PROJECT ONE / DESIGN FOR GOOD — 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. To do that by make 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 pixels at **1920 x 1080** if using Indesign; for Google Slides, Powerpoint or Keynote use widescreen setting (*most times, it's the default setting but check before creating*).

– To the right are the content areas that need to appear within your presentation; the number of slides used in each content tab is up to you. Just remember, present your point precisely and simply to limit your slide deck count.

– Build your presentation in Keynote, Powerpoint, Indesign or Google Slides and then export out as a PDF.

– Upload PDF to Dropbox link that will be supplied in the coming weeks. Please use this naming convention for your pdf:
firstinitial_lastname_designforgood_spr21.pdf

– Remember your are designing your presentation as well.

TITLE PAGE
Name of your project
First, Last name/COMD3701

WHAT: FRAMING THE PROBLEM/OVERVIEW

WHAT: IDENTIFY A PROBLEM

WHAT: RESEARCH USED TO SUPPORT ID'ING OF PROBLEM

WHO: AUDIENCE/ PERSONAS

WHY: OPPORTUNITY

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.