

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.

YOUR NAME	SECTION	GRADE YOU'D GIVE YOURSELF

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

CRITERION (WEIGHT) + INDICATORS	LEVEL	EVIDENCE — WHERE IN YOUR SUBMISSION?
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

WHAT ARE YOU CHANGING?

One sentence, written after you read your peer forms. This is the W06 close exercise.

WHAT YOU EXPECT TO BE HARDEST

Name it now and it stops being a surprise in week nine.