

ENGINEERING

SFWRENG 4HC3 6HC3 | COMPSCI 4HC3



Group Project Fall 2021

Assignment 4: Video Pitch

Weight: 5%

Description:

Create a video that showcases your project

Requirements

Option 1: Project Pitch Kickstarter Video (2 – 5 mins)

Prepare a Youtube video about your term project. Your presentation should give a brief overview of the following (in this order):

- Project concept (stakeholders, problem you are addressing) [1 min]
- Methodology and the results from gathering design requirements [1 min]
- Design overview [1 min]
- Prototype images, video, or demo [90 s]
- Future plans and reflection on the experience (if you had more time – evaluation, new features, etc.) [30 s]

Please note that the timings are only suggestions.

A Voice-over PowerPoint may be used as an alternative to the Kickstarter video.

Option 1: Video Trailer (30s – 1 min)

Prepare a Youtube video about your term project in the form of a short movie trailer. You may want to consider creating a video of your storyboard. It is important to showcase your project in approx 30 seconds – 1 minute. You should consider the users of your app/product and how you would promote or “sell” your creation to them

Question: Does the whole team have to present for either option?

Answer: No, you can have as little as one person doing the presentation, it may be strategic to do so to keep the presentation short and clear, just keep in mind that our expectation is each member should be contributing to the presentation content.

Option 1 Assessment:

Presentations will be graded on their clarity, creativity, content, and for their production quality

Clarity /1

Creativity /1

Content /1

Voice Clarity /1

Overall Production Quality /1

Option 2 Assessment:

Creativity /1

Content /1

Production Quality /1

Identification of Audience /1

Pitch /1

Due Date:

Due dates will be posted on Avenue

Submission:

Via Avenue