the superior person is modest in speech but excels in their actions

Confucius (contemporized)
2.009 Product engineering processes today

presentation structure the story

graphic layout design make it clear

But first…

RSVP stuff

Presentation invitations will go out Tuesday AM

tickets are distributed by lottery, you may use the system to invite friends or other guests to join the lottery (they will need to respond to enter lottery)

as a class member, your family/SO is invited to attend and will not have to enter the lottery

in general, you have 2 family tickets (email 2009rsvp if you need more). If you do not have any family or SO who can attend, you may have 1 ticket for a friend.

You must use the RSVP system to enter information for your family/friend ticket, the information will go into a queue to be approved (could take up to 24 hours). When your ticket request is approved, your family/SO/friend will be emailed an invitation and asked to confirm their attendance.

ticket lotteries Friday, Monday and Wednesday

deadline for entering names for family/friend ticket(s): Wednesday, Dec 5, midnight
But first…

more stuff

telling a product’s story 7-8 PM Monday (today!)

product costing, 7-8 PM Thursday

second ID consultation with Jeremy VanHill Thursday evening

presentation logistics, extended lab hours on the course home page
Mini quiz
another one!

the principle of pragnanz is…
the difference between ordinary and extraordinary is just (a little bit) extra
Surface form-giving

what is our product about?

the feeling
Surface

a collection of transitions

strong influence on perceived nature of a product
Surface
coherence of a product

form vocabulary, corner treatment hypothesis
Presentation design
another product design problem

determine needs and set key specifications
generate presentation concepts (story)
detailed layout design (graphic design)
Presentation structure

immersion in a narrative using visual aids

act 1: setup
    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
    all elements of the story come together, leading to an ending
Presentation structure
immersion in a narrative using visual aids
Presentation structure

immersion in a narrative using visual aids

EXPOSITION

RISING ACTION

CLIMAX

FALLING ACTION

DENOUEMENT
no one can remember more than three points

Philip Crosby, Pioneer of quality management

what is your presentation’s take home message?
why should I care?
what is the product’s value proposition?
what is the product?
Presentation structure

design the story: *idea phase*

thumbnail sketches of key presentation ‘highlight frames’ (sketch models)
Presentation structure

key frames: movies, animation, user experience

take home message
Presentation structure
concept development phase

after establishing ‘key frames’…
develop storyboards (mockup phase)
Presentation structure

storyboards: movies, animation, user experience

5) Welding

MIG Metal Inert Gas

MIG welding will be used to join the bike frames.

And here's how it works (will provide photo for reference).

The welding gun provides an electric current that jumps through the air to the frame.

FORMING AN ARC THAT IS SO HOT IT MELTS THE STEEL TOGETHER.

To make the joint stronger, the weld is thickened by adding steel wires.

When the molten steel solidifies, the frames are now a single piece of metal.
Presentation structure
storyboards: movies, animation, user experience

MORTISE & TENON

A pocket cut into a piece of wood

Is called a mortise.

A tenon is a projecting piece of wood that ends with a shoulder.

If the tenon is shaped like a bird's tail,

A wedge will lock the mortise & tenon joint together.
Presentation structure

use storyboards to...

get feedback from your team
craft your story (but not a mystery)
make sure the ‘key frames’ will work as a whole
make sure that main points dominate (product)
balance between importance, complexity, understandability
resolve presentation pace, flow and shifts
test presentation design (out loud and with others)
distribute design tasks (clearly identifiable parts: fantasia)

better results, less time
Presentation structure

typical story telling tools...

prototype and live demonstration
music/sounds (embed all in presentations)
animations (show how something works)
video (recorded or live feed)
role playing

please don’t plan for complex lighting effects, full darkness
Presentation structure
emotional response to sound
2.009 Product engineering processes
presentation design

developing a presentation structure
graphic layout design
use of color
common mistakes
less
is more
more
is less
Graphical noise

title
example

Click to add title
Click to add subtitle
Graphical noise
example
Graphical noise
example
Graphical noise

example
Graphic layout design

detail design phase

16:9

systematic partitioning (grid layout, or blocking out)

not just for your slides! … your entire presentation presence
Graphic layout design
use grid structure consistently

- Power Lunch Protocol
- Taboo Topics
  - Politics
  - Weather
  - Rain forests
- Agreeing To Agree
  - Shared experiences
  - Mutual friends
  - Common concerns
  - Appetite
- Success, Yes
  - Graph with lines for Chinese, Italian, and French
Graphic layout design

rules

Table Manners

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

Table Manners

- Unfolding the napkin
- Use of fingers
- Toothpick tips
- Elbow etiquette
Graphic layout design devices

borders

Delivering the Punch

- Energy
- Intelligence
- Style
- Tact

Enthusiasm definitely out.
Graphic layout design
devices
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
Graphic layout design

less is more!

confusing? why?
Graphic layout design
alignment

Fast Track Appetizers

Escargot
$7.50
Shrimp Cocktail
$8.00
Tempura
$6.00
Graphic layout design

alignment

Fast Track Appetizers

Escargot
$7.50
Shrimp Cocktail
$8.00
Tempura
$6.00

Fast Track Entrees

Salmon Steak
$19.95
Stuffed Trout
$18.00
Filet Mignon
$21.95
Graphic layout design
alignment

**Fast Track Appetizers**
- Escargot: $7.50
- Shrimp Cocktail: $8.00
- Tempura: $6.00

**Fast Track Entrees**
- Salmon Steak: $19.95
- Stuffed Trout: $18.00
- Filet Mignon: $21.95

**Fast Track Desserts**
- French Silk Pie: $3.95
- Amaretto Cheese Cake: $4.00
- Chocolate Raspberry Torte: $4.50
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 lteter by istlef, but the wrod as a wlohe.

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Dynamic Dressing

*Fit to be tied...*

Mini bar stripe is a dressier, more refined-looking tie. A perfect accessory for that important luncheon or for impressing new clients.
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.
Graphic layout design

Text line length

A long line is difficult to read, so try to keep it short.
Title 1.5X bullet text

Bullet text size based on number of rows

Title counts for 2 rows

Use the most crowded page as standard

This layout based on 10 line maximum

Typical maximum size 20% (60pt)

Typical minimum size 3% (18 pt)

Bottom border is often larger than top

workable area
Graphic layout design
slides per minute?

is it to be comprehended?

short (and rapid) parsing controls focus

or is it a vignette?
Use of color
coding a presentation

consistent function associated with a specific color
differentiate or relate items
Use of color

differentiate, prioritize

stripes
  awning stripes
  bar stripes
  pinstripes

stripes
  awning stripes
  bar stripes
  pinstripes
Common mistakes

**type distortion**

- LIONS
- TIGERS
- BEARS
Common mistakes

type distortion
Common mistakes

type distortion can be effective too!
Common mistakes

too many elements
Common mistakes
too many elements
Common mistakes
competition with background

This is very important!
Common mistakes
unjust justification

The Ancient Mariner
It is an ancient mariner and he stoppeth one of three. 'By thy long grey beard and glittering eye, Now wherefore stopp'st thou me?

The Ancient Mariner
It is an ancient mariner
And he stoppeth one of three
'By thy long grey beard and glittering eye,
Now wherefore stopp'st thou me?
Common mistakes
capital punishment
Common mistakes

moving titles
Common mistakes

moving titles
Common mistakes

moving titles

use the grid, Luke!
Common mistakes

clip art cliche