

Pitch Studio

SESSION 06
09.14.26

ART 418 · The Business of Design · Two things changed, then we work

Workhorse Collective

Name Abraham Garcia
Email abe@wrkhrs.co

ART 418 · Fall 2026

Meets Mon + Wed, 1:30 to 2:50
Today Session 06 · 09.14.2026

The seminar and the pitch swapped places.

Today · Mon Sep 14

Pitch Studio. Your audience, problem statement and research become the deck. Your problem statement is collected at the door.

Mon Sep 21

The pitch is due at 1:30, and class is the seminar: should designers design? Nobody presents. Read Monteiro 1 and 2, bring your problem statement printed.

Wed Sep 16

Pitch Studio again. Boards, then we record. You leave with a first take.

Wed Sep 30

The creative brief is still due, still written in class. Nothing about that changed.

You record the pitch. You do not stand up and give it.

Ten minutes, not three

Your slides on screen with your voice over them. Ten is the most, not the target. Seven is fine.

An MP4, on Blackboard

1080p. Upload it to the Blackboard assignment before class starts on the 21st. If it will not upload, put a link to it in the submission.

Made with what you have

QuickTime, Game Bar, Loom, or the recorder inside your slide software. All of them are free.

Two files, nothing else

The deck as a PDF and the recording as an MP4, both on Blackboard.

What you hand in

Two files, and most of one you have already written.

The deck A PDF	Ten slides, one per part of Brown's discovery document. Seven of them come out of the audience, the problem statement and the brief you started on Sep 2. The template is in your hand.
The recording AN MP4, ON BLACKBOARD	Ten minutes of you talking over the deck.
Slide 10 WHERE THE MONEY GOES	Scope, outputs, fidelity, the timeline, priority, and what the work would cost, on the last slide. It is the project objective you wrote into your brief on Sep 2.

Mise does not exist.

The deck I am about to run is an invented company, and every number in it is made up and marked with a dagger. A demonstration may invent its evidence. A hand-in may not. It runs long, because three audiences get a slide each and so do three boards. Yours is about ten.