



ARTX-C1013

Thematic Studio II 2023

Bachelor's Programme in Design, Aalto ARTS



Good morning!
How is everyone?



Today's topic: Mid-project Presentatons



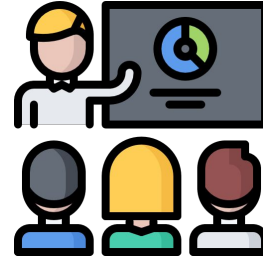
Mid-project Presentations

Mid-project presentation is a presentation of your groupwork idea for the second half of the course.

Duration of the presentation is **20 minutes or less**. Rehearse the timings!

10 minutes for questions and answers is reserved after each presentation and to give the next group time to set up.

You can use material from the idea presentation, diffusion essay and benchmarking.



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What: Mid-project presentations

When: Wed 22.02.2023, 09:15–14:00

Where: A1-A123

Key points of Mid-project Presentation

Key questions that should be explored:

What is your project all about: Explain what the overarching theme.

Why is it important: Context, background, problem that is being solved.

How do you pursue your goals: What methods are you going to use.

Who is your target audience: Who are you designing for?

What is the **expected outcome**: What is going to come out of this?



Grading of Mid-project Presentation

Mid-project presentation is graded by points 0–5, based on the:

- Quality of presentation
- Use of examples
- Viability of the proposal
- Argumentation, and
- Structure.

Score can be reduced for going over the allotted time.

Questions?

