

**MARY BALDWIN COLLEGE  
CAPSTONE FESTIVAL  
2010**

**GUIDELINES FOR VISUAL AND AUDIO-VISUAL PROJECT PRESENTATIONS**

Congratulations on your selection to present a visual or audio-visual project at the Capstone Festival on Thursday, May 13, 2010! Here are some guidelines to help you prepare a high-quality presentation. We have also included an example of the form that the judges will use when evaluating the presentations.

**LOCATION AND SET-UP**

The visual/audio-visual session(s) will take place in Hunt Gallery and possibly other locations. Please check your installation and any supporting equipment between 9:00 a.m. and 1 p.m. on the day of the Festival. All checks should be completed by 1 p.m.

**PROJECT PRESENTATION SESSION**

You should arrive at your designated location no later than ten minutes before the scheduled start of the session. Projects will be presented in the order given in the program. Be prepared with a five- to ten-minute descriptive summary of your project that includes information about your approach, technical challenges you faced, questions and themes you were addressing, and so on. Allow time for viewing. Then be prepared to answer questions from the judges and audience. The audience and judging team will include people who are not knowledgeable about your particular field, and you will be evaluated on how well you are able to make your project understandable to this type of educated non-specialist audience. Be sure that your presentation fits into your allotted time.

**HELP SESSION**

An optional information session is available to answer your questions about the Festival. Advance registration is not required.

**General Information Session.** Date to be determined.

**AWARDS**

A number of special awards will be made at the concluding Celebration, but you should remember that it is also a significant achievement to be nominated for and participate in the Festival.

If you have additional questions, consult further with your advisor and/or nominating faculty member about the conventions for presentations in your discipline, remembering that you also need to anticipate that your audience may not be familiar with these conventions. Plan to attend the training session. If you have additional questions, feel free to contact Lydia Petersson ([lpeterss@mbc.edu](mailto:lpeterss@mbc.edu)).

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**JUDGES' EVALUATION FORM**

Presenter's name: \_\_\_\_\_

Judges have the option of using numerical ratings or ranking holistically.

Criterion	Does not meet → Meets highly				
1. Creativity	1	2	3	4	5
2. Challenge	1	2	3	4	5
3. Execution	1	2	3	4	5
4. Communication	1	2	3	4	5

**ADDITIONAL COMMENTS:**

## Description of Evaluation Criteria

### 1. Creativity

- a. The premise or research question is original and/or posed creatively.
- b. The project made me think about the material in new ways.
- c. The approach and execution seemed fresh and original.

### 2. Challenge

- The material was selected, composed, or approached at an impressive level for at this stage of scholarly or artistic development.
- The project engaged the field beyond the apprentice level.

### 3. Execution

- The presenter appears to have been rigorous in searching for answers and approaches, working within an appropriate set of disciplinary and/or instructional constraints.
- The project's goals, methodologies, and conclusions are intellectually coherent.
- The artistic approach was well conceived and executed.
- Visual materials are attractive, well executed, and accurate.

### 4. Communication

- The presenter made the project understandable to a non-specialist, making appropriate adaptations in language without sacrificing content.
- The presenter was able to make the shift from student to expert.
- The presenter used the allotted time effectively, providing an appropriate balance of introduction, explication, conclusion, and audience response time.
- The presenter answered questions clearly and concisely. Appropriate recognition was given to related areas of interest and concern raised by questions.
- The performer or artist was able to orient the non-specialist listener/viewer and highlight the significance of the work.