

PROPOSAL

SET W04

DUE W06 · PRE-SUBMIT SUN 11:59PM

5% + REQUIRED TO PASS

PRESENTATION + PRODUCTION

One page and five slides. A hundred seconds to say what you are going to make, for whom, and why it is worth seven weeks.

WHAT THIS IS

The midterm gate. From W07 the studio block belongs to whatever you propose here — the week's technology becomes an input to your project rather than a separate exercise. It carries five percent and it is required to pass, which is the honest shape of it: the number is small, the consequence is seven weeks. A vague proposal does not cost you five marks, it costs you the rest of your term.

THE FORMAT, AND WHY IT IS LIKE THIS

Pecha-kucha. Five slides, twenty seconds each, auto-advancing, one hundred seconds total, then two minutes of questions from the panel. The slides advance whether you are finished or not.

This is not a gimmick and it is not to save time, though it does. Twenty-four people at ten minutes each is four hours in a two-hour-fifty room, so some constraint was always coming. Auto-advance was chosen because it makes the format enforce itself rather than making me the timekeeper — and because concision is exactly what your five-minute final will need. Practise it once against a clock and it is easy. Do not practise it and it is unpleasant.

WHAT TO SUBMIT

ONE PAGE

The problem statement, your scope, one stated non-goal, and what you cannot fabricate. Written for someone who was not in the room.

FIVE SLIDES

They carry the argument. If they are captions for your narration, the auto-advance will expose that in about forty seconds.

PRE-SUBMIT

Both, by 11:59pm the Sunday before. The running order depends on it, so this deadline is firm in a way most are not.

THE PROBLEM STATEMENT

Name a specific deficiency, not a general aspiration. “Better onboarding for carers” is not a problem statement. “Carers are handed a diagnosis and a pamphlet on the same afternoon, and the pamphlet assumes they already know what a care plan is” is one — because you can act on it, and because you can be wrong about it.

The test: hand it to someone who was not in the room. If they can act on it, so can a model, and so can you in seven weeks. This is the same test we apply to a brief at W05, and it is the same test for the same reason.

WHAT MAKES THIS GO WRONG

- Proposing the technology instead of the problem. Nobody needs a project that is “about AR.” Open with what is wrong and who it is wrong for.
- Scoping for a year. Seven weeks of studio, alongside four other courses. Ambition is good; an unscoped proposal is not ambition, it is a plan to run out of time in week twelve.
- Not naming what you cannot build. You will not fabricate a sensor array. Say so, and say what you will design around it instead — that is a legitimate and fully assessable move in this course.
- Reading the slides. There is no time.
- Ignoring your own research. If nothing in the Research Pack shaped this, one of the two is not doing its job.

ON THE DAY

BLOCKS OF EIGHT

Run in three blocks with resets between. You will know your slot in advance.

PEER FORMS

You complete one line for every other presenter — strongest thing, biggest risk. That is twenty-three pieces of feedback coming back to you, and it counts as participation evidence.

THEN

You read yours and write one sentence: what am I changing? That sentence is the last thing that happens before the second half of term starts.

HOW THIS IS MARKED

Marked on these criteria. Percentages are shares of this assignment, not of the course. The full rubric — including every indicator behind each criterion — goes out with this brief, and it is the same sheet I mark on.

30%

The statement

25%

Scope

25%

The hundred seconds

20%

Evidence behind it

REQUIRED TO PASS — NOT SCORED

- One-page proposal and five slides pre-submitted by Sunday 11:59pm
- Presented at the W06 gate, or at a rescheduled one-on-one within the week
- AI Use Statement attached

IF SOMETHING HERE DOES NOT WORK FOR YOU

Any live presentation can be a recorded presentation with live Q&A, or a one-on-one defence. On request, no documentation required. A missed live event is rescheduled in the assessment period and the late penalty does not apply to it. If a tool, sensor, library or device does not work on your machine or your body, there is a declared alternative for every hands-on in this course — take it, no explanation needed. And you can complete this course without using generative AI: tell me and we will set up the equivalent path.