

Spring Geometry Project: Phases Three & Four

Phase III: Written Proposal

In the written proposal your goal is to sell your idea to MLF. Convince them of how awesome your idea is. Act as if you are competing against the other groups for a contract. Explain all the advantages of your plan in detail. Questions to consider: How does it meet the needs of MLF? How does it meet the needs of the homeless who utilize it? What is it exactly about your design that makes it useful (how does form translate to function)? Show them (and me) how the geometry has produced a design that is worthwhile for building consideration.

In this report is where you also have the opportunity to provide any research citations for special features. If you are going to pitch this as part of your design, you will need to do some research and include it in your written proposal.

The tone should be professional and you should include graphics for reference. The proposal should be at least two but no more than three typed pages (including graphics). You need to make your case convincingly, but make it succinctly. Remember that MLF will be reading proposals from all the other groups as well. Be sure you have double checked for any spelling or grammar issues. There is no set format to follow, but remember: professional is the key word.

Phase IV: Presentation

Your project will conclude with an oral presentation to members of the MLF team. This is where you can summarize your work and highlight why your design is the one they should go with. **All team members must participate in the presentation in an active way.** Your blueprint and 3D model should be prominently displayed. Presentations will take place in class so you will have access to a computer, projector, whiteboard, etc. and you will have the ability to fully show your 3D rendering in Floorplanner. The presentation will be no more than 5 minutes long with 5 minutes allowed for questions from MLF and the architects. The presentation should be informative but also creative. It is a sales pitch and MLF will see many of them. Make them remember yours.

(On the back, you'll find the rubrics for these phases.)

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Part 3: Written Proposal	40	
The vision for the project is clearly explained	10	
The reasons for design decisions are spelled out (how form meets function)	10	
The information is logically sequenced	6	
The layout is professional with graphics enhancing the clarity of the content	8	
The tone is business like with proper grammar and spelling	6	

Part 4: Oral Presentation	30	
Presentation is well organized and easy to follow	8	
Presentation is thorough and demonstrates competence	8	
All team members participate actively	4	
Questions are handled appropriately	6	
Time constraints are met	4	