



App Showcase Guide



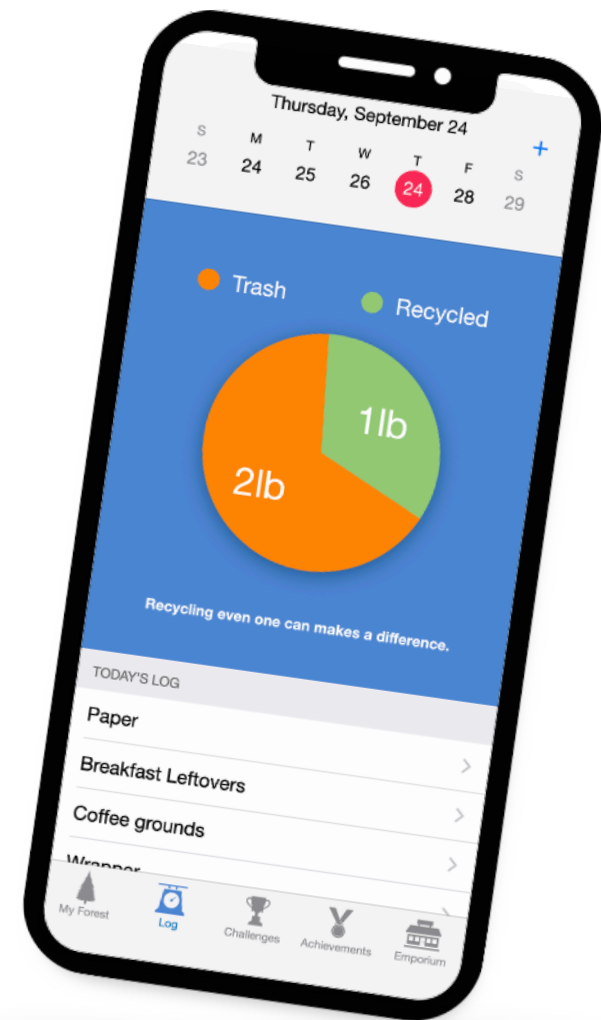
App Showcase

Celebrate Ingenuity

Designing apps is a great way to work together to solve problems in your community. And by hosting an in-person or virtual app showcase, you give aspiring coders a chance to celebrate their ingenuity as they present their ideas and share their solutions with peers, families, and the community.

After participants work together brainstorming, planning, and prototyping an app, they'll create a presentation and pitch it to a panel of judges during the showcase. The event concludes with recognition and a celebration of all participants.

This guide is a companion to Apple's coding curriculum and resources. It's designed to help you get started planning and preparing for a showcase event. You'll find information on showcase formats to suit your environment, tips on inviting and preparing judges, a downloadable rubric and certificate, and more.



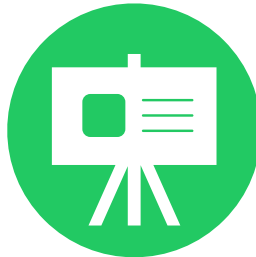
What's in This Guide

For each stage of organizing and hosting an app showcase, you'll find resources and customizable materials designed to make it easy to implement an inspiring showcase event.



Prepare

- Create a 3-minute pitch



Plan

- Showcase format
- Judging the showcase
- Invitations and promotion
- Recognition



Share

- Share your showcase
- Things to consider



Prepare

To participate in the showcase, participants will need to work through the app design journal and create a presentation for the event. Throughout the process, participants work independently or in small teams, developing critical and creative thinking skills as they go.

[Download the App Design Journal >](#)

Create a three-minute pitch

During the showcase, participants will deliver a 3-minute pitch presentation of their app ideas. Presentations should include:

- The problem the app is solving
- Who their app is designed for and what its impact will be
- Description of their app design process
- How the app will be used, including a demo of the prototype
- Demonstration of the user interface, user experience, and coding concepts in the prototype

Share the judging [rubric](#) with participants to help them get ready to pitch their projects.

