

PROPOSAL

SET W04

DUE W06 · PRE-SUBMIT SUN 11:59PM

5% OF FINAL GRADE

PRESENTATION + PRODUCTION

The midterm gate. One page plus five slides, presented as pecha-kucha — 5 slides × 20 seconds auto-advance, 100 seconds, then two minutes of panel questions. It carries 5%, and it is also required to pass: you cannot take a project into the second half of term without a proposal that has been through this room. The weight is small because the consequence is not a number — from W07 the studio block belongs to whatever you propose today, so a vague proposal costs you seven weeks, not five percent.

STUDENT	SECTION	GRADE

LEVELS **5** OUTSTANDING 4 STRONG 3 GOOD 2 DEVELOPING 1 INSUFFICIENT

CRITERION (WEIGHT) + INDICATORS	LEVEL	NOTES
THE STATEMENT 30% - Names a specific deficiency, not a general aspiration - Technology, context and problem are all present, and connected to each other - Your domain is doing work — this could not be anyone else's proposal - A reader could act on it without asking you a question first	1 2 3 4 5 ☐ ☐ ☐ ☐ ☐	
SCOPE 25% - States what is in, what is out, and at least one non-goal - Sized to seven weeks of studio, not to an imaginary year - Names what you cannot fabricate, and what you will design around it instead - The scoping decision survived questioning under panel	1 2 3 4 5 ☐ ☐ ☐ ☐ ☐	
THE HUNDRED SECONDS 25% - Five slides carry the argument — they are not captions for your narration - The auto-advance was designed for, not fought - Opens with the problem, not with the technology - Nothing on a slide that you then read aloud	1 2 3 4 5 ☐ ☐ ☐ ☐ ☐	
EVIDENCE BEHIND IT 20% - Grounded in your Research Pack rather than in a hunch - Names at least one thing you learned that changed the proposal - Stakeholder ecology is visible — who this reaches beyond the direct user	1 2 3 4 5 ☐ ☐ ☐ ☐ ☐	

REQUIRED TO PASS — NOT SCORED

Conditions, not criteria. The pre-submit deadline is firm because the running order depends on it, and a proposal that has not been through this room cannot become a Final Intervention.

- ☐ 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

SUMMARY FEEDBACK

The one scoping change to make before W07, when the studio block becomes theirs.