

Pitch Feedback

U4O1

Criterion 7: Devise and deliver a pitch to test its suitability and evaluate refined concepts relevant to the brief and respond to feedback received.

Student name (Presenting): _____

Students name (giving feedback): _____

★ Use of visual and written material that reflects on the 2 concepts.

★ Presentations are relevant to the brief.

★ Mock-up that tests the suitability of both concepts.

★ Design Decisions are explained through written and visual material.

Design Feedback Presentation 1

Does the design fit the brief?

Does the design appeal to the target audience?

Is it clear how it will function and look ?

Design Feedback Presentation 2

Does the design fit the brief?

Does the design appeal to the target audience?

Is it clear how it will function and look ?

SWOT

(Strengths) Something that I think you have done really well is...

(Weaknesses) An area that I think you can improve on is....

(Opportunities) I found the following really interesting/creative/inspiring...

and think that there is an opportunity for you to...

(Threats) I am concerned that if you don't do the following, you are at risk of not meeting the brief...