

### APP PROJECT GUIDELINES

Although it seems like smartphones can do anything these days, every iPhone, Android, or BlackBerry owner can think of one thing they wish they're phone could do. Well here's your chance. As a group, come up with your dream application and then create a picture that encompasses what the App would do. It could be something feasible or something completely out of this world. Maybe one group will even be daring enough to try to make your idea into a real app and make millions! Have fun with it. You may IMPROVE on an existing app.

Randomly, you will be assigned to small groups. As a group you will create a presentation and written proposal trying to persuade investors to invest in your app idea. Each group member will be graded on his or her contributions to the project.

#### **App Presentation**

***App Presentation must answer and include the following:***

Length: Maximum Five Minutes

Format:

- Teams may be creative and use any of the formats listed below. If a format is not listed, please contact your instructor.
- Video, Talk Show, PowerPoint, Prezi, Skit, Reality Television Show, Infomercial
- Each team member must be present on the chosen platform
- Everyone should be clearly heard when viewing the platform. (Check your video).
- At least 1 pieces of evidence supporting why there is a need for your app (Wikipedia is not an acceptable source)
- Remember that you are promoting your app and must include an "action" item.
- Post platform in the correct drop box.

Content:

- Attention: Create an introduction that captures attention of your audience
- Need: Discuss the scope of the problem and how we are affected
  - Provide evidence on why your app is needed (Put quotes, statistics or other evidence here!)
  - Describe who are the target users
- Satisfaction: Demonstrate how your app fills the need or solves the problem by describing:
  - App features
  - How the app works
- Visualization: Provide examples (visual and descriptive) to help audience understand your app solution
  - Include images or "screen shots" of what the app will look like
  - Include personal stories on how it will work
- Action: Summarize ideas and close with your "pitch" on why someone in your target audience would want to install and use your app and why an investor should choose your product.

#### **App Proposal (Also known as your paper)**

***App Proposal must include the following:***

- Submitted in a professional manner (typed, presentations folder, etc.)
- Include all the content elements listed under presentation.
- 12 point font
- Follow MLA guidelines, and all sources must be cited.

**IMPORTANT DATES and GRADING BREAKDOWN:**

App Project is worth 15% of your overall course grade:

**Learning Objectives**

- Present and write well-organized arguments with effective prose.
- Demonstrate critical listening and speaking skills.
- Properly reconstruct the foundations of an argument.

**Important Dates**

	<b>Due Date</b>
<b>Pick a topic</b>	See D2L
<b>Image, evidence summary and summary of app</b>	See D2L
<b>Works Cited Page</b>	See D2L
<b>Draft of Paper Due</b>	See D2L
<b>Draft intro, sources and closing pitch</b>	See D2L
<b>Presentation</b>	See D2L
<b>Final Paper Due</b>	See D2L

<b>Topic</b>	
<b>Individual Names</b>	<b>Signatures and Date</b>

The above sign and acknowledge that all materials will be turned in on their due dates. Failure to turn in the above items will result in a zero. Only the instructor can decide and allow a make-up if there is written evidence of a family or medical emergency. Until the evidence is produced the letter grade will remain a zero for the entire group.

Problems with wi-fi access or connection or a faulty computer are not acceptable excuses.

Professor DuCloux can be reached at [duclouxh@savannahstate.edu](mailto:duclouxh@savannahstate.edu) or 912-344-0161. Her office hours are Tuesday and Thursday 1:00-3:30 pm in Payne Hall Room 122. Make arrangements with her if you need to meet outside of regular office or class hours.

\*If you miss class on your presentation date, you will receive a score of zero for that portion of this assignment – presentations cannot be made up nor can dates be switched once they have been established.

## Grading Criteria

COMPONENT	4 - Advanced	3 – Proficient	2 – Fair	1 - Poor
<b>Nonverbal Skills</b>				
Delivery	Vocal and non-verbal deliveries are well developed and enhance the speaker's speech. Holds attention of entire audience with the use of direct eye contact, seldom looking at notes.	Delivery is clear and commands the interview. Voice and body are evenly matched and appropriately managed for the situation. Consistent use of direct eye contact with audience, but still returns to notes.	Delivery neither enhances nor hinders performance. Appropriate gestures are communicated and some distracting mannerisms are visible. Displays minimal eye contact with audience, while reading mostly from the notes.	Delivery is distracting or awkward and not commanding for a presentation. Long silences or pauses. Too much rambling on the part of the speaker. No eye contact with audience; entire presentation is read from notes.
<b>Verbal Skills</b>				
Enthusiasm	Demonstrates a strong, positive feeling about topic during entire presentation.	Mostly shows positive feelings about topic.	Shows some negativity toward topic presented.	Shows no interest in topic presented.
Elocution / Language	Student uses a clear voice and all audience members can hear presentation. Presentation is free of errors in grammar and pronunciation; word choice aids clarity and vividness. Professional language used with academic jargon.	Student's voice is clear and most audience members can hear presentation. Presentation is free of serious errors in grammar, pronunciation, and/or word usage. Speaker sounds mostly professional and informed.	Student's voice is low and audience members have difficulty hearing presentation. Isolated errors in grammar, pronunciation, and/or word choice reduce clarity and credibility.	Student mumbles, and speaks too quietly for a majority of audience to hear. Grammar, pronunciation, and/or word choice are severely deficient. Speaker does not use professional language.
<b>Content</b>				
Organization	Identifiable structure is presented in a purposeful, interesting, and effective sequence and remains focused. Presentation makes full, effective use of time and stays within time parameters.	Identifiable structure is present and consistently executed with few statements out of place. Presentation meets set time parameters.	Identifiable structure is present but inconsistently executed; may contain several statements out of place and occasionally deviate from topic. Presentation falls slightly outside set time parameters.	Little or no structure present. Presentation is confusing to the audience; no logical sequence of ideas; frequently off topic. Speech falls well outside set time parameters.
Use of Evidence	Selected evidence clearly supports the purpose of the presentation. Compelling evidence from the opposition also included. A variety of sources are included.	Evidence, both in favor and in opposition of claim(s), generally supports the purpose of the presentation.	Evidence, either in favor or in opposition of claim(s) cannot be clearly identified.	No evidence is used.
Content of Speech	Mostly substantive/pertinent declarations within speech. A lot of variety in type and form of speech.	Some substantive/pertinent declarations. Some variety in type and form of speech.	Few substantive/pertinent declarations toward argument made. Very little variety in type and form of speech.	Inappropriate content and points made to illicit responses. Lacked variety in type and form of argument.
Visual Aids	Visual aids are all readable, clear and professional looking, enhancing the message.	Visual aids are mostly readable, clear and professional looking.	Significant problems with readability, clarity and/or professionalism of visual aids.	Visual aids are all unreadable, unclear and/or unprofessional.

Question & Answer	Speaker expands upon previous statements. Cites additional examples to answer question.	Thoughtful, concise responses. Conveys knowledge of subject.	Responses not clear or do not add to comprehension of the listener.	Could not answer questions or answers are irrelevant.
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