

# ☆ Proposal Pitch (Individual)

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**Due** Sunday by 11:59pm    **Points** 50    **Submitting** a text entry box or a file upload

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## Proposal Pitch

### Learning Objectives

- Deliver information concisely and persuasively in a video medium
- Analyze audience for a chosen topic and adapt technical information accordingly
- Understand how ethical issues influence research and application

### Purpose and Description

In some situations, an audience may want to do more than just *read* your lengthy proposal; they may instead want to hear you describe the proposal in a more compact, visual way. Thus, for this assignment, **you will create a 3-5 minute presentation video version of your proposal** for the audience that can approve your idea. You are trying to get your audience to say "yes!" to the implementation of the solution you have proposed. Think of your presentation video as a quick pitch version of your proposal.

You have two options for recording and submitting the proposal pitch:

- **Option 1:** Record yourself on a webcam delivering the proposal pitch.
- **Option 2:** Design visual slides and record your narration over it.

**You should use the Studio tool in Canvas to record and submit your pitch.** You will find a variety of tutorials on using Canvas Studio at the bottom of this assignment prompt.

Keep in mind that this assignment requires that you deliver your proposal in a new medium. Simply reading your proposal document will **not** be effective. For developing a 3-5 minute presentation, you will need to be strategic about the content you choose to include and the points you choose to emphasize. Focus on the content that you think will be most persuasive to your audience, leaving the smaller details to the written proposal document. Your video pitch should aim to further the persuasiveness of your proposal document, complementing it with emotional appeal, directing the audience's attention to key ideas, addressing any questions or unresolved concerns, and gaining immediate interest in your proposed solution.

This presentation video will provide the opportunity to:

- Translate a written argument to an oral/visual medium [reading the original proposal submission, in whole or in part, is not allowed]
- Identify and define effective visual design techniques or recording strategies appropriate to technical communication
- Use software tools to deliver information orally and visually

## Tips

Here are some tips to help you prepare and complete this assignment, no matter which of the two options you choose:

- Create an outline before recording--make sure you cover all of the required and expected elements. You don't have a lot of time for this assignment, so you need to be strategic to get everything in.
- Record in a quiet environment and one that looks professional behind you on the webcam.
- Put your computer on a book or some type of pedestal so you are looking straight at or slightly up into the webcam. Zoom in closer to your face if your webcam must be at some distance.
- Practice at least once or twice before recording (know too, that you can stop, delete, and start over as many times as you need). One of these practice times, test the recording software and play your video back. Try not to focus on yourself (you'll see yourself while recording)--trust me, it's distracting--and focus on the camera and your notes.
- While using notes, make sure to look up at the camera for virtual eye contact with the audience.
- Use a microphone if you have one.
- Close out all other tabs and apps.
- Grab a glass of water to have at hand in case your mouth gets dry.
- Keep it short (3-5 minutes!) and speak slowly.
- Don't worry if you make mistakes! You can rerecord until you're happy with the results.

## Expectations

The presentation will:

- Persuade your audience to move forward with your proposal
- Use elements of persuasion appropriate to the rhetorical situation
- Employ oral presentation techniques
- Demonstrate goodwill with the audience and use appropriate grammar and mechanics

## Audience

Your primary audience for this proposal is the person, or persons, who can approve the implementation of your proposed solution. Your secondary audience is your instructor and 314 classmates.

## Supporting Materials

- *Chapter 17: Presentations and Briefings*
- Lecture videos from Module 3
- [Canvas Studio Tutorials](https://community.canvaslms.com/docs/DOC-9691-arc-guide-table-of-contents) [\\_\(https://community.canvaslms.com/docs/DOC-9691-arc-guide-table-of-contents\)](https://community.canvaslms.com/docs/DOC-9691-arc-guide-table-of-contents)  
[\\_\(https://community.canvaslms.com/docs/DOC-9691-arc-guide-table-of-contents\)](https://community.canvaslms.com/docs/DOC-9691-arc-guide-table-of-contents)
- [Canvas Studio Assignment Submission Instructions](https://community.canvaslms.com/docs/DOC-9656-50736655688) [\\_\(https://community.canvaslms.com/docs/DOC-9656-50736655688\)](https://community.canvaslms.com/docs/DOC-9656-50736655688)

