Student name printed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Initial if you have read and understand the rubric and assignment: \_\_\_\_\_\_\_\_\_\_\_\_

For this presentation, you will make a pitch in a style similar to Mad Men (recall the clips we watched in class).

**If your image is an advertisement or a movie poster**, you will play the role of the design team and pitch the ad or poster directly to the company. You will interpret the ad or poster for them, tell them how it targets their target audience, and why it is the best choice for their campaign—you will convince them to choose your design.

**If your image is a piece of artwork**, you will play the role of an art director pitching the piece to a committee for display in a specific space—a children’s hospital, a public library, the city capital building (ask your instructor for help choosing a location). You will interpret the piece of art, tell the committee why this piece of art targets their target audience, and why it is the best choice for their space—you will convince them to choose your selection.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Presentation content: 35 points

15 points:

* **Introduction**: introduces yourself and your audience, addressing the audience by their title (“Welcome, Sony Studios!” “Welcome, City Hall committee members!”)
* **Image’s target audience**: explain who this image targets (the answer is never “everyone;” the answer is specific)
* **Purpose of image**: explain what this image wants from its audience (to buy a product, to experience an emotion?)
* **Why this is the best choice**: this is your thesis (“This image is the best choice for your campaign/for display in your space because . . .)

Explanation of:

|  |  |  |  |
| --- | --- | --- | --- |
| Introduction | Image’s target audience | Purpose of image | Why this is the best choice |
| 5 points \_\_\_\_\_\_\_\_\_ **Excellent**  4 points \_\_\_\_\_\_\_\_\_ **Good**  3 points \_\_\_\_\_\_\_\_\_ **Fair**  2 points \_\_\_\_\_\_\_\_\_ **Needs Work**  0 points \_\_\_\_\_\_\_\_\_ **Not present** | 5 points \_\_\_\_\_\_\_\_\_ **Excellent**  4 points \_\_\_\_\_\_\_\_\_ **Good**  3 points \_\_\_\_\_\_\_\_\_ **Fair**  2 points \_\_\_\_\_\_\_\_\_ **Needs Work**  0 points \_\_\_\_\_\_\_\_\_ **Not present** | 5 points \_\_\_\_\_\_\_\_\_ **Excellent**  4 points \_\_\_\_\_\_\_\_\_ **Good**  3 points \_\_\_\_\_\_\_\_\_ **Fair**  2 points \_\_\_\_\_\_\_\_\_ **Needs Work**  0 points \_\_\_\_\_\_\_\_\_ **Not present** | 5 points \_\_\_\_\_\_\_\_\_ **Excellent**  4 points \_\_\_\_\_\_\_\_\_ **Good**  3 points \_\_\_\_\_\_\_\_\_ **Fair**  2 points \_\_\_\_\_\_\_\_\_ **Needs Work**  0 points \_\_\_\_\_\_\_\_\_ **Not present** |

15 points: **analysis of visual** (don’t just describe; point to specific aspects of visual and explain those aspects—what are they doing? how are they effective? why?)

* (optional) background info, only if necessary for analysis
  + **up to 5 points may be lost if background info monopolizes presentation time** (in a 4 minute presentation, you should not exceed 1 minute of background info; that is 25% of your time)

Amount of time for background info: \_\_\_\_\_\_\_\_\_\_\_\_\_

Presenter analyzes **at least two prominent aspects\* of their visual**:

**\***You must discuss **at least two prominent aspects** of your visual. You may talk about more than two. Assuming you discuss at least two prominent aspects, these **points come from *how well* you discuss**, not *how many* you discuss.

Presentation style: 15 points

* 5 points: make time limit
* 5 points: organization (don’t jump around)
* 5 points: tidiness—general speaking presence, including but not limited to: strong eye contact, not fidgeting, not saying “like,” “um,” etc., not reading from notes (no note cards allowed)

Does presenter make time limit? (3 minute minimum, 4 max)

5 points \_\_\_\_\_\_\_ YES

2 points \_\_\_\_\_\_\_ NO, but at least 2 minutes

0 points \_\_\_\_\_\_\_ NO, less than 2 minutes

Organization: the best strategy is to address your topics in the order the rubric states them—if you practice with the rubric in mind (perhaps in front of you), you’re less likely to forget something.

5 \_\_\_\_\_\_\_\_\_ **Excellent** organization is clear, audience-oriented, appropriate to topic emphasis

4 \_\_\_\_\_\_\_\_\_ **Good** organization is mostly clear, mostly audience-oriented, mostly appropriate to topic emphasis

3 \_\_\_\_\_\_\_\_\_ **Fair** organization is fragmented, more speaker-oriented, somewhat appropriate to topic emphasis

2 \_\_\_\_\_\_\_\_\_ **Needs Work** organization impedes audience move through information

1 \_\_\_\_\_\_\_\_\_ **Not present**

\*fragmented = organization jumps around

How tidy is the presentation? (5 points)