WRTG 121 – Presentation Sheet

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|  | Requirement | How are you implementing? |
| Game Exec Presentation | 5-8 minutes |  |
| CSW Presentation | 1.5 hours (shifts?) |  |
| Specifics | | |
| Posters | At least 2, 11 x 17 color printed posters |  |
| Business Cards | At least 100, printed |  |
| Powerpoint | Talking about: #of passages, Issue, the Why, Outcomes, Cost, Distribution, Market, Audience |  |
| Handouts (for execs) | At least six handouts (Overviews) |  |
| Cover Art | Printed cover art (either in PP or separate 11 x 17 |  |

Things to keep in mind:

* Ethos: You are building your “brand” as a company. Make sure you declare yourself as a company.
* Logos: Use “market data” and talk about cost and distribution. Use logic to sell the game.
* Pathos: Emotion. You have a controversial issue, use emotion.
* Kairos: Why is this game appropriate for your audience? Why does the audience need it now?
* Audience: Who is your target audience? Do you want to acknowledge the execs?
* Purpose: Why this game? Why this format? Why this issue?