

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ clearly and creatively communicate and evaluate ideas
- ☐ use visual hierarchy and show ideas in use

I DO

Worked example Read how a full-mark answer is built

You need to present your final design for a sensory garden to the client.

1 Describe three features of an effective presentation board. (3 marks)

Points that earn marks from the marking instructions: one ✓ per point

- ✓ Clear visual hierarchy: title and main image stand out
- ✓ Shows the idea in use, with people in the real setting
- ✓ Short text explaining the problem, the user and how the idea helps

WE DO

Guided practice Use the starters and word bank to help you

Your concept is a community campervan that visits isolated villages.

2 State the expected outcomes of your idea. (2 marks)

Sentence starters

1. ...
2. ...

Word bank

number · remote · feeling · lonely · benefits ·
change · people · villages

Tip: 2 marks = 2 separate, developed points.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

a) Which makes a presentation board clearer?

- ☐ Short text with images showing the idea in use ☐ Long paragraphs explaining every detail ☐ Lots of small images with no captions ☐ No title, so the images speak for themselves

b) What is visual hierarchy?

- ☐ Using lots of different bright colours ☐ Using only one font throughout the page ☐ Putting all the text into a bulleted list ☐ Making the most important thing stand out first

c) What extra is expected at Level 6 when communicating?

- ☐ Nothing extra is expected at Level 6 ☐ Evaluating the idea's strengths and weaknesses ☐ A longer written essay about the idea ☐ More colours and decoration on the board

4 Key terms: write the letter of the matching description next to each term.

- | | | |
|----------------------------|-------|--|
| 1. Visual hierarchy | _____ | A Making the most important information stand out first |
| 2. Pitch | _____ | B A short persuasive presentation of your idea |
| 3. Mock-up | _____ | C A realistic model or visual showing what the final idea would look like |

You are pitching a circular fashion brand.

5 Evaluate your idea as part of the pitch: give a strength, a weakness and a next step. (3 marks)

6 Explain what is meant by 'Expected outcome'. (2 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each "I can" statement above. Which one still needs work?
