

Course: DMED 540 Pitches and presentations 1
Term: Fall semester 2022
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Course Description

In this course, you will be ushered in the language of presenting and pitching in the field of digital media through contact with authentic digital contexts, guided practice and group and individual projects. We will focus on spoken language, improving practical skills, formal/informal registers, and designing your pitch/presentation slides. The materials will comprise online courses on language analysis and comprehension, lectures in information technology and design, authentic digital artifacts, samples of designers' and developers' portfolios and others. You will have ample opportunity to practise your presentation skills in various formats. Topics include but are not limited to project proposal pitches, user interface design, user experience for web / iOS applications and game design, animation and tools for animation, web graphics, software development, contemporary media theories and social media. The course is structured as follows:

A. Individual presentations and pitches (lexical items, concepts, and introductory practical skills);

B. Pair presentations and pitches (practical skills and time management techniques);

C. Group presentations and pitches (practical skills, group, and teamwork, sharing screen time and combining slides from various team members for a cohesive/coherent pitch)

*Covid-19 amendments and curriculum changes (in case of online classes)

Considering the current situation, the format of the present course has been carefully amended to also suit an e-learning environment and provide students with various activities designed to enhance self-study and research techniques. We aim to create an engaging pre-MDM community where students can follow and measure their progress through regular feedback. Courses are designed to be delivered both on

Zoom and in person, and written assignments will be completed in Google docs/ Google drive and shared with the teacher and the IAs (when necessary); our communication will be mostly face-to-face, on Zoom, email, Google Drive, canva.com for some presentations, and our WhatsApp group. You will receive the materials for the course each week before the start of the class.

Course Objectives

Throughout the course, you will:

- Acquire a wide range of vocabulary related to media, digital and otherwise;
- Practise public speaking by presenting/pitching your work in front of an audience and identifying your non-verbal style;
- Develop a specific communicative set of skills necessary for the job market in an English-speaking country;
- Have a better understanding of your abilities to persuade and convince a particular audience, get feedback and improve according to the feedback;
- Correctly use new lexical items related to contemporary digital media environments by applying the language in presentation slides and formal and informal pitches;
- Better your pronunciation and intonation skills to be able to sound more natural.
- Improve your time management and flow in pitches and presentations.

Students' goals:

Note: This part will be completed in class during our first week. You will discuss your personal goals and needs related to this course in groups and articulate five additional goals you would like to achieve throughout the semester.

- 1.
- 2.
- 3.
- 4.
- 5.

Course Format

The course will run for 13 weeks with 3-hour weekly synchronous* modules. Given the Covid-19 situation, the instructor is prepared to switch from in-person to online at any time during the semester. *This is not a lecture-based course, it is a practical language one; therefore, the materials and activities planned for a class are communicative and involve active learning. The course doesn't intend to teach hard skills and focuses on the operating language in the authentic materials.*

***Synchronous e-learning means** that the instructor and the students in the course engage with the course content and each other simultaneously, but from different locations, through online platforms.

****Asynchronous e-learning** includes various forms of digital and online learning. The courses are not being delivered in person, and in real-time, and the schedule is more flexible. Students receive tasks and activities to complete independently, and the instructor offers feedback and error-correction (for language instruction).

Course pre-requisites

A minimum of intermediate/upper-intermediate English proficiency is required to take this course. i.e. IELTS academic overall - 6.5. You should also have an intermediate ability to operate with Digital Media terms/concepts.

Tips for successful completion of the course

- The motivation, participation and attendance grade (MPA - 20%) should be taken seriously throughout the semester.

- For each presentation session, you will receive constructive feedback from the instructor and your peers. Take it into consideration carefully and focus on using it to improve your next pitches.
- Try to use all the digital tools recommended throughout the course, even if you have a preferred one. Testing a wide array of applications and design tools will contribute to your development in the field.
- As far as assignments go (both graded and ungraded), they must be handed in due time. You will have the possibility to extend **one** assignment **per semester** and extensions will only be granted for medical and emergency reasons for which you will have to provide written proof.

Note!

Each week, you will receive a **pitching assignment covering the topic discussed**. You will complete **graded** and **ungraded** assignments and **mandatory assignments per session with your reflections/ideas about the topic**. All weekly homework for this course is **mandatory**, as you will present it in class. All assignments will be pitches and presentations and will include **presentation skills management (verbal and non-verbal), slide design and audience management**.

