

Create a portfolio

Context

Here we will be focusing key messages. The elevator pitch is the epitome of a presentation that has focussed content around clear and direct communication.

Requirement

Make an elevator pitch of your design project, or as an introduction of your spatial practice.

Technical aspects

Format to use:

- 15 seconds: what problem is identified
- 15 seconds: unique solution / what you offer
- 15 seconds: who is the client / target market / user
- 15 seconds: selling your idea to the audience (persuasion)

Assessment

The presentation is marked according to the principles of Ethos, Logos, Patios, and Kairos.