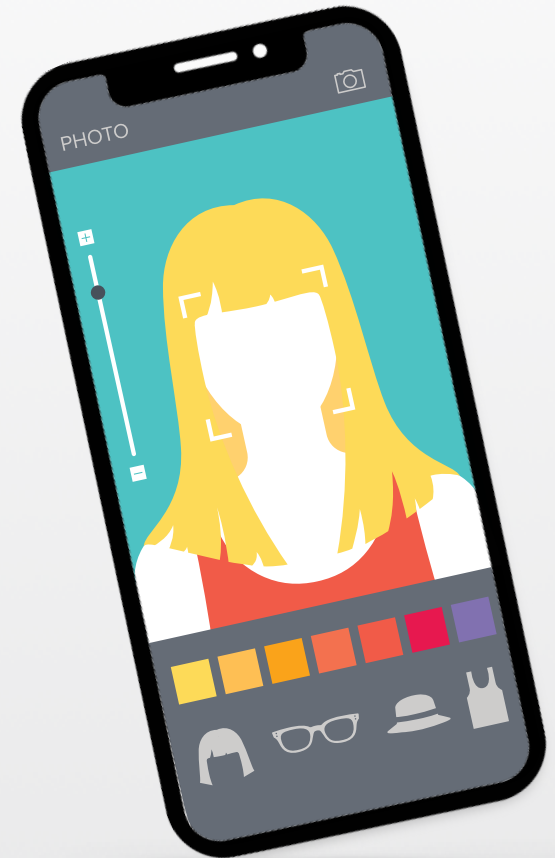
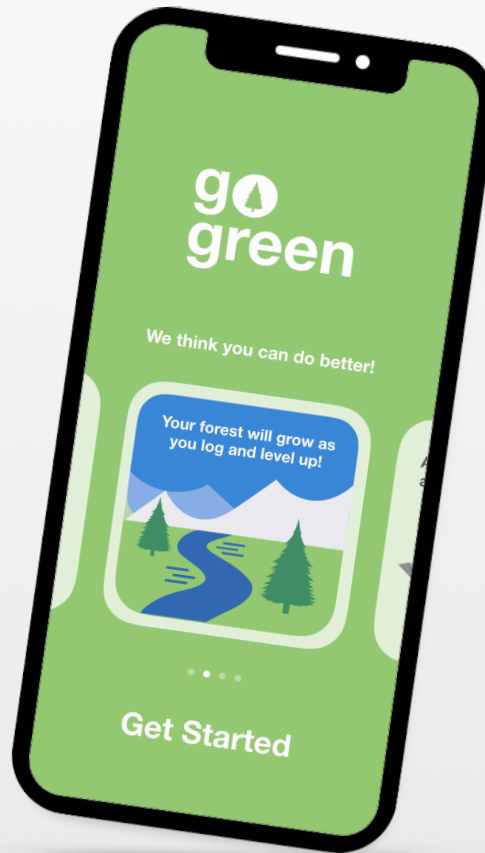




# App Showcase Guide



# App Showcase

## Celebrate Ingenuity

Designing apps is a great way to work together to solve challenges you care about. And by hosting an in-person or virtual app showcase, you give aspiring coders a chance to celebrate their ingenuity as they present their ideas and share their solutions with peers, families and the community.

After participants work together through the app design process, they'll create a presentation and pitch it to a panel of judges during the showcase. The event concludes with recognition and a celebration of all participants.

This guide is a companion to Apple's coding curriculum and resources. It's designed to help you get started planning and preparing for an app showcase event. You'll find information on showcase formats to suit your environment, tips on inviting and preparing judges, a downloadable rubric and certificate, and more.



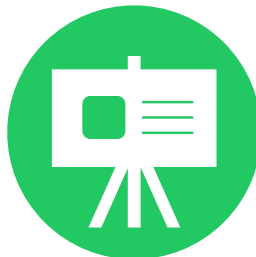
# What's in This Guide

For each stage of organising and hosting an app showcase, you'll find resources and customisable materials designed to make it easy to implement an inspiring showcase event.



