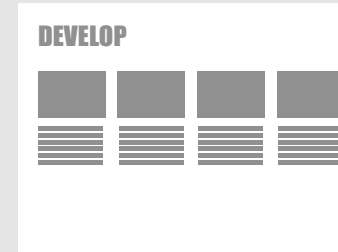


What is a Design Pitch?

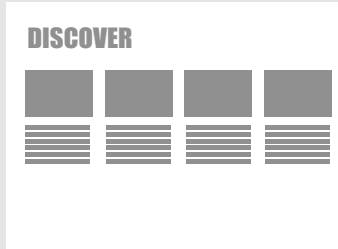
A design pitch is typically presented close to the end of a design project, it involves the designer presenting their design ideas and concepts, providing a rationale or reasoning for their design decisions, and seeking feedback from the key stakeholders. Below is a brief outline of how a pitch presentation may be conducted.



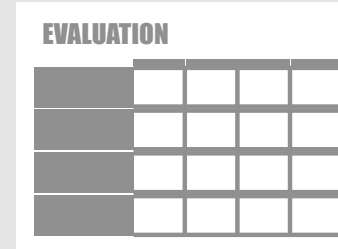
Problem: Title slide detailing basic information about the client and the communication needs which are being addressed



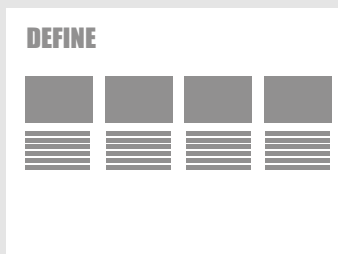
Develop: Slide/s which show how ideas were developed, looking at how methods, media, materials, elements and principles were used.



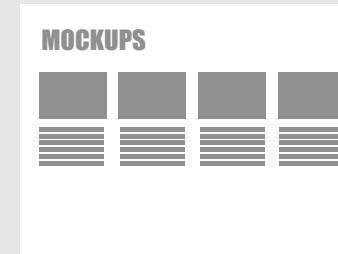
Discover: Slide/s which detail some of the discovery work which was produced and the insights gained about the design problem



Deliver: Slide/s which show how critical thinking was used to evaluate the effectiveness of the design using design thinking.



Define: Slide/s which outline how the insights have been synthesized into a design brief, including audience and design criteria.



Deliver: Slide/s which show mockups and prototypes of design concepts for comments and feedback.