### Proposal Pitch Rubric

Criteria	Ratings							Pts
Context: Introduction	<b>5.0 pts Full Marks</b>	<b>4.75 pts Exemplary</b> Speaker introduces self and topic clearly and directly. Provides overview of topic and presentation	<b>4.25 pts Mature</b> Speaker introduces self and topic somewhat clearly. Provides overview of topic and presentation	<b>3.75 pts Competent</b> Speaker introduces self and topic somewhat clearly. Provides incomplete overview of topic and presentation	<b>3.25 pts Developing</b> Speaker introduces self and topic somewhat clearly. Does not provide overview of topic and presentation	<b>2.75 pts Formative</b> Speaker does not introduce self or topic. Does not provide overview of topic and presentation	<b>0.0 pts No Attempt</b>	5.0 pts
Content: Audience	<b>5.0 pts Full Marks</b>	<b>4.75 pts Exemplary</b> Speaker provides appropriate material for the audience	<b>4.25 pts Mature</b> Speaker provides mostly appropriate material for the audience	<b>3.75 pts Competent</b> Speaker provides some appropriate material for the audience	<b>3.25 pts Developing</b> Speaker provides minimal appropriate material for the audience	<b>2.75 pts Formative</b> Speaker does not consider audience when presenting material	<b>0.0 pts No Attempt</b>	5.0 pts
Content: Components	<b>10.0 pts Full Marks</b>	<b>9.5 pts Exemplary</b> Presentation focuses only on important details of proposal and attempts to persuade audience	<b>8.5 pts Mature</b> Presentation focuses on mostly important details of proposal and attempts to persuade audience	<b>7.5 pts Competent</b> Presentation focuses on some important details of proposal and attempts to persuade audience	<b>6.5 pts Developing</b> Presentation focuses on few important details of proposal and does not attempt to persuade audience	<b>5.5 pts Formative</b> Presentation does not focus on important details of proposal or attempt to persuade audience	<b>0.0 pts No Attempt</b>	10.0 pts

Criteria	Ratings							Pts
Organization: Overall	<b>10.0 pts Full Marks</b>	<b>9.5 pts Exemplary</b> Information progresses in a logical order; ideas are clearly connected and transitions are appropriate and effective	<b>8.5 pts Mature</b> Information progresses in a logical order; ideas are somewhat clearly connected and transitions are appropriate and effective	<b>7.5 pts Competent</b> Information progresses in a logical order; ideas are connected and transitions are appropriate	<b>6.5 pts Developing</b> Information does not progress in a logical order; ideas are connected and transitions are appropriate	<b>5.5 pts Formative</b> Information does not progress in a logical order; ideas are not clearly connected and transitions are lacking	<b>0.0 pts No Attempt</b>	10.0 pts
Style: Tone	<b>5.0 pts Full Marks</b>	<b>4.75 pts Exemplary</b> Speaker uses professional, unbiased language	<b>4.25 pts Mature</b>	<b>3.75 pts Competent</b> Speaker uses mostly professional, unbiased language	<b>3.25 pts Developing</b>	<b>2.75 pts Formative</b> Speaker does not use professional, unbiased language	<b>0.0 pts No Attempt</b>	5.0 pts
Style: Grammar	<b>5.0 pts Full Marks</b>	<b>4.75 pts Exemplary</b> Clear grammar and mechanics	<b>4.25 pts Mature</b> Mainly clear grammar and mechanics	<b>3.75 pts Competent</b> Somewhat clear grammar and mechanics	<b>3.25 pts Developing</b> Some serious grammar and mechanics issues	<b>2.75 pts Formative</b> Grammar or mechanics issues so severe that they make understanding ideas difficult	<b>0.0 pts No Attempt</b>	5.0 pts
Delivery: Audience Engagement	<b>5.0 pts Full Marks</b>	<b>4.75 pts Exemplary</b> Speaker maintains effective eye contact with the camera and uses no fillers like um and uh.	<b>4.25 pts Mature</b> Speaker asks for questions and uses minimal fillers like um and uh.	<b>3.75 pts Competent</b> Speaker asks for questions and uses some fillers like um and uh.	<b>3.25 pts Developing</b> Speaker asks for questions and uses many filler like um and uh.	<b>2.75 pts Formative</b> Speaker does not ask for questions and uses many filler like um and uh.	<b>0.0 pts No Attempt</b>	5.0 pts

Criteria	Ratings							Pts
Delivery: Format	<b>5.0 pts Full Marks</b>	<b>4.75 pts Exemplary</b> Presentation is 3-5 minutes in length. If included, visuals are appropriate for the rhetorical situation.	<b>4.25 pts Mature</b> Presentation is 3-5 minutes in length. If included, visuals are mostly appropriate for the rhetorical situation.	<b>3.75 pts Competent</b> Presentation is 3-5 minutes in length. If included, visuals are almost mostly appropriate for the rhetorical situation.	<b>3.25 pts Developing</b> Presentation is 3-5 minutes in length. If included, visuals are not appropriate for rhetorical situation.	<b>2.75 pts Formative</b> Presentation does not meet length requirement. If included, visuals are entirely inappropriate for the rhetorical situation.	<b>0.0 pts No Attempt</b>	5.0 pts
Total Points: 50.0								