## Prepare

- Create a 3-minute pitch



## Plan

- Showcase format
- Judging the showcase
- Invitations and promotion
- Recognition



## Share

- Share your showcase
- Things to consider



# Prepare

To participate in the showcase, participants will need to work through the app design process and create a presentation for the event. Participants work independently or in small teams, developing critical- and creative-thinking skills as they go.

Get started with app design using Keynote:

[Download the Everyone Can Code App Design Journal >](#)

Go further with more in-depth exercises and coding challenges:

[Download the Develop in Swift App Design Workbook >](#)

## Create a 3-minute pitch

During the showcase, participants will deliver a 3-minute pitch presentation of their app ideas. Presentations should include:

- The problem their app is solving
- Who their app is designed for and what its impact will be
- Description of their app design process
- How their app will be used, including a demo of the prototype
- Demonstration of the user interface, user experience and coding concepts in the prototype

Share the judging [rubric](#) with participants to help them get ready to pitch their projects.

### Share these presentation tips with participants:

- Showcase your personality.
- Practice your presentation before the showcase.
- Create a screen recording on iPhone, iPad or Mac to demo your app prototype.
- Use Keynote with a voiceover, Clips or iMovie to build a pitch video.
- When presenting online, have a team member monitor chat for questions.
- For a polished look in Keynote, hide the toolbar, format pane and slide navigator. Press `⌘P` to start the presentation.

Educators can visit the [Apple Teacher Learning Center](#) for tips on screen recording, adding audio to Keynote and more.



# Plan

## Showcase format

Your showcase can be small or large, in-person or virtual. Consider the resources you already have and who might be able to provide support. Try to identify how and where you'll hold the event as soon as possible. It can be in a classroom, at the library or a community centre. Or you can hold it online through a video conference system — anywhere participants can show off their apps!

We've provided three sample ideas for formats — an app fair, a main stage and a virtual showcase — to spark ideas for an event that best fits your participants and community.

### App fair

Like a science fair, an app fair lets guests and participants explore at their own pace, visiting each team's station to view prototypes and hear their pitches.

### Sample agenda for an app fair format

- Setup
- Welcome
- Round 1
- Round 2
- Scoring and review
- Recognition and certificates
- Concluding remarks
- Group photo





## Main stage

In a main stage event, teams take turns presenting their app ideas to a panel of judges in front of a live audience. The tone is more formal, and the format gives participants the opportunity to practice public speaking from a stage.

In this format, judges sit on or near the stage so they can pose questions to the teams following their pitches.

### Sample agenda for a main stage format

- Setup
- Welcome
- Pitch 1
- Feedback and questions from judges
- Pitch 2
- Feedback and questions from judges
- Pitch 3, 4, 5 and so on
- Scoring and review
- Recognition and certificates
- Concluding remarks
- Group photo



