Poster, Pitch & Demo Video

Drafts Due: Mon, Nov 30, 11:59 PM

Final Poster due: Wed, Dec 2, 12:00 noon

Final Pitch and Demo Video Due: Wed, Dec 2, 11:59 PM

**Note: We will be grading the final pitch and demo video you use during the expo.*

Objective

Present your work in both visual and oral form to interested parties from industry and across campus.

Learning Goal

Practice visual and oral communication. Like the project report, this is an opportunity to practice communication to a general audience, unfamiliar with your project. The demo video can also contribute to your professional portfolio.

Role of Assignment for the Project

These artifacts help communicate your project to the interested parties at the project expo. This assignment should encompass what you want people to take away about your work this quarter, offering an alternate medium of communication that is complementary to the report.

Assignment Overview

Communicating three 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 verbal 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 very 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 at the project expo in case of technical difficulties.

AI Usage Guidelines:

You may use AI tools throughout the different components of this assignment. *However*, we continue to emphasize the importance of **accuracy** (i.e., your process and findings are faithfully communicated) and **clarity/conciseness** (i.e., the writing and design makes it easy to understand the process). Please ***exercise significant quality control*** before incorporating generated content. *Also,* ***include a statement disclosing your AI usage (what tools you used and what you used them for)*** throughout the different deliverables.

CS 147 Autumn 2026: Assignment 10
Instructor: James Landay

Poster Guidelines

Your poster should include:

- Logo
- Project title
- Value proposition (short phrase)
- Problem/solution
- Key features (images of screens) w/ very brief captions below
- Images of needfinding and testing (e.g., participant, environment, experience proto, etc.)
- Design iterations (all fidelities) including testing
- Team member names (first name, last initial)
- CS 147 Autumn 2026
- Project website URL of the form:
  https://hci.stanford.edu/courses/cs147/2026/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 12 noon on Wed, Dec 2. 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 12 noon!** 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 2 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 2) so it will be ready for pickup by early Friday.

Print settings:

- Product type = Mounted Poster
- Lamination = Glossy
- Size = 22" x 28" (horizontal or vertical OK)
- Mounting = Foam Board

Checkout instructions:

- "Pick up at store" location = 249 S California Ave, Palo Alto, CA 94306
- "Add an alternate pickup person" = Lindsay Popowski, 541-224-4303, popowski@stanford.edu

Deliverables

By the **draft deadline** Mon, Nov 30, 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 2 at 11:59 PM, revise and upload the final versions and submit your final deliverables to the judge review form.

CS 147 Autumn 2026 website
https://hci.stanford.edu/courses/cs147/2026/au/

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. These are good, but also have room to improve.*

Pitch slide: Gloo (au24), DiarWe (au23), Career Backpack (au22), Coral (au19), Thread (au19), Artbot (au18), Piggybag (au18), Studbud (au16)
Pitch script: TA²I (au24), Gloo (au24), DiarWe (au23), F*** This (au23), Career Backpack (au22)
Poster: Unfold (au24), FitBud (au23), Wallus (au22), whisper (au22), CoCo (wi22), Cookee (wi22), ALTiO (wi22), Usher (au14)
Demo video: ConcertBuds (au24), GardenShare (au22), inspyre (au22), MindCompass (au23), Sprout (wi22), Reclaim (wi21), Pebble (wi21), ven (wi21)

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

Exceed expectations with

____ Smooth delivery and clearly well-rehearsed
____ Exceptional creativity that creates an intriguing pitch

Visual design (45)

____ Strong visual design fundamentals
____ Consistent with the branding of the application and website

Exceed expectations with

____ Creative and especially high-quality visuals

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

Exceed expectations with

____ Extremely clear without reliance on lots of text
____ Creative formatting that effectively communicates the project and process

Visual design (40)

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

Exceed expectations with

____ Exceptional visual quality
____ Great visual flow, use of color, creative formatting, etc

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

Exceed expectations with

____ Tasks are individually clear and flow well together
____ Exceptional editing (visual and/or audio)