Share these presentation tips with participants:

- Showcase your personality.
- Practice your presentation before the showcase.
- Create a screen recording on iPhone, iPad, or Mac to demo your app prototype.
- Use Keynote with a voiceover, Clips, or iMovie to build a pitch video.
- When presenting online, have a team member monitor chat for questions.
- For a polished look in Keynote, hide the toolbar, format pane, and slide navigator. Press `⌘P` to start the presentation.

Educators can visit the [Apple Teacher Learning Center](#) for tips on screen recording, adding audio to Keynote, and more.

Plan

Showcase format

Your showcase can be small or large, in-person, or virtual. Consider the resources you already have and who might be able to provide support. Try to identify how and where you'll hold the event as soon as possible. It can be in a classroom, at the library, or a community center. Or you can hold it online through a video conference system—anywhere participants can show off their apps!

We've provided three sample ideas for formats—an app fair, a main stage, and a virtual showcase—to spark ideas for an event that best fits your participants and community.

App fair

Like a science fair, an app fair lets guests and participants explore at their own pace, visiting each team's station to view prototypes and hear their pitches.

Sample agenda for an app fair format

- Setup
- Welcome
- Round 1
- Round 2
- Scoring and review
- Recognition and certificates
- Concluding remarks
- Group photo





Main stage

In a main stage event, teams take turns presenting their app ideas to a panel of judges in front of a live audience. The tone is more formal, and the format gives participants the opportunity to practice public speaking from a stage.

In this format, judges sit on or near the stage so they can pose questions to the teams following their pitches.

Sample agenda for a main stage format

- Setup
- Welcome
- Pitch 1
- Feedback and questions from judges
- Pitch 2
- Feedback and questions from judges
- Pitch 3, 4, 5, and so on
- Scoring and review
- Recognition and certificates
- Concluding remarks
- Group photo



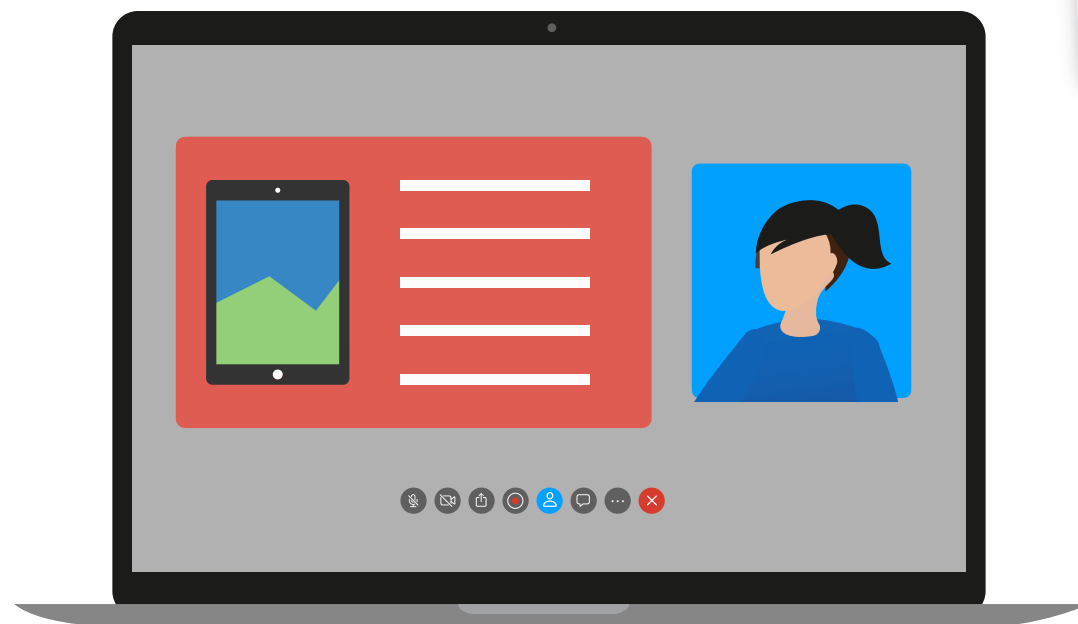


Virtual showcase

A virtual showcase gives teams the opportunity to present their app pitches online using a video conferencing tool. It can be a fun way to celebrate students in any learning environment.

