

PRAXIS

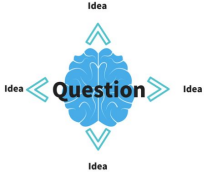
PUTTING THEORY INTO  
PRACTICE

# PERFECTING THE PITCH

## ***Learning goals:***

*You will have selected your BEST game design idea based on peer feedback.*

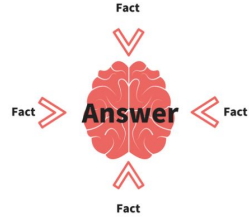
*You will have learnt how to give an elevator pitch.*



# USERS: DIVERGENT THINKING

1. Sit in your project teams.
2. One member from each team is to come to the front of the class and collect **ONE user card** from your teacher.
3. Take the card back to your team.
4. You have 5 minutes to read your user card and come up with **as many possible game ideas as you can that will meet the user's identified needs**. Record your ideas in your Praxis scrapbook. NOTE: There are many needs listed for each user, so you should think of games that can target one or more of these needs.
5. Consider **a range of game types** (digital games, role playing games, card games, board games, physical games, drama games etc). This is a divergent thinking activity, so you should generate as many game ideas as you can - doesn't matter how silly it might seem!
6. When the 5 minutes is up, collect a new user card and repeat the activity.
7. Repeat this process until all users have been considered.

# USERS: CONVERGENT THINKING



1. Read back over your list of game ideas and choose your favourite **THREE** possible ideas for a game. Make sure everyone in the team has a voice!  
NOTE: This could be three games based solutions for one user, or three solutions for three users. These three ideas will be pitched to the class next week, who will provide you with feedback to help select your best game idea.

# PERFECTING THE PITCH



6 Elevator Pitches for the 21st Century

<https://www.youtube.com/watch?v=XvxtC60V6kc>



[https://www.youtube.com/watch?v=k3PY\\_p\\_M-8w](https://www.youtube.com/watch?v=k3PY_p_M-8w)  
(from 3 mins only)

# Tasks:

1. Glue the elevator pitch planner doc in your scrapbook. Read through it as a class. [https://docs.google.com/document/d/1e3V3-bqa0hdQ8QRgr\\_D-DP1ETNCX1J1FpCXgOcdnNxs/edit?usp=sharing](https://docs.google.com/document/d/1e3V3-bqa0hdQ8QRgr_D-DP1ETNCX1J1FpCXgOcdnNxs/edit?usp=sharing) (10 mins)
2. Glue the Praxis Presentation Rubric in your scrapbook. Read through it as a class. (10 mins)
3. Work with your team to develop THREE 60 second elevator pitches for the different game ideas (30 minutes)
4. Each team will present their three 60 second elevator pitches to the class. (25 mins)
5. When not presenting you will assess each pitch using the Praxis Presentation Rubric AND record in your Praxis scrapbooks one medal and one mission for EACH of the pitches the teams deliver (use the language of the rubric). Help each team choose their best game design idea!

# LESSON REFLECTION

In your Praxis notebook, write a 2-3 sentence reflection based on this question.

*What makes a great pitch? How did it feel delivering your pitches to the class?  
Was your team successful at delivering successful pitches?*

*How effective was this divergent and convergent thinking activity in helping you  
generate possible game ideas? Why?*

