Assessment Guide
Design Presentation – 20 %

Task

As a team, develop a 10-minute presentation to convince the audience that your team has created the best solution to the problem. How you structure the available time is up to you. However, you need to:

1. Motivate and define your design problem, including a consideration of your users' challenges.
2. Describe your proposed design solution and how it is exceptional.
3. Describe the technical validation of your design, convincing the audience that it will work.

You may assume the audience does not have an in-depth understanding of the project but has some basic engineering understanding. Ensure you frame the problem well enough for them to understand your task. The marking criteria provide further guidance.

During workshop class, you will have the opportunity to practice your presentation with your classmates and demonstrator before the final pitching session in week 10.

Table 1 Summary of crucial assessment details

Type	**Group**
Submission	Live presentation
Due date	Week 10 – during the workshop class
Weighting	20%
Length	No more than 10 minutes
Marking	Marked by demonstrators & moderated by coordinators
Team evaluation	Yes. Moodle survey used to moderate individual marks.
Penalties	-5% of max mark per day for late submissions

Team evaluation

A team evaluation survey will open on Moodle around the submission deadline to gauge individual contributions towards completing this task. The results will inform whether marks for individual team members will be adjusted from the received team grade. All students are expected to fill in this survey with fair and honest evaluations of the job done by their teammates.

Marking

The assessment will be marked by a course demonstrator and moderated by course coordinators. The submission is worth 20% of your final grade. Marks and feedback will be returned within two weeks of submission. The marking rubric outlines how your presentation will be marked. Please read it and the rest of this guide carefully.

Table 2 Marking rubric – final mark is scaled to 20% of grade

Problem Motivate and define your problem, including a consideration of your users.					
Presentation missing, or little to no effort has been made.	Explanation of the problem was missing; or consideration of users when defining the problem was missing.	Explanation of the problem and its importance was confusing in parts; and consideration of users when defining the problem was superficial.	Explanation of the problem and its importance was reasonable; as was the consideration of users when defining the problem.	Explanation of the problem and its significance was clear and well-evidenced; and consideration of users when defining the problem was careful and added value.	Explanation of the problem and its significance was very compelling; and consideration of users when defining the problem was thorough, leading to unique and valuable insights.
0	2	4	6	8	10
Solution Describe your proposed design and how it excels at solving your problem.					
Little to no effort made.	Explanation of the design solution was confusing, and you do not think it will solve the problem.	Explanation of the design solution was okay, but you do not think it will solve the problem.	Explanation of the design solution was reasonable, and you think it will probably solve the problem.	Explanation of the design solution was clear, and you are convinced it will solve the problem well.	Explanation of the design solution was excellent, and you are convinced it will solve the problem. The design also stands out with unique value or novelty.
0	2	4	6	8	10
Technical Describe the technical validation of your design, to convince the engineering audience it works.					
Little to no effort made.	You think the design isn't technically feasible. The design has no validation with evidence. Most assumptions are unreasonable, and most decisions lack a justification.	You're unsure if the design is technically feasible. The design lacks validation with evidence, such as tests, models, calculations, standards or equivalent. Many assumptions are unreasonable, and many decisions are not justified.	You think the design is probably technically feasible. The design is validated with some evidence, such as tests, models, calculations, standards or equivalent. Most assumptions are reasonable, and decisions are mostly justified.	You are confident that the design is technically feasible. The design is validated with adequate evidence, such as tests, models, calculations, standards or equivalent. Most assumptions are reasonable, and most design decisions are justified.	You are convinced that the design is technically feasible and impressively innovative. The design is consistently validated with ample evidence, such as test, models, calculations, standards or equivalent. Assumptions are all reasonable, and decisions are all well-justified.
0	2	4	6	8	10
Communication Visual and verbal presentation quality. Give the audience a clear and convincing delivery					
Little to no effort made.	Rarely: 1) Logically ordered and easy to understand. 2) Spoken clearly and well-paced. 3) Interesting and engaging to listen to 4) Uses figures effectively to communicate ideas.	Sometimes: 1) Logically ordered and easy to understand. 2) Spoken clearly and well-paced. 3) Interesting and engaging to listen to 4) Uses figures effectively to communicate ideas.	Mostly: 1) Logically ordered and easy to understand. 2) Spoken clearly and well-paced. 3) Interesting and engaging to listen to 4) Uses figures effectively to communicate ideas.	Almost always: 1) Logically ordered and easy to understand. 2) Spoken clearly and well-paced. 3) Interesting and engaging to listen to 4) Uses figures effectively to communicate ideas.	Always: 1) Logically ordered and easy to understand. 2) Spoken clearly and well-paced. 3) Interesting and engaging to listen to 4) Uses figures effectively to communicate ideas.
0	2	4	6	8	10

Tips and resources

- Keep text on your slides to a minimum. Aim for a few words only.
- All students in your team must speak to be eligible for marks with the exception of any special consideration.
- Do not read off the slides. Make sure the visual and verbal components balance each other. If slides have lots of information, then what you say should be simple, and vice versa.
- Carefully design slides, use templates from sites like Canva for help… we're engineers, not graphic designers after all.
- Include schematics/real photos/screenshots of your design where possible.
- Use large, high-resolution images, ideally your own. Canva has some built in. If that is not feasible, consider using: Unplash, Pixabay, Pexels or Flaticon

- Make sure graphs are carefully constructed; the implications and impact should be straightforward to interpret.
- Make sure everything is clear and easy to read.
- Keep the tone light and conversational. Use everyday language and avoid complicated jargon. Remember, some students peer marking your video may be from a different engineering school, so the language needs to be accessible.
- Keep content focussed and to the point, avoid unnecessary details.
- Don't use scripts or palm cards for the final version. Feel free to use them during practice.
- Make sure the presentation flows logically between sections.
- While this assessment values clear, engaging and convincing presentations, and good visual communication is part of that, it is not a contest for production quality of the video.

Submission

Please submit your slides (PPT or PDF) on Moodle to be able to fill in the Team evaluation survey. You can even submit a link to an external repository (Google Drive, Sharepoint etc.) but it is your responsibility to ensure this link works for all peer student markers. Test this! Twice. At least.

Pitch presentation examples

If you are after some inspiration, then check out some of the recent Peter Farrell Cup finalists linked below. Make sure to consider your own purpose and audience when constructing your presentation, as these were delivered in a different context.

- Alten
- Neogtium
- Freighto
- Zelk

Canva is a well known tool to develop clean presentation slides. You are free to use other tools as you see fit.