Σ 10 Points

Media Computing Project — Assignment 2

Elevator Pitch

Deadline: Wednesday, 11th November 13:30

Description

After brainstorming your ideas with storyboards it is time to decide for one idea and promote it. An elevator pitch is a crisp message that communicates key features of the project in a succinct way so that others can easily understand it. Imagine if you get asked about the project in the lift going up to your office. Can you communicate what the project is about before the elevator gets from the ground to the tenth floor?

Tasks

1. **Elevator Pitch (10 Points)**
   Imagine you have a few moments to explain a manager why your project cannot be missed from his software.

   A project pitch should summarise the main features of your project in a few sentences. The following structure helps you:

   1. Describe the problem or the opportunity.

   2. Define the problem that you would like to solve.

   3. Describe the idea and how to implement it briefly.

   4. In the end pick up the context again and draw a conclusion.

Format

All files need to be packed into a ZIP file. Submit this as a group solution in RWTHMoodle. The ZIP archive contains a PDF (max. 1 DIN A4 page, 12pt font size) with the following content:

• Matriculation number of **each** group member

- Text for the elevator pitch
  - One person of each group will present your elevator pitch next week in the lab on 11.11.20. For that you have 90 seconds, i.e. one and a half minutes.
- **Optional** drawings to your idea (can be on top of the A4 page maximum)

Grading

Both the work in the group and the careful handling of the tasks in the lab are a prerequisite for a successful passing of the course.

Points are given for the assignment and the amount of work involved is included in the grading of the final project.

It is advisable to make clear for some assignments which team members have worked on the respective subtasks. At the end of the project, however, each member should be able to answer questions about each topic.

Assignments handed in after the deadline will be considered negative in the final evaluation.

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