Youth, Schooling, and Popular Culture, Spring 2020

# T ips for creating an “elevator pitch” about your project

The goal of this assignment is to share your project with members of the class in an interesting and clear manner. To do so, prepare a video that’s about one minute long but no more than two minutes long. Be as creative as you like. Please post your project "elevator pitch" to your moodle forum by Thursday at 11am.

Please offer short and constructive responses to members of your forum group by Monday, May 4 @ noon. Please respond to at least two of your forum members and you may choose to review and respond to any student’s presentation. The presenter might pose specific questions, but if not, consider the following: What questions do you have? What moved or interested you? Do you have recommendations for resources? Are there things that weren’t clear to you? What would you like to know more about?

# Here are some tips for the elevator pitch developed by the class:

1. Speak slowly and clearly, place emphasis on key points or words.
2. Convey the big issues or ideas about your project - don’t get too lost in the weeds.
3. Effectively communicate what your project is about and what you think is most important about what you are creating (program) or arguing (research paper).
4. Communicate what drew you to this topic. What’s exciting to you about this project?
5. Consider how to draw in your audience. Perhaps start with an interesting/unique point or a question that frames your presentation.
6. Use accessible language and explain important terms that may be unfamiliar to your audience.
7. Address/interrupt misconceptions about your project you think the audience might possess.
8. What were the challenges involved in exploring this project?
9. Examples of project idea elevator pitches shown in class:<https://www.youtube.com/watch?v=LqLjyY4yQ5Y><https://www.youtube.com/watch?v=Z_qvFjAT5vY><https://www.youtube.com/watch?v=NBa0cnsRMUQ>