Consider a rehearsal with students before the event to help them become familiar with the format and practice their pitches. On the day of the showcase, create a celebratory feel with welcome music and an enthusiastic emcee.

If judges are unable to join a video conference, consider sharing screen recording videos. Judges can provide video or written feedback to students.



Sample agenda for a virtual showcase format

- Prepare presenters
- Welcome
- Pitch 1
- Feedback and questions from judges
- Pitch 2
- Feedback and questions from judges
- Pitch 3, 4, 5, and so on
- Break for scoring and review
- Recognition
- Concluding remarks

Tips for a virtual showcase format

- Be sure a cohost is available who can help respond to questions from the audience via chat or text.
- Mute all participants who are not presenting to reduce background noise.
- Set up a separate call or video conference for judges to discuss the pitches.
- Consider capturing screenshots to create a showcase photo collage you can share with participants.
- Email participants their certificates of participation after the event.



Judging the showcase

Including judges is a great way to provide participants with feedback on their ideas. Judges don't need to be experts in coding. Consider inviting local business people and community leaders to be judges. Hosting a virtual app showcase also allows for inviting judges from near and far—don't be afraid to ask.

Tips for judging

- Review the scoring [rubric](#) with judges. Let them know the types of awards and recognition you're planning.
- Encourage judges to ask the participants questions and provide feedback.
- Provide a quiet space for judges to convene and discuss scoring.
- For virtual showcases, judges can meet on a separate call or video conference.



Sample email to recruit judges

Volunteer opportunity: App showcase

Dear [name],

The [organization] is planning an app showcase event on [date] from [time] to [time], and we'd like you to help judge the event. Your experience and perspective would be extremely valuable to our aspiring developers.

Judges will hear short pitches from participant teams, ask questions and provide feedback, then score the app pitches using a scoring sheet we'll provide. We'll conclude by celebrating all participants in the event.

Thank you for considering this request. We truly appreciate your support of youth in our community. Please respond to confirm your participation or with any questions.

Sincerely,

[name]

[title]

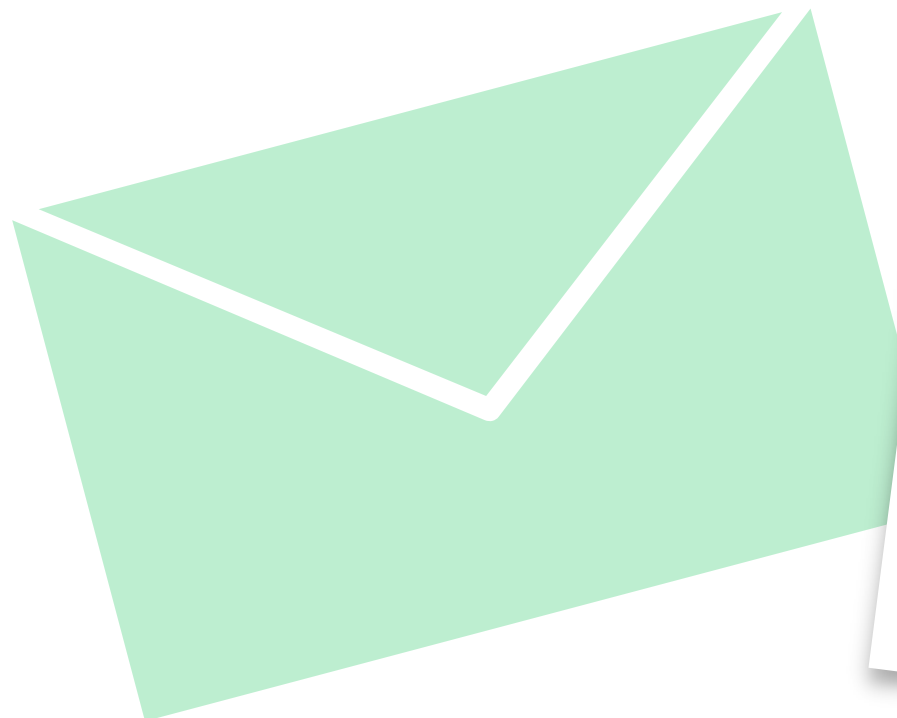
[school or organization]



