

Your final project in the class will be a **conceptual design** of a **new playful technology** that demonstrates your familiarity with the material covered in the class. The first step in this project is to develop a 120 second “pitch” explaining your idea. Your pitch should be accompanied by a one-page handout (one side only).

Important things to know:

- Don't worry! Your pitch isn't permanent. You can change your project topic later.
- You don't need to have a finished design now! Just answer the questions below and you can *work out the details later*.
- Your idea must be *significantly different* from what already exists. Your project may not simply state that you will implement something that already exists but do it “in virtual reality” or “in a video game.” It must be clear that you can make important design decisions in the course of developing your project.
- If you can't connect your project to any class material, change your project idea! This project counts as our final and must demonstrate your knowledge of **course material**.
- You need to practice your pitch! 120 seconds sounds short but it will be very easy to tell students who practiced their pitch and students who did not. You may use slides if you want to.

With this pitch and on your handout, please answer the following **questions**:

1. **INFLUENCES**: What are your **influences**? Choose one (or two) existing playful technologies that are your influences or starting points. If they are not well-known, you may need to say what they are.
2. **CONCEPT**: What is your **concept** for a new playful technology? It must be a *significant advance* on your influences. Give your project a **working title** and describe it. This should be your longest answer.
3. **AUDIENCE**: What **players** or users do you expect to be interested in this project? (saying "everyone" is not allowed). For example, your answer could begin: “People who like to...”
4. **INTENDED RESEARCH**: What **fieldwork** do you think will be useful to help you develop your project? (will you observe someone? interview them? show people a mock-up of your project and get reactions? play-test a simplified version? who will you consult? how will you do it?)
5. **COURSE MATERIAL**: Which **readings** covered in the class so far will be most relevant for your project? Cite at least three readings and state (very briefly) how they relate.

It is OK to use a list of questions in the style of the text above to format your handout. Your **handout should be at least 250 words** (the same as a weekly blog post). Your verbal pitch can be in any organization that you want – do what works best. Just going through the above outline in order may be helpful and that is totally fine.

To turn in this assignment:

1. **E-mail** your pitch to the instructor.
2. If you want **slides** (optional) for your verbal pitch, e-mail them to the instructor (as an attached file in .ppt or .pptx format) before 3:30 p.m. on pitch day. Slides sent later will not be shown.
3. Bring **11 copies** of your handout to class on pitch day.
4. **Give your 120-second pitch** in class person on pitch day.