

# Project 5

# PRO DESIGN PRACTICES

George Mason University | School of Art

AVT 413

Fall 2017

Jim Van Meer

jvanmee2@gmu.edu

Meetings by appointment

## Presentation: Show Off

### DESCRIPTION

At some point in your career as a designer you're going to need to present your work. It may be during an interview for that dream job. It may be a pitch to a client where you have to show them you have the chops to take on the project. It doesn't matter so much the setting as it does how well the presentation goes.

It's time to show us you've got what it takes.

### WHAT TO DO

For this, your final project, you will need to select a project from your portfolio or one you have created for an employer or as a freelancer and present it to the class. You will need to do so in a professional manner within time limitations, and you will need to do so succinctly.

You will be given a total time limit of five (5) minutes, and you will be expected to fill those five minutes with relevant, attention-getting (and keeping) information. You will be timed. Your presentation may be done in any manner you find to be the most conducive to showcasing your work and may include video, on-screen images, etc. You may not do your presentation from a website or online portfolio.

You will need to dress the part—wear appropriate business attire. You will need to act the part—you may use notes or a script, but do not read your presentation. Your grade will be based on the creativity of your presentation, how well-conceived and convincing your presentation is, its (and your) professionalism, and your ability to capture the audience's attention while sticking to a strict 5-minute timeline. You will be critiqued immediately following your presentation by the instructor and your classmates according to the following criteria:

- Attire (did you dress the part, did your manner of dress distract or augment)
- Visuals (were your visuals appropriate, were they easily seen, did they fit the scenario)
- Professionalism (did you address your audience well, did you speak with expertise)
- Organization (did your presentation have a beginning/middle/end, did it flow well)
- Confidence (were you confident, did you stammer, did you inject too many "uhs")
- Clarity (were you clear on your points, were you well-understood and well-heard)

Do not expect to "wing it"—you should practice your presentation well in advance of the due date.

Presentations will begin promptly at 7:30 PM each class. Each presenter will be given a 5-minute set-up/prep window of time, and a 5-minute presentation limit.

### WHAT TO SUBMIT

Because this is a live presentation, you are not required to submit anything.

### DUE DATE

Final presentations will be given over the course of two classes:

**Round 1 Presentations: Wednesday, November 29, 2017**

**Round 2 Presentations: Monday, December 4, 2017**