fidelities) including testing
- Team member names (first name, last initial)
- CS 147 Autumn 2024
- Project website URL of the form:
[https://hci.stanford.edu/courses/cs147/2024/au/projects/\[theme\]/\[project-title\]](https://hci.stanford.edu/courses/cs147/2024/au/projects/[theme]/[project-title])

Poster Printing Instructions

Thanks to a generous donor, we will be printing your posters for the expo! Submit a PDF of your final poster to this [Google Form](#) by **12pm on Wed, Dec 4**. **Note that this is before the deadline for all deliverables!** We need sufficient time to place your order. Ensure that your PDF will be printable on a 22" x 28" poster board. **We will not be taking late submissions! The form will close at 12pm!** Your team will have to cover for your own poster (follow instructions below) if you do not complete the form by the deadline.

If you miss the Dec 4 Google Form deadline, follow the instructions below:

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 4) 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
- "Add an alternate pickup person" = Britney Tran, 719-344-4472,
btran27@stanford.edu

Deliverables

By the **draft deadline** Mon, Dec 2, upload your poster and pitch slide drafts to a subdirectory titled "Assignment 10" in your team's Google Drive folder for CA feedback. By the **final deadline** Wed, Dec 4 at 11:59 PM, revise and upload the final versions and submit your final deliverables to the [judge review form](#).

1. Pitch slide and script

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

2. Poster

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

3. Demo video

Video should be under 2 min. It should illustrate your tasks and your complete UI. 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. Your video must be added in all 3 ways to your team website (Youtube/Vimeo, downloadable version, and embedded formats).

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](#), [DiarWe](#), [Coral](#), [Thread](#), [Artbot](#), [Piggybag](#), [Studbud](#)

Pitch script: [DiarWe](#), [Career Backpack](#), [F*** This](#)

Poster: [FitBud](#), [Wallus](#), [whisper](#), [CoCo](#), [Cookee](#), [ALTiO](#), [Usher](#)

Demo video: [GardenShare](#), [inspyre](#), [MindCompass](#), [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 final 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
- Pitch creativity and delivery during expo
- 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)

- 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