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

presentation invitations will go out early next week

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 Monday, Wednesday, and Thursday

deadline for entering names for family/friend ticket(s): Wednesday, Dec 4, midnight
But first…

more stuff

telling a product’s story 7-8 PM Thursday (tomorrow!)

product costing, 7-8 PM Thursday

logo design tutorial, Saturday 11-12 noon, consulting schedule

extended lab hours on the course home page

more detailed final presentation logistics will post on the website next week
Mini quiz

another one!

the principle of pragnanz is…
the difference between ordinary and extraordinary is just (a little bit) extra
Unified structure

Proportions (Le Modulor: Corbusier)

fundamental Unit = 1 Wallydraigle = 1.18 m
fundamental Number = 1.6 Wallydraigles (a feeble, imperfectly developed, slovenly creature)
Unified structure

combinatorial panel exercises
Unified structure

common, preferred proportions

golden section

1.618
Unified structure

principle directions
Unified structure

principle directions set expectations: motion?
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
no one can remember more than three points

Philip Crosby, Pioneer of quality management

what is your presentation’s take home message?
why should 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
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 before execution (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

example
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
Graphic layout design

devices

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 devices

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
Graphic layout design

type (word recognition)

I cdnuolt blveiee taht I cluod aulaclty uesdnatnrdf 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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a wlohe.
Graphic layout design

justification

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
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

title
Common mistakes

moving titles

use the grid, Luke!
Common mistakes

clip art cliche