Invitations and promotion

Here are some ideas to help you build excitement and encourage your community to attend the showcase event:

- Send invitations to special guests, like family members and community leaders.
- Promote the event on your organization website, on social media, and in your newsletter.
- Encourage presenters to invite their friends and family.



Sample showcase invitation

Celebrate Innovation

Join us for our first app showcase event! Support our participants as they pitch their app ideas that focus on helping people in our community. All teams will have the chance to present to a panel of judges and earn recognition for their projects.

Event details

[Date]

[Time]

[Location name]

[Location address]

[Contact for questions]

[RSVP link]

Recognition

All participants should receive a certificate of achievement for participating in the showcase. Also, friendly competition can be a great motivator. Consider recognizing participants for their strengths in app design with awards like:

- Best Innovation
- Best Design
- Best Pitch

You can also encourage audience participation with a People's Choice award. [Download](#) and modify this certificate template for different awards.



Consider giving participants a T-shirt before or during the showcase event. We've created a T-shirt design template that you can download [here](#).

Share

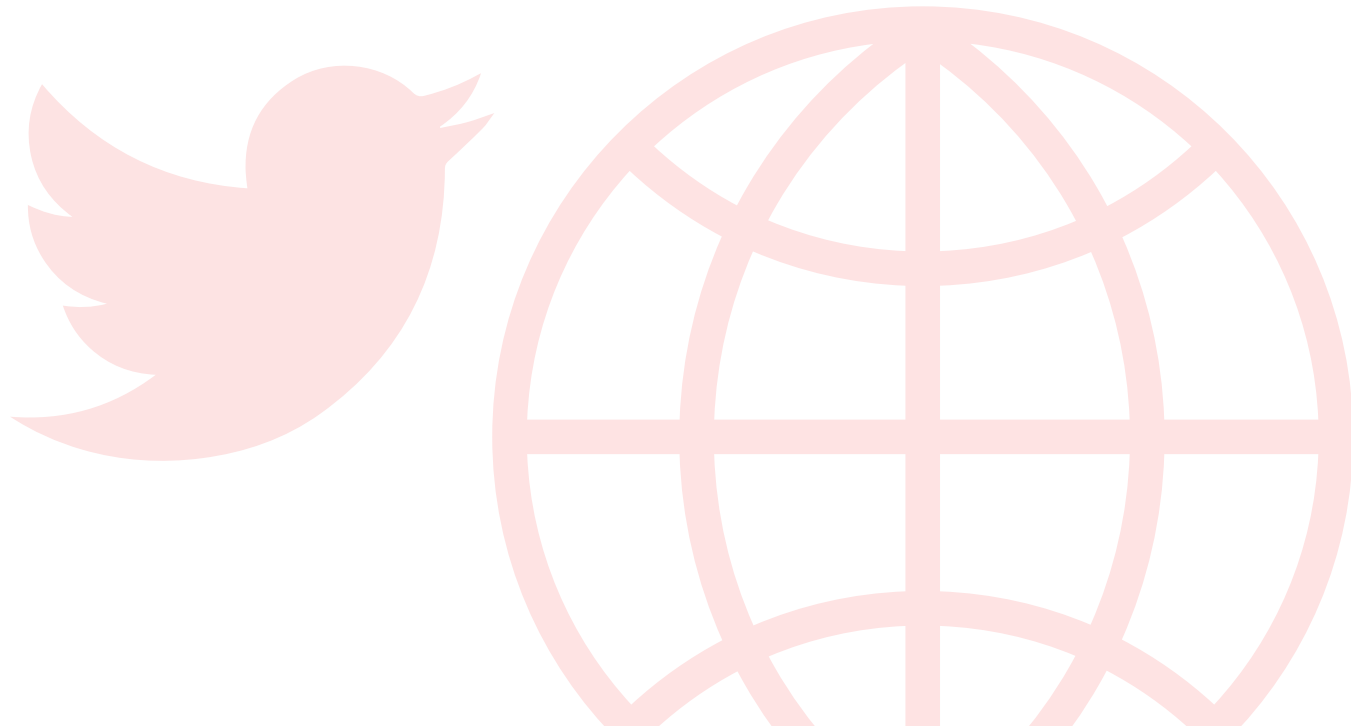


Share your showcase

By hosting an app showcase, you join a community that's supporting innovators of the future. Follow @AppleEDU on Twitter and show us what's happening in your app showcase events by tagging #EveryoneCanCode.

Things to consider

- Remember to consult your organization's social media guidelines and acceptable-use policy.
- Be sure you have parental consent to share student work.
- Help participants protect their intellectual property and respect copyrights held by others. See [Copyrights and Wrongs \(9-12\)](#) from Common Sense Education if you need guidance.



Evaluation Rubric

[Download >](#)

Team name: _____

Category	Novice (1 point)	Intermediate (2 points)	Proficient (3 points)	Mastered (4 points)	Points
Pitch Content	Shares basic information, such as purpose and target audience	Gives clear explanation of the app's purpose and design, and how it addresses user needs	Presents clear and compelling explanation of the problem they're trying to solve, market demand, audience, and how the app was designed to meet user needs	Makes a persuasive pitch backed by evidence that shows how the app meets, exceeds, or redefines user needs	
