

Designing Presentations

- "Design", not "Make"

↳ develop a plan (ex. storyboard)

- Playsentation is a show where your toy is the star

Topics

What is the toy

How do you play with it

What is the age range

How do you make it

What are future improvements

NOT What your past models were like

Don'ts

DON'T Demo toy last

DON'T Have every teammate speak

* Only have 2-3 microphones

DON'T Assume cost of prototype relates to product cost

→ Compare to similar products

→ Find out willingness to pay

DON'T Use team colors

PRACTICE!

1 minute of presentation =
1 hour of practice

The Audience:

~ 300 people crowded into 6-120
and stuffed into the hall
outside

They want to be entertained
& informed

Designing Slides

- Mainly visual, minorly textual
 - * You don't want the audience reading your slides
- Bullets are redundant
 - Space between lines are sufficient
- You don't need entire sentences

- Don't include more than 3-4 pieces of information per slide
- consistency in style, color, + spacing are key
- Sans serif fonts
- Make sure fun fonts are readable
- Don't use yellow on white or black on blue
- Don't use more than 2-3 fonts per slide

Graphics

- Don't use clip art
shows lack of time + thought
- Get rid of photo backgrounds
so they match your background
- Avoid pixelated, down-up images
 - Use larger picture
 - Use vector based image

Product Coherence

- Theme, Branding, Image
- Consistent form vocabulary + color
- Carries from presentation to product to packaging to clothing
- Logo could be helpful for coherence
 - Creates an experience
 - Easy identification
 - Marketing

Packaging Design

- First impression (should be pleasant)
- Gotta grab customers in seconds
- Gives value to product inside
 - larger, heavier → more valuable
 - ↓
 - limits based on Walmart shelf sizes
- Think about stocking, stacking, + shipping

- Shelf or peg
 - ↳ sitting
 - ↳ hanging
- Box, Window box, Blister package, Clam shell
 - ↳ difficult to open, difficult to steal

Typical components:

Cardboard

Vinyl (PVC)

Polyester (PET)

- Keep it simple
- Think outside the box
- Keep it coherent

Presentation Dress

- Wear whatever is appropriate
 - NOT NECESSARILY a costume (silk screen or iron-on t-shirts, hoodies, hats, etc.)
- * Worry about shirts after your product is set

Theatrical Tips

- Have a focal point
- Tell story from left to right
- Everyone should look at the speaker
- Plan your movements
- Visit 6-120
- Speak to the people in the back row (chin up)
- Make exaggerated gestures
- Consider accentuating your eyes with eye liner

General Tips

- Don't get defensive in Q&A
- It's ok to say "I don't know"
- Be early to get a seat
- You can change slides without facing the computer

- You don't have to look at the slide (confidence monitor)

Logistics

5 minutes + 2-3 minute Q+A

Room 6-120

Be there at 7:30 at the latest

Toys will be beneath the podium