PROJECT ONE / DESIGN FOR CHANGE – FINAL PRESENTATION SPECS

You are pitching an idea (concept) that will help give a voice to a topic that you deem underserved. Your pitch needs to convince stakeholders of the value and benefit within your concept so it can move forward. You do that by making sure you answer these touchpoints:

1. **What** is the problem?

2. **Who** is affected by it? **What** supports that?

3. **Why** would solving it help them?

4. **What** would be the idea / message answering that?

5. **How** would you get that answer out there?

SPECS FOR FINAL PRESENTATION

– Create slides in Google Slides using widescreen setting.

– To the right are the content areas that need to appear within your presentation; the number of slides used in each content tab is determined by your findings. Just remember, it's best to present your point precisely and simply.

– Upon building your presentation in Google Slides, export it out as a PDF.

– **Submit final presentation PDF to my CityTech email by due date given in class.** *Please use this naming convention for your pdf:*

firstinitial_lastname_designforchange_semester.pdf

– Remember your are designing your presentation as well.

* EVERYONE WILL HAVE 10 MINUTES FOR THEIR PRESENTATION. REMEMBER THE 3 P'S: PLAN, PREPARE, PRACTICE

TITLE PAGE
Name of your project
First, Last name/Semester.3701

WHAT: FRAMING THE PROBLEM/OVERVIEW

WHAT: IDENTIFY A PROBLEM

WHAT: RESEARCH USED TO SUPPORT ID'ING OF PROBLEM

WHO: AUDIENCE & PERSONAS

WHY: OPPORTUNITY & MESSAGE

HOW: CONCEPT & CONCEPTUAL PLAN WITH DELIVERABLES (STRATEGY)

CLOSING
This is just an short wrap up reminding your audience of the benefits to your concept

End with separate slide of research sources.

REMINDERS ABOUT CATEGORIES:

FOR WHO:

- There must be an overall audience overview that indicates demographics **and then 3 personas** containing psychographics along with a visual representation for each persona.

FOR WHY:

- You're stating what is the opportunity discovered **and** what messaging you created to pitch to your target audience.

FOR WHY:

- In creating your concept and its conceptual plan, you **must** explain what design elements, media channels (*two channels minimum needed*) and its deliverables (*more than one deliverable is needed as discussed in creating a campaign*) are being used and why.

CLOSING:

- This is a short wrap up driving home the points you previously made throughout your presentation. It needs to be concise but brief.

- Research sources appear on a separate slide after the closing **which is for verification purposes for me and not part of your (verbal) presentation**.

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