modest in speech but excel in actions

Confucius (contemporized)
final presentations!

December 6

modest in speech but excel in actions

Confucius (contemporized)
all show, no tell
final presentations!

a new prototype launch
7 minute presentation. 4 minute Q&A
7 minute presentation.

- who it is for and why should we care
- the product, where and how it is used, use experience
- how it works, design rationale
- market and preliminary business model
7 minute presentation.

- product centric
- user centric
- designer centric
- business centric
7 minute presentation.

user centric
designer centric
business centric
product centric
Sunday 4 PM

telling a compelling product story
Thursday PM
set design consultation
Thursday 7:00 PM

design for inclusion
Friday 1:00 PM

class and team video shoot
Friday afternoon

a final design review
Saturday in Pappa

team areas
confidence monitor is at back of theatre

live video  

slides (16:9)  

live video or on-stage feed

reveal gate  

reveal gate

entrance is behind set  

stage exit
live video

slides (16:9)

live video or on-stage feed

reveal gate

team set

reveal gate

confidence monitor is at back of theatre

entrance is behind set

stage exit
final presentation

typical media

demonstration/role playing

slides

video, if needed

animations
final presentation
the impact of sound
presentation design

process

determine needs and set key specifications

generate presentation concepts  narrative

detailed layout design  graphic design
presentation design

narrative

act 1: setup. the hook!
main characters and context introduced
problem that drives story is forward is introduced

act 2: conflict or journey
an inciting incident or catalyst sets things in motion
characters undergo transformation

act 3: resolution
elements of the story come together, leading to an ending

generate presentation concepts
presentation design

narrative

generate presentation concepts
no one can remember more than three points
Philip Crosby, Pioneer of quality management

your presentation’s take-home message?
why I should care (the problem)
the value proposition
the product

generate presentation concepts
presentation design

narrative idea generation phase

generate presentation concepts
presentation design

narrative idea generation phase

design “key frame” alternatives for take-home message

generate presentation concepts
presentation design

narrative idea generation phase

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narrative idea generation phase

design "key frame" alternatives for take-home message

generate presentation concepts
presentation design

narrative concept development phase

flesh-out the details in storyboards using your key frames

generate presentation concepts
presentation design

narrative concept development phase

generate presentation concepts
presentation design

narrative concept development phase

generate presentation concepts
presentation design

process

determine needs and set key specifications

generate presentation concepts narrative

detailed layout design graphic design
presentation design

graphic design

detailed layout design
less is more
presentation design

graphic design

detailed layout design
presentation design

graphic design

detailed layout design
presentation design

graphic design

detailed layout design
16:9
presentation design

graphic design

16:9 grid layout

detailed layout design
presentation design

hello!
presentation design

I hope
presentation design

your are
presentation design

having a
presentation design

nice day!
presentation design

graphic design

16:9 grid layout
detailed layout design
presentation design

graphic design

Power Lunch Protocol

Taboo Topics
- Politics
- Weather
- Rain forests

Agreeing To Agree
- Shared experiences
- Mutual friends
- Common concerns
- Appetite

Success, Yes

[Graphs and charts showing data for Chinese, Italian, and French languages over Jan., Feb., March, April]
presentation design

rules

Table Manners

úa Unfolding the napkin
úa Use of fingers
úa Toothpick tips
úa Elbow etiquette

Table Manners

úa Unfolding the napkin
úa Use of fingers
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devices
presentation design

graphic design

borders

Delivering the Punch

- Energy
- Intelligence
- Style
- Tact

Enthusiasm definitely out.

devices
presentation design

graphic design

open spaces

**With the Mints**
A silver platter
Clear the palate
Sign the contract

**With the Mints**
A silver platter
Clear the palate
Sign the contract

devices
presentation design

graphic design

less is more

The Payoff

Picking up the tab

© Slip out your plastic
© Don’t whistle under your breath

The Payoff

Picking up the tab

© Slip out your plastic
© Don’t whistle under your breath

devices
presentation design

graphic design

Fast Track Appetizers
Escargot
$7.50
Shrimp Cocktail
$8.00
Tempura
$6.00

alignment
presentation design

graphic design

alignment

Fast Track Entrees

Salmon Steak $19.95
Stuffed Trout $18.00
Filet Mignon $21.95
presentation design

graphic design

alignment
I cdnuolt blveiee taht I cluod aulaclty uesdnatnrd waht I was rdanieg The phaonmneal pweor of the hmuan mnid! Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttaer inwaht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey ltter by istlef, but the wrod as a wlohe.

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Guidelines are very useful and convenient design aids. However, in the DFX paradigm interactions between different life-cycle objectives become critically important. Thus, in our opinion, selection of appropriate design guidelines can become extremely context sensitive and complex. Blindly following guidelines may lead to inferior designs because more appropriate general solutions are overlooked.
presentation design

graphic design

slides per minute?
presentation design

100 slides per minute?
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