CREATIVE INDUSTRY CHALLENGE

ASSESSMENT 1: Proof of Concept Pitch

Module Coordinator: Dr. Yousra Asim

|  |  |
| --- | --- |
| Contribution towards overall module mark | 20% |
| Date set | February 12, 2025 |
| Marked work returned by | After 2 weeks |
| DEADLINE DATE | Presentation in class- 9th April 2025  Turnitin Submission – 10th April, 2025 |

Assessment 1: Proof of Concept Pitch

**The Brief**

A proof of concept pitch is to be delivered as a 10-minute presentation followed by questions.

Your pitch must be delivered by the entire team. Your pitch must be succinct, professional, informative and persuasive. The concept must clearly respond to the brief and the aims and direction of the project clearly articulated. You may want to consider taking a creative approach to your pitch - as long as you can get the idea across clearly.

Your presentation should be accompanied by slides or prototyping materials showing relevant key points, images, video, research etc. You must show how you have worked as a team on the presentation, the sections should be timed and work together, each group member must contribute to the presentation.

The presentation will conclude with questions from the tutor/company and a chance to gather feedback.

**Deliverables**

The deliverables for this assessment are as follows:

* A presentation, delivered in scheduled sessions
* Presentation slides, submitted via Turnitin as a PDF by all members of the team

**Submission**

Please follow the submission instructions below. Work that is submitted incorrectly may not be accepted or could incur a points penalty.

Before submitting have you…

* Checked that any digital work is functioning as expected?
* Spell-checked and grammar-checked any written work that accompanies your digital work? Please make an appointment with the [Writing and Learning Centre](https://www.bathspa.ac.uk/library/writing-and-learning-centre/) or speak to your tutor if you are experiencing challenges in this area.
* Formatted your written work to the specification below?
* Referenced all sources of information accurately? Please refer to [www.citethemrightonline.com](http://www.citethemrightonline.com) (Harvard) for guidance.

Your work must be submitted via Turnitin. Please adhere to the following method:

* Log into your Google Drive account.
* Create a folder for your project. Call it something meaningful.
* Upload your work to your new folder.
* Right click your folder, select ‘Get Shareable Link’, turn ‘Link Sharing’ on then copy the URL provided.
* Paste the URL into a Word document (please do not include your name or student number for the purposes of anonymous marking).
* Include any additional written work (e.g. development documents) to your Word document.
* Log into Study Lab, go to the Assessment tab and submit your Word document via the appropriate Turnitin Link.

Your work must be submitted via Turnitin. Please adhere to the following method:

* Save your work as a Word document (please do not include your name or student number for the purpose of anonymous marking).
* Log into Study Lab, go to the Assessment tab and submit your Word document via the appropriate Turnitin Link.

**Format**

* Slides must be spell-checked, clear, and well presented.
* You may use any presentation software - but you must hand in a copy of your slides for assessment.

**Marking Criteria**

Assessment : Proof of Concept Pitch will be marked against the following criteria:

1. Delivery
2. Concept

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Weighting |  | Marks |
| Delivery  Confidence, clarity and professionalism of delivery as well as coherence of visual aids. Evidence of good group work. | 40% | No presentation or very poor presentation, with inadequate visual aids. No evidence of your role in the group. | 0 - 19  (Low Fail) |
| Limited presentation, supported by mostly inadequate visual aids, that lacks a coherent structure. No evidence of your role in the group. | 20 - 39  (Fail) |
| A basic presentation, with some suitable supporting visual aids. May require further development in terms of structure or the communication of ideas. Some evidence of a basic contribution to the group. | 40 - 49  (Third) |
| A fair and succinct presentation. There is a sense of structure with some sound use of visual aids. Confidently and clarity of communication may require improvement. Some evidence of a fair contribution to the group | 50 - 59  (2:2) |
| A good, succinct and well-structured presentation, with clear visual aids. Delivered in a well paced, and entertaining manner. The presenters are engaging and connect well with the audience. Evidence of a good contribution to the group. | 60 - 69  (2:1) |
| A very good, succinct presentation that is professional, illustrative and well-timed. The presenters are very engaging and connect well with the audience. Visual aids are well designed and the presentation structure is very good. Evidence of a very good contribution to the group. | 70 - 79  (First) |
| An excellent and succinct presentation. Timing is well judged, and the presentation structure is impeccable. The presenters are very engaging and make a strong connection with the audience. Communication is slick. Evidence of an excellent contribution to the group. | 80 - 89  (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |
| Concept  Quality of concept presented and response to questioning | 60% | Concept is very poorly-conceived. Little to no relevant or useful information presented. Shows lack of preparation. Very poor understanding of the aims of the brief. Poor response to questioning. | 0 - 19  (Low Fail) |
| Concept is poorly-conceived. Little relevant or useful information presented. Shows lack of preparation. Poor understanding of the aims of the brief. There is an attempt to respond to questioning however the responses may be highly limited in depth. | 20 - 39  (Fail) |
| A basic concept with little originality. The presentation however may be vague and ill-considered. Responses to questioning are reasonable yet are likely limited in depth. | 40 - 49  (Third) |
| A fair concept showing signs of originality. Presenters show signs of cometitance in describing the prototype, and demonstrate fair understanding of the aims of the brief and key audiences. Response to questions shows an appropriate level of competence in the creative sector. | 50 - 59  (2:2) |
| A good concept showing creativity and an understanding of the brief. Presenters describe the prototype using appropriate language, and demonstrate a sound understanding of the brief aims and key audiences. Responses to questioning are well considered and provide an appropriate level of depth. | 60 - 69  (2:1) |
| A very good concept showing high levels of creativity, originality and a clear understanding of the brief. Presenters describe the prototype using appropriate language, and demonstrate a very good understanding of the brief aims and core audiences. Responses to questioning are well considered and provide an appropriate level of depth. | 70 - 79  (First) |
| A very good concept showing high levels of creativity, originality and a clear understanding of the brief. Presenters describe the prototype using appropriate language, and demonstrate an excellent understanding of the brief aims and core audiences. Responses to questioning are well considered and provide an appropriate level of depth. | 80 - 89  (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |

**Intended Learning Outcomes (ILOs)**

|  |  |
| --- | --- |
| ILO | Assessed |
| An ability to address a given problem as part of a project team and via the creative  use of technology. |  |
| Effective presentation of ideas to specialist audiences. | ✓ |
| An ability to evaluate the value of original ideas against emerging industry trends,  and then respond proactively to conclusions. | ✓ |
| The application of key experience design principles to improve the usability of  prototype creative computing artefacts. |  |

Mark penalties may be applied to late submissions without prior approval of an extension. Please ensure that you prepare and submit your work in good time to allow for any issues that may arise.