

**DESN2000 (Computer Engineering) 2025 T2**  
**Design Presentation (20%)**

Last updated: 04.08.2025

### Task

As a team, develop a 10-minute presentation to convince the audience that your team has created the best solution to the problem. How you structure the available time is up to you. However, you need to:

1. Briefly motivate and define your design problem, including a consideration of your users.
2. Describe your proposed design solution and how it is exceptional.
3. Describe the validation of your design, convincing the audience that it works.

You may assume the audience has some basic understanding (not deep) of the project. The marking criteria provide further guidance.

During the Thursday lecture slot of the 8<sup>th</sup> week and the Monday lecture slot of the 9<sup>th</sup> week, you will have the opportunity to practice your presentation with your classmates and get feedback before the final pitching session in week 10.

**Table 1:** Summary of crucial assessment details

| Type            | Group                                                                                                                                                                                                 |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Submission      | Live in-person presentation                                                                                                                                                                           |
| Due date        | Submit the slides to Moodle by week 10 Monday 11.59 pm. Late submissions will attract a standard 5% flat penalty per day. Your live in-person presentations will be during the week 10 lab time slot. |
| Weighting       | 20%                                                                                                                                                                                                   |
| Length          | No more than 10 minutes. A penalty of 5% applies for every 15 seconds over time. After the presentation, 2 minutes are allocated for the audience to ask questions                                    |
| Marking         | Marked by demonstrators & moderated by coordinators                                                                                                                                                   |
| Team evaluation | Yes. A survey is used to moderate individual marks.                                                                                                                                                   |

### Team evaluation

A team evaluation survey will open around the submission deadline to gauge individual contributions towards completing this task. The results will inform whether marks for individual team members will be adjusted from the received team grade. All students are expected to fill in this survey with fair and honest evaluations of the job done by their teammates. Deadline for completing the contribution form will be 11:59 PM, Friday (Week 10). Everyone of you must fill out indicating the contribution made by each member of the group towards the presentation.

*individual mark = contribution\_factor \* (presentation\_mark), where,*

*contribution\_factor = (average percentage assigned to the individual) \* (no. of group members in the group) / 100*

See below for the marking table of *presentation\_mark*.

## Marking

The assessment will be marked by a course demonstrator and moderated by course coordinators. The submission is worth 20% of your final grade. Marks and feedback will be returned within two weeks of the presentation. The marking rubric outlines how your presentation will be marked. Please read it and the rest of this guide carefully.

**Table 2:** Marking rubric – final mark is scaled to 20% of grade

| <b>Problem</b><br>Motivate and define your problem, including a consideration of your users.                |                                                                                                                                                       |                                                                                                                                                             |                                                                                                                                                                      |                                                                                                                                                                                   |                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Presentation missing, or little to no effort has been made.                                                 | Explanation of the problem was missing; consideration of users and stakeholders was missing.                                                          | Explanation of the problem and its importance was confusing; and consideration of users and stakeholders was superficial.                                   | Explanation of the problem and its importance was clear; as was the consideration of users and stakeholders when defining the problem.                               | Explanation of the problem and its significance was clear and well-evidenced; and consideration of users and stakeholders when defining the problem was careful and added value.  | Explanation of the problem and its significance was very compelling; and consideration of users and stakeholders when defining the problem was thorough, well-evidenced, and backed up by literature.                                    |
| 0                                                                                                           | 5                                                                                                                                                     | 10                                                                                                                                                          | 15                                                                                                                                                                   | 20                                                                                                                                                                                | 25                                                                                                                                                                                                                                       |
| <b>Solution</b><br>Describe your proposed design and how it excels at solving your problem.                 |                                                                                                                                                       |                                                                                                                                                             |                                                                                                                                                                      |                                                                                                                                                                                   |                                                                                                                                                                                                                                          |
| Little to no effort made.                                                                                   | Explanation of the design solution was confusing and used unclear concepts.                                                                           | Explanation of the design solution was confusing and details how it will solve the problem, but does not compare the solution to existing solutions.        | Explanation of the design solution was clear, details how it will solve the problem, and compares the solution to existing solutions.                                | Explanation of the design solution was clear, details how it will solve the problem, compares the solution to existing solutions, and provides evidence for these claims.         | Explanation of the design solution was clear and used literature, details how it will solve the problem, compares the solution to existing solutions, argues why it is superior, and provides evidence from literature for these claims. |
| 0                                                                                                           | 5                                                                                                                                                     | 10                                                                                                                                                          | 15                                                                                                                                                                   | 20                                                                                                                                                                                | 25                                                                                                                                                                                                                                       |
| <b>Validation</b><br>Describe the validation of your design, to convince the engineering audience it works. |                                                                                                                                                       |                                                                                                                                                             |                                                                                                                                                                      |                                                                                                                                                                                   |                                                                                                                                                                                                                                          |
| Little to no effort made.                                                                                   | Design is technically unfeasible. Design has no validation with evidence. Most assumptions are unreasonable, and most decisions lack a justification. | Design is technically unfeasible. Design lacks validation with evidence, such as tests, models, calculations, standards or equivalent. Many assumptions are | Design is technically feasible. Design is validated with evidence, such as tests, models, calculations, standards or equivalent. Most assumptions are reasonable and | Design is technically feasible. Design is validated with adequate evidence, such as tests, models, calculations, standards or equivalent. Most assumptions are reasonable, ranked | Design is technically feasible. Design is validated with ample evidence, such as test, models, calculations, standards or equivalent. Assumptions are all reasonable, ranked with a well-known                                           |

