

## Guidance for creating Presentation Materials for the Capstone Design Expo

The Capstone Design expo is a celebration of innovation, creativity, and the culmination of your academic journey, showcasing your ability to apply your skills to real-world problems and produce impactful solutions. You will have the opportunity to present your work and yourself to a wide range of audiences which might include potential employers, investors, customers, end-users and the public.

The materials you create and share for the expo are intended to enhance your team's chances of impressing the judges and winning the expo. Uploading materials online constitutes public disclosure and so please plan ahead to protect your inventions. Discuss your Intellectual Property protection strategy with your sponsor (if applicable) and your instructor. Your lab instructor will dictate the requirements for grading and the associated deliverables.

The following materials must be **uploaded** ([https://capstone.gatech.edu/expo\\_register](https://capstone.gatech.edu/expo_register)) on the expo website by 5:00 pm on the *business day before the expo* (if you wish for the judges to review this material before visiting your table).

1. **POSTER:** Upload your poster as a **.jpg** or **.jpeg** file for your team's submission. Your poster should be legible when viewing on your computer screen at 100% zoom settings. The size of your starting canvas could be 16 inches wide by 12 inches tall (which is 4:3 aspect ratio). Please make sure the file size is **less than 1MB**. You may use free online image compression software to resize your poster files. Plan to **print your poster** if you wish to use it during the expo. It is recommended to place your table numbers on the top right of the poster. Team numbers can be found here: <https://capstone.gatech.edu/projects>
2. **VIDEO:** Post a YouTube link for your **4-6 minute video**. The video must be uploaded on YouTube, and permissions must be set to ensure anyone can view it (do not set it as private).

**Judging Rubric:** (full version here: [https://capstone.gatech.edu/expo\\_rubric](https://capstone.gatech.edu/expo_rubric))

Teams will be scored on a 1-5 scale, 5 being the best, in the following four equally weighted categories:

A. **Problem** *Was the problem worth solving?*

Score of 5 can be awarded if the team presented a significant potential impact by using quantitative and/or qualitative metrics to justify the project.

B. **Solution** *Proof that the solution works*

Score of 5 can be awarded if the team successfully validated all critical aspects of the designed solution (through physical prototype and/or simulation)

C. **Innovation** *Is the proposed solution creative?*

Score of 5 can be awarded if the solution/recommendation is original, non-obvious

D. **Presentation Energy** *Did the team exude energy to get you excited?*

Score of 5 can be awarded if the team incited investment in the problem/solution/project

Each team will be randomly assigned 4-6 judges based on judges' major preferences. However, there will be a minority of judges who are not experts in your specific major/discipline. Hence, while your presentation materials for the expo (poster, video, oral pitch, etc.) would have substantial technical depth for an expert to understand and appreciate, they *should still be accessible to a non-expert*. Your first task when engaging with any audience at the expo is to quickly assess the audience and adapt your presentation so that it is tailored for them.

Understanding your audience's characteristics, expectations, and preferences provides the foundation for crafting communication that is both appropriate and responsive. Therefore, communication is only ever effective or ineffective based on its ability to cater to its intended audience.

**This is why we provide you, i.e., student communicators with audience avatars; you cannot make effective communication decisions without knowing the scenario or the audience.**

When you are communicating with your audiences, remember that you are also presenting a (hopefully knowledgeable and approachable) version of yourself. While we can design our own images through our communication choices, we must also acknowledge that, often, the audience or situation carries preconceptions about who we are or should be. Communicators must be aware of and adapt to these preconceptions when crafting their messages. This concept is important for students to understand as it underscores the dynamic nature of communication and the role of perception in shaping interactions. It encourages you to be proactive in communicator design while remaining responsive to the audience's expectations and existing perceptions.