Pitch Delivery	Informational; one team member presents	Confident, enthusiastic; more than one team member presents	Engaging, good use of visuals to support story; team highlights contributions of each member	Creative, memorable storytelling; engaging visual support; smooth transitions between team members	
User Interface	Consistent screens that support app's purpose	Clear, functional design with familiar elements; prototype supports basic user tasks	Elegant, concise, pleasing design with thoughtful use of color, layout, and readability; prototype gives user a sense of place within navigation	Design empowers the user to interact with content; prototype uses animation, color, and layout to create a seamless, engaging experience	
User Experience	Clear intent; users can accomplish one or more goals	Consistent and standard navigation; intuitive path through app content	Adaptable to user needs; addresses accessibility, privacy, and security	Innovative, surprising and delightful; gives users a new kind of experience that sets it apart from competitors	
Coding Concepts	Some connection between app functionality and underlying code	Explanation of how general coding concepts like data types, conditional logic, or touch events relate to the app	Description of specific coding tasks necessary to build their app; demonstration of how that code powers the app's functionality	Explanation of the app's architecture, data structure, algorithms, and features; discussion of decision-making in developing this approach	
Technical Review (Optional) <i>For functional app prototypes in Xcode. Judges should be familiar with Swift and iOS development best practices.</i>	Swift code runs in specific examples; code is basic with no abstraction	Code runs without error in all cases; code is basic with some evidence of abstraction	Code is organized with clear Swift naming conventions; high evidence of abstraction; follows iOS guidelines	Code is well documented with comments; effective use of Swift features; employs organization, such as Model-View-Controller	
Comments:					0 Total score



App Showcase

Certificate of Achievement

Awarded to

For

Signature

Date