|                                                                                                                   |                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                   |                                                                                                                                                                                                                               | unreasonable, and many decisions are not justified.                                                                                                                                                                                               | ranked, and decisions are justified.                                                                                                                                                                                                  | with a well-known method, and design decisions are justified.                                                                                                                                                                                                                              | method, and decisions are all well-justified. Technical solution is shown to be innovative with research evidence.                                                                                                                                                                                            |
| 0                                                                                                                 | 5                                                                                                                                                                                                                             | 10                                                                                                                                                                                                                                                | 15                                                                                                                                                                                                                                    | 20                                                                                                                                                                                                                                                                                         | 25                                                                                                                                                                                                                                                                                                            |
| <b>Communication</b><br>Visual and verbal presentation quality. Give the audience a clear and convincing delivery |                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |
| Little to no effort made.                                                                                         | Presentation is not logically ordered and hard to understand. It is hard to hear it and writing has mistakes. It does not use storytelling to make it interesting and engaging. It does not use figures to communicate ideas. | Presentation is not logically ordered and hard to understand. It is easy to hear the spoken word and writing has no mistakes. It does not use storytelling to make it interesting and engaging. It uses figures effectively to communicate ideas. | Presentation is logically ordered and easy to understand. It is easy to hear the speech and writing is fluent. It uses storytelling techniques to make it interesting and engaging. It uses figures effectively to communicate ideas. | Presentation is logically ordered and easy to understand. It is easy to hear the speech and writing is fluent. Its explanation of technology is easy to understand. It uses storytelling techniques to make it interesting and engaging. It uses figures effectively to communicate ideas. | Presentation is logically ordered and easy to understand. It is easy to hear the speech and writing is fluent. It uses storytelling techniques to make it interesting and engaging. Its explanation of technology is easy to understand. It convinces the viewer about the novelty of the technical solution. |
| 0                                                                                                                 | 5                                                                                                                                                                                                                             | 10                                                                                                                                                                                                                                                | 15                                                                                                                                                                                                                                    | 20                                                                                                                                                                                                                                                                                         | 25                                                                                                                                                                                                                                                                                                            |

### Tips and resources

- Keep text on your slides to a minimum. Aim for a few words only.
- All students in your team must speak to be eligible for marks, except for any special consideration.
- Do not read off the slides. Make sure the visual and verbal components balance each other. If slides have lots of information, then what you say should be simple, and vice versa.
- Carefully design slides, use templates from sites like for help... we're engineers, not graphic designers after all.
- Include schematics/real photos/screenshots of your design where possible.
- Use large, high-resolution images, ideally your own.
- Make sure graphs are carefully constructed; the implications and impact should be straightforward to interpret.
- Make sure everything is clear and easy to read.
- Keep content focused and to the point, avoid unnecessary details.
- Don't use scripts or palm cards for the final version. Feel free to use them during practice.
- Make sure the presentation flows logically between sections.

- While this assessment values clear, engaging and convincing presentations, and good visual communication is part of that, it is not a contest for the production quality of the video.

**Submission**

Please upload your presentation slides (in PPT/PPTX or PDF format) to Moodle by the deadline (week 10 Monday 11.59 pm). These slides will be downloaded by the demonstrators and made available on the computer connected to the projector. For a group, only one member of the group should submit the presentation slides.