

## PROJECT PITCH (8%)

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**Length:** 7 minutes ( $\pm 1$  minute)

**Style:** professional oral presentation with optional visuals/ slideshow

**Slideshow:** (3-4 slides)

**Overview:** This ~7-minute oral presentation provides teams the opportunity to propose a topic for the Course Project, inform classmates about the details, and solicit approval from the professor for the desired topic. The presentation is essentially an oral interpretation of the proposal section of the written Proposal & Project Plan.

**To do:** Adapt the content of your presentation to the needs of a live audience. Craft your presentation considering the shift in genre, from an audience reading to a live audience, so definitely don't just read parts of your proposal aloud.

**Include** discussion of the following proposal sections:

- statement of problem
- objectives
- audience

**Visuals:** Develop a brief slideshow (no more than 3-4 slides) or other visual that communicates the basics. Make your visuals match the professional tone and content of your topic and goal. Reduce word count to key terms. Ensure any diagrams or other images are clear and legible.