Designing Presentations
Designing Presentations

Note: “Designing” and not “Making”

Notice how cluttered this slide is getting.

Notice the border and fonts are consistent in all lectures.

Notice the color choice.

How long do you think it takes us to make one slide?

Is it hard to read this font?

Symmetry is poor man’s design.

Ignoring all these post-its, note the use of simplicity.

This is our last full lecture for this class :(

Do I have your attention?

Note: “Designing” and not “Making”
The PLAYsentations!

know your audience

300+ friends, MIT and industry, children

entertaining and informative are not mutually exclusive

4 minutes of presentation and 2 minutes of questions
know your audience
300+ friends, MIT and industry, children
entertaining and informative are not mutually exclusive

4 minutes of presentation and 2 minutes of questions

The PLAYsentations!
Elements of a Play

story

character

props, costumes

perspective

non-diegetic and diegetic (told/recounted vs shown/enacted)
Elements of a Play

- Story
- Character
- Props, costumes
- Perspective
- Non-diegetic and diegetic (told/recounted vs. shown/enacted)
WARNINGS!

demo first

not all teammates need to speak

introduced by team animal

practice (1 hr/min)

the amount you spend on the prototype has no relation to the product cost
Product Coherence

creating an experience
Product Coherence
creating an experience
Product Coherence

creating an experience

customer audience
Product Coherence

apple

2.00b
Product Coherence

apple

2.00b

identification
Product Coherence

theme, branding, image

consistent form vocabulary and color palate

product, package, promotion
Dress Code
Designing Slides

Slides serve a function and that function is to provide visual (and sometimes auditory) accompaniment or brief textual notes of importance for your talking. A slide should not have the content simply written out. The audience would then be reading your slide instead of listening to what you are saying. Slides with a lot of text are also boring and hard to comprehend. Pictures are much more interesting and informative.
Designing Slides

if you use text, you do not need to write out entire sentences to make your point.

◆ bullets are redundant

space can do the same thing

aim for 3–4 pieces of information per slide
Designing Slides (text)

consistency is important for usability (and theme)

  color choice is also important for usability

  serif fonts are harder to read on a screen

  some fun fonts are hard to read too

more than two fonts starts looking busy
Graphics

- clip art
- image quality
- vector-based images
Story Structure

Act 1: setup
Act 2: development
Act 3: resolution

climax
rising action
DESIGN your PLAYsentation

develop a plan: storyboard
DESIGN your PLAYsentation

develop a plan: storyboard
	his is a show and your product is the star

your teammates are the supporting cast
Memorable Moments

one for each act of the story

what is the toy/play? who is it for? what makes it special?

focus on current design and how it works, not the process and past ideas

5 minutes
Share your Story

**story designer:**
connect the memorable moments together and act out the story

**audience:**
were the moments memorable?
did they cover what’s most important about the toy?

10 minutes total, switch roles in-between.
Visualizing the Storyboard

develop key frames

transition between memorable moments

add detail: how does it work, how is it made, open-issues, etc.
Share your Storyboard

**Storyboard designer:**
act out the story, using the storyboard as a guide

**Audience:**
what is the story?
what are the acts?
what are the memorable moments?
logical progression, without leaps?
Tips from Theatre

focal point on stage (avoid split focus)

everyone look at the person speaking
Tips from Theatre

focal point on stage (avoid split focus)
everyone look at the person speaking
progress perceived as left to right
Tips from Theatre

- Focal point on stage (avoid split focus)
- Everyone look at the person speaking
- Progress perceived as left to right
- Plan walking paths, blocking, and study the room (10-250)
Tips from Theatre

- focal point on stage (avoid split focus)
- everyone look at the person speaking
- progress perceived as left to right
- plan walking paths, blocking, and study the room (10-250)
- speak to the people in the last row
- exaggerated emphasis
Tips for the Event

do not get defensive with Q/A

if you don’t know, don’t make something up

be early, and remind parents and close friends to be early

slide changer works without pointing and looking at the computer

confidence monitor
Logistics

4 minutes of presentation and 2 minutes of questions (~400 word script)

room 10-250, May 10th
7:00 PM show ready

order

for smooth transitions, submit presentation files

back door to & from stage

enter stage

student seating

exit stage

on deck room

back door

on deck room

student seating
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 split classrooms</td>
<td>26 extra shop time 4–6 and 7–9pm</td>
<td>27 split classrooms</td>
<td>28</td>
<td>29 extra shop time 1–4pm</td>
<td>30</td>
<td>1 May</td>
</tr>
<tr>
<td>9 practice 10-250 5:00–10:00pm</td>
<td>10 SHOWTIME 10-250 7:30pm</td>
<td>11 class wrap up notebooks due</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

keynote on mac; powerpoint on windows