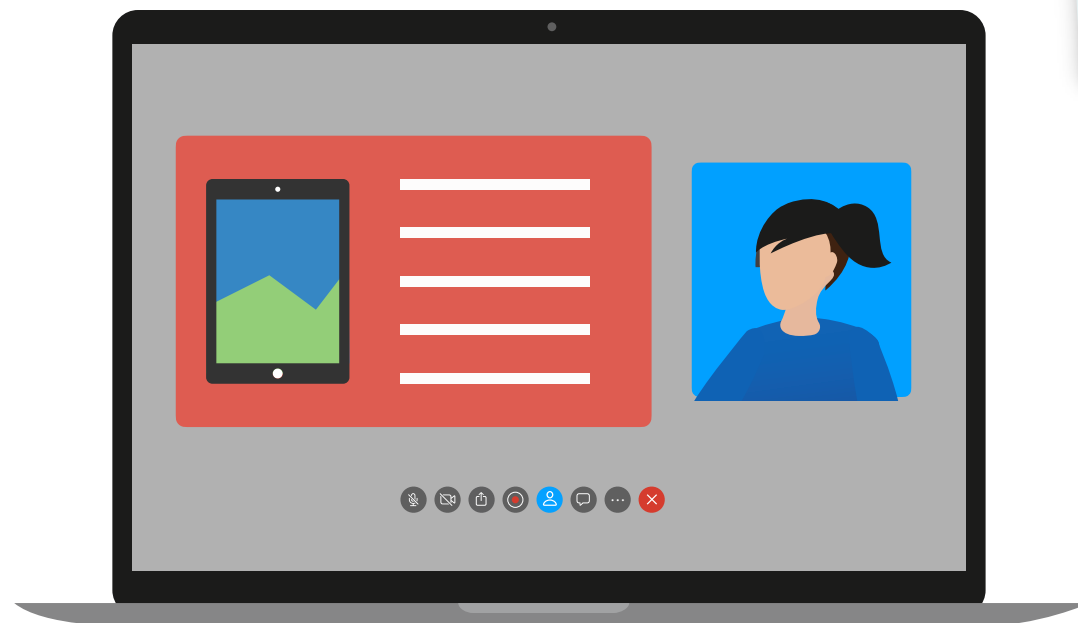


## Virtual showcase

A virtual showcase gives teams the opportunity to present their app pitches online using a video conferencing tool. It can be a fun way to celebrate participants in any learning environment.

Consider a rehearsal with participants before the event to help them become familiar with the format and practice their pitches. On the day of the showcase, create a celebratory feel with welcome music and an enthusiastic emcee.

If judges are unable to join a video conference, consider sharing screen recordings. Judges can provide video or written feedback to participants.



### Sample agenda for a virtual showcase format

- Prepare presenters
- Welcome
- Pitch 1
- Feedback and questions from judges
- Pitch 2
- Feedback and questions from judges
- Pitch 3, 4, 5 and so on
- Break for scoring and review
- Recognition
- Concluding remarks

### Tips for a virtual showcase format

- Be sure a cohost is available who can help respond to questions from the audience via chat or text.
- Mute all participants who are not presenting to reduce background noise.
- Set up a separate call or video conference for judges to discuss the pitches.
- Consider capturing screenshots to create a showcase photo collage you can share with participants.
- Email participants their certificates of participation after the event.



## Judging the showcase

Including judges is a great way to provide participants with feedback on their ideas. Judges don't need to be experts in coding. Consider inviting local business people and community leaders to be judges. Hosting a virtual app showcase also allows for inviting judges from near and far — don't be afraid to ask.

### Tips for judging

- Review the scoring [rubric](#) with judges. Let them know the types of awards and recognition you're planning.
- Encourage judges to ask the participants questions and provide feedback.
- Provide a quiet space for judges to convene and discuss scoring.
- For virtual showcases, judges can meet on a separate call or video conference.



### Sample email to recruit judges

#### Volunteer opportunity: App showcase

Dear [name],

The [organisation] is planning an app showcase event on [date] from [time] to [time], and we'd like you to help judge the event. Your experience and perspective would be extremely valuable to our aspiring developers.

Judges will hear short pitches from participant teams, ask questions and provide feedback, then score the app pitches using a scoring sheet we'll provide. We'll conclude by celebrating all participants in the event.

Thank you for considering this request. We truly appreciate your support of youth in our community. Please respond to confirm your participation or with any questions.

Sincerely,

[name]  
[title]  
[school or organisation]

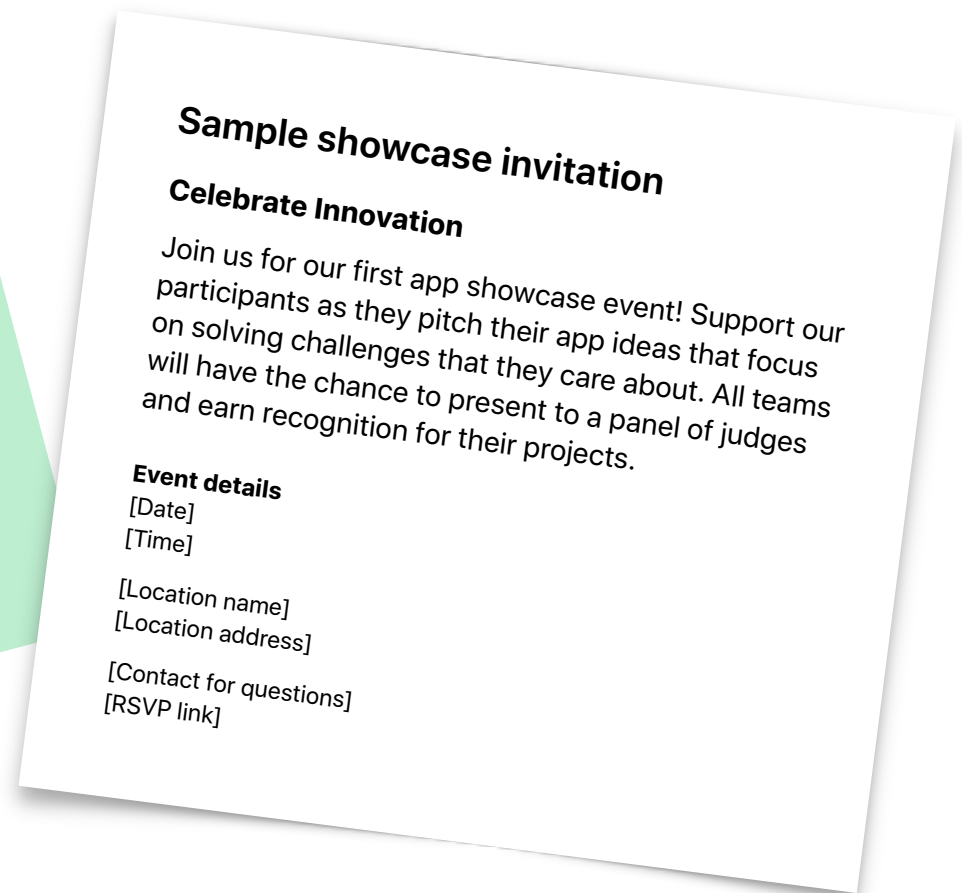
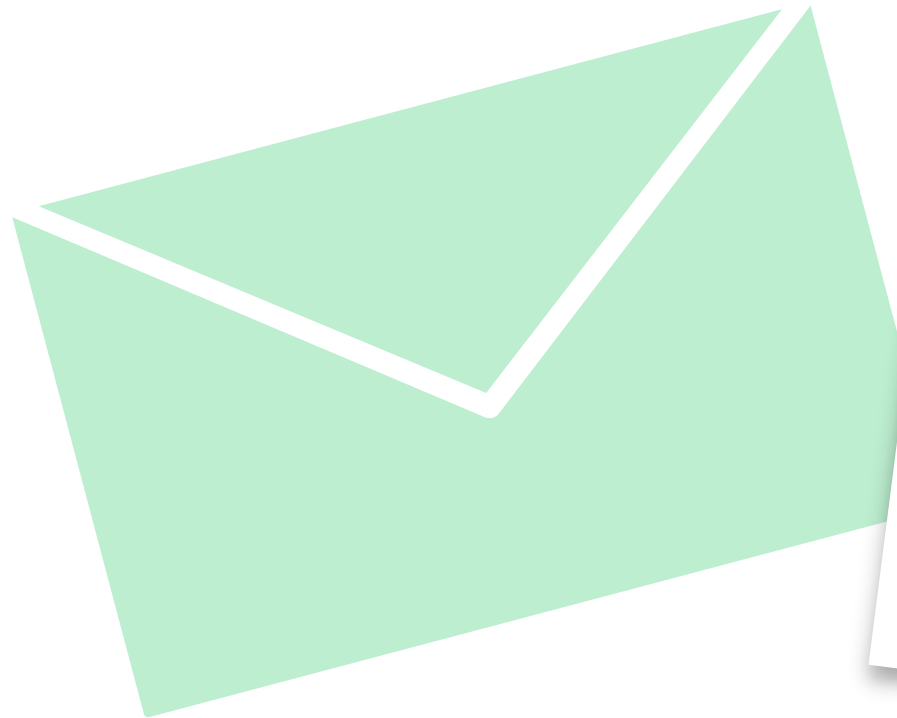




## Invitations and promotion

Here are some ideas to help you build excitement and encourage your community to attend the showcase event:

- Send invitations to special guests, like family members, peers and community leaders.
- Encourage presenters to invite their friends and family.
- Promote the event on your organisation website, on social media and in your newsletter.





## Recognition

All participants should receive a certificate of achievement for participating in the showcase. Also, friendly competition can be a great motivator. Consider recognising participants for their strengths in app design with awards like:

- Best Innovation
- Best Design
- Best Pitch

You can also encourage audience participation with a People's Choice award. [Download](#) and modify this certificate template for different awards.



Consider giving participants a T-shirt before or during the showcase event. We've created a T-shirt design template that you can download [here](#).

# Share



## Share your showcase

By hosting an app showcase, you join a community that's supporting innovators of the future. Follow @AppleEDU on Twitter and show us what's happening in your app showcase events by tagging #EveryoneCanCode and #DevelopInSwift.

## Things to consider

- Remember to consult your organisation's social media guidelines and acceptable-use policy.
- Be sure you have parental consent to share participants' work.
- Help participants protect their intellectual property and respect copyrights held by others.



# Evaluation Rubric

[Download >](#)

Team name: \_\_\_\_\_

Category	Novice (1 point)	Intermediate (2 points)	Proficient (3 points)	Mastered (4 points)	Points
<b>Pitch Content</b>	Shares basic information, such as purpose and target audience	Gives clear explanation of the app's purpose and design, and how it addresses user needs	Presents clear and compelling explanation of the problem they're trying to solve, market demand, audience and how the app was designed to meet user needs	Makes a persuasive pitch backed by evidence that shows how the app meets, exceeds or redefines user needs	
<b>Pitch Delivery</b>	Informational; one team member presents	Confident, enthusiastic; more than one team member presents	Engaging, good use of visuals to support story; team highlights contributions of each member	Creative, memorable storytelling; engaging visual support; smooth transitions between team members	
<b>User Interface</b>	Consistent screens that support app's purpose	Clear, functional design with familiar elements; prototype supports basic user tasks	Elegant, concise, pleasing design with thoughtful use of colour, layout and readability; prototype gives user a sense of place within navigation	Design empowers the user to interact with content; prototype uses animation, colour and layout to create a seamless, engaging experience	
<b>User Experience</b>	Clear intent; users can accomplish one or more goals	Consistent and standard navigation; intuitive path through app content	Adaptable to user needs; addresses accessibility, privacy and security	Innovative, surprising and delightful; gives users a new kind of experience that sets it apart from competitors	
<b>Coding Concepts</b>	Some connection between app functionality and underlying code	Explanation of how general coding concepts like data types, conditional logic or touch events relate to the app	Description of specific coding tasks necessary to build their app; demonstration of how that code powers the app's functionality	Explanation of the app's architecture, data structure, algorithms and features; discussion of decision-making in developing this approach	
<b>Technical Review (Optional)</b> <i>For functional app prototypes in Xcode. Judges should be familiar with Swift and iOS development best practices.</i>	Swift code runs in specific examples; code is basic with no abstraction	Code runs without error in all cases; code is basic with some evidence of abstraction	Code is organised with clear Swift naming conventions; high evidence of abstraction; follows iOS guidelines	Code is well documented with comments; effective use of Swift features; employs organisation, such as Model-View-Controller	
<b>Comments:</b>					<p><b>0</b></p> <p><b>Total score</b></p>



**App Showcase**

# **Certificate of Achievement**

Awarded to

For

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Signature

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Date

