



# App Showcase Guide



# App Showcase

## Celebrate Ingenuity

Designing apps is a great way to work together to solve problems in your community. And by hosting an 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 brainstorming, planning and prototyping an app, 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 a 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.



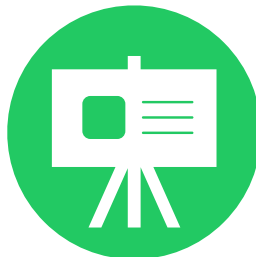
# What's in This Guide

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 three-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 journal and create a presentation for the event. Throughout the process, participants work independently or in small teams, developing critical- and creative-thinking skills as they go.

[Download the App Design Journal >](#)

## Create a three-minute pitch

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

- The problem the app is solving
- Who their app is designed for and what its impact will be
- A description of their app design process
- How the app will be used, including a demo of the prototype
- A 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.
- Practise 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.

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



# Plan

## Showcase format

Your showcase can be small or large, simple or elaborate. Consider the resources you already have and who might be able to provide support. Try to identify and secure your venue as soon as possible. It can be a classroom, school hall, library, community centre or anywhere with room for participants to show off their apps!

We've provided two sample ideas for formats — an app fair and a main stage — 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 practise public speaking on 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
- Pitches 3, 4, 5 and so on
- Scoring and review
- Recognition and certificates
- Concluding remarks
- Group photo





## 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.

### 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 questions of the participants and provide feedback.
- Provide a quiet space for judges to convene and discuss scoring.



### Sample email to recruit judges

#### Volunteer opportunity: App showcase

Dear [name],

[School or 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]

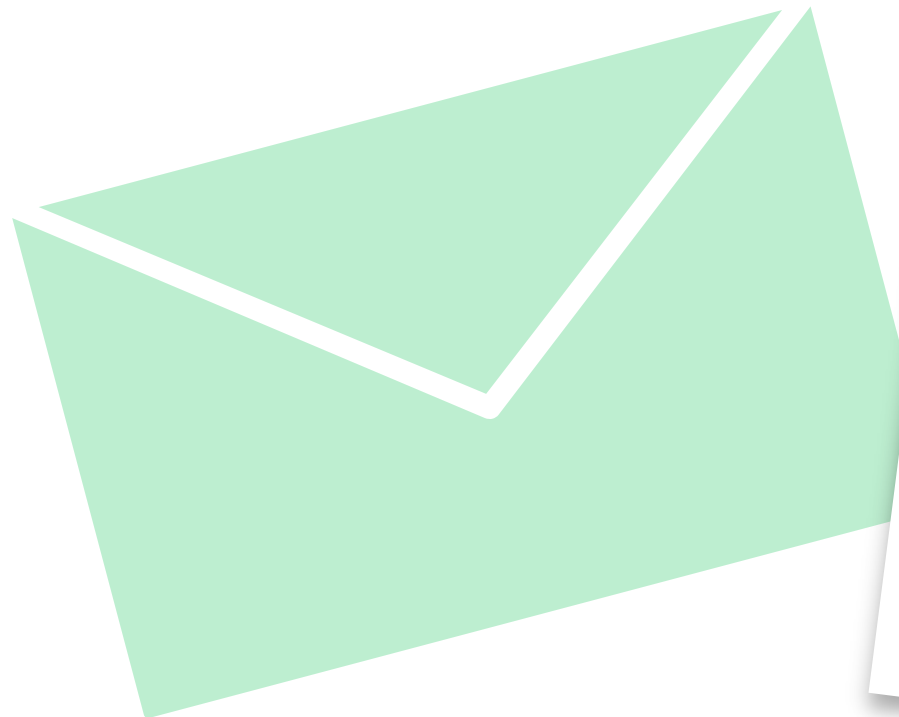
[School or organisation]



## 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 and community leaders.
- Promote the event on your organisation's website, on social media and in your newsletter.
- Encourage presenters to invite their friends and family members.



### Sample showcase invitation

#### Celebrate Innovation

Join us for our first student app showcase event!  
Support our participants as they pitch their app ideas that focus on helping people in our community. All teams will have the chance to present to a panel of judges and earn recognition for their projects.

#### Event details

[Date]

[Time]

[Location name]

[Location address]

[Contact for questions]

[RSVP link]





## Recognition

All participants should receive a certificate of achievement for participating in the showcase. Note that 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.

## Things to consider

- Remember to consult your organisation's social media guidelines and acceptable-use policy.
- Be sure you have parental consent to share students' work.
- Help participants protect their intellectual property and respect copyrights held by others. See [Copyrights and Wrongs \(9-12\)](#) from Common Sense Education if you need guidance.



# 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 a clear and compelling explanation of the problem they're trying to solve, as well as 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 and enthusiastic; more than one team member presents.	Engaging, with good use of visuals to support story; the 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; the prototype supports basic user tasks.	Elegant, concise, pleasing design with thoughtful use of colour, layout and readability; the prototype gives the user a sense of place within navigation.	Design empowers the user to interact with the content; the 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 the 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.	Explains how general coding concepts like data types, conditional logic or touch events relate to the app.	Describes the specific coding tasks necessary to build their app; demonstrates how that code powers the app's functionality.	Explains the app's architecture, data structure, algorithms and features; discusses 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; strong evidence of abstraction; follows iOS guidelines.	Code is well documented with comments; effectively uses Swift features; employs organisation, such as Model-View-Controller.	
<b>Comments:</b>					<b>0</b> <b>Total score</b>



**App Showcase**

# **Certificate of Achievement**

Awarded to

For

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Signature

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Date

