



get set

Presenting and evaluating. Project 5

Presenting and evaluating

Remember the brief?

Imagine you have been commissioned to produce a name, logo and brand profile for a new international festival of friendship. The festival will be a week-long event incorporating music, theatre and talks by authors and personalities.

You will have to present your findings to your peers (and your teachers) in a 10-minute presentation.

To create a really thorough presentation you should:

1. Begin by reminding the audience of your brief and explain what values and vision you are trying to communicate through your brand. Use your work from project steps 1 and 2 for this.
2. Draw on your audience research to explain some details about your festival brand such as possible musical acts or speakers that would appeal to your target audience. Consider the ticket price, venue and duration of the festival in this section. Use your work from project step 3 for this.
3. Present the name and reveal the logo for your friendship festival. Give reasons for your choice of name and show an annotated illustration of your logo. Tell the audience about your decision making process on colour, image and typography. Don't forget, it is also interesting to see those ideas that you rejected and to understand why you changed your mind. Use your work from project steps 4 and 5 for this.
4. Using all your work on this project, give an overall summary of your brand and why you feel that it communicates a strong message to your target audience.

Think in terms of around two minutes for each of these sections.



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Evaluation

Now that you have presented your brand, complete this evaluation on your own.

Presentation

- What went well in your presentation?

- Can you identify specific areas that needed improvement?

- Did you feel that your audience research fed well into your final presentation? If not, are there better questions that you could have asked?

Teamwork

- Did your team or partnership work well together?

- Give an example of good teamwork reflected in your project.

Product

- Are you happy with your friendship festival brand? Give two strengths and two possible weaknesses about the brand and logo that you have produced.