Group Project - stage 3

During the fall semester, you will all participate in a group project centred around **pitching project proposals as a team** in the 3rd and last stage of the course. You will be set up into teams of 3 or more. You will experience various roles within the team, going through a project simulation that covers a digital solution for one of Metro Vancouver's main touristic attractions. This project will include field trips, and team meetings set in an Agile vocabulary environment. All **the pitching materials related to the proposal** will consti-

tute the final grade of the Pitching and Presenting I course. You will learn self and peer assessment techniques.

Stages	Week	Focus	Assignment	Due
Stage 1 Individual presentations/pitches	1	Planning a good individual presentation - research tools, e-libraries, tutorials, videos - practice pitches	Choose a topic for the final assignment due week 13. Discuss it with your peers.	Week 2 Week 2

Stages	Week	Focus	Assignment	Due
	2	Designing slides and visuals for an individual presentation/pitch - content management, minimal language, appropriate use of technologies, clear supporting documentation - examples and practice pitches		Week 3
	3	Time management and delivery - verbal/visual/non-verbal communication - involving the audience, conducting Q&A sessions, getting feedback - examples and practice pitches	Mandatory First pitch	Week 4

Stages	Week	Focus	Assignment	Due
	4	Delivering your presentation	Mandatory Pitch/presentation task	Week 5
Stage 2 - Pair presentations/pitches	5	Technical presentations - pair work and sharing the attention - the good, the bad and the ugly of sharing your slides, time management, clear structure and design flow - pair work	Mandatory	Week 6

Stages	Week	Focus	Assignment	Due
	6	Prioritizing content?/ Prioritizing the audience?, catching the audience's eye, focusing on details that count - pair work	Mandatory Pitch/ presentation task	Week 7
	7	Focus week - difference between a pitch and a presentation (working in pairs)	Mandatory Pitch/presentation task	Week 8
	8	Overview of the pitching techniques	Mandatory Pitch/presentation task	Week 9

Stages	Week	Focus	Assignment	Due
	9	Delivery In-class presentations, giving and getting feedback, conducting Q&A	Mandatory	Week 9
			Pitch/presentation task	Week 10
Stage 3 - Group presentations/pitches	10	Group presentations - introduction Sharing slide-content and flow Examples of best practices Non verbal communication of groups, time management techniques.	Mandatory Decide on the group members for your last assignment	Week 11

Stages	Week	Focus	Assignment	Due
	11	When pitches fail - problems and solutions Examples of best practices Recording/screen-casting your pitch	Mandatory	Week 12
	12	When pitches rock - picking the brain of great presenters, team management and bonding	Mandatory Quiz	Week 12
	13	Final group presentation delivery - feedback, final grades	Mandatory Final group presentation delivery (synchronous)	Week 13

Evaluation

The creation and presentation of the pitch are one of the most important parts of conveying the structure of any digital media artifact to an audience of clients or users. Yet, it is routinely overlooked by designers and producers. Our classes focus on the best slide-writing and pitching practices in the industry. The following criteria will offer you a well-rounded assessment throughout the semester:

Motivation, participation and attendance 20%

Throughout the semester, you will be graded according to your willingness to participate in discussions, peer reviews and corrections, recommending tools for presentations and attitude towards your instructor and peers. You should limit your device time to in-class activity requirements (during synchronous sessions) and be present and active at all times (for both synchronous and asynchronous activities).

Project work (team involvement) 30%

You will conduct self-assessment and peer assessment and receive instructor feedback for your team involvement during our project simulation pitches - stage 3 of the course.

Final Assignment 50%

The final assignment will be graded according to task achievement, slide design, effective command of the language, fluency, accuracy, coherence, cohesion, time management and critical thinking.

**The rest of the assignments are formative, and they will not receive a grade per se. They will, however, be accounted for on the base of completion.*

Total 100%

Grading System

A+	95-100
A	90-94
A-	85-89
B+	80-84
B	75-79
B-	70-74
C+	65-69
C	60-64
F	0-59

Policies

The student and academic policies of the Masters of Digital Media Program and of Simon Fraser University apply to this course. Relevant SFU policies can be found at:

- Graduate General Regulations

http://students.sfu.ca/calendar/for_students/grad_regulation.html

- Academic Honesty and Student Conduct Policies

<http://www.sfu.ca/policies/Students/index.html>

- Teaching and Instruction Policies

<http://www.sfu.ca/policies/teaching/index.htm>

- University Policies (complete site)

<http://www.sfu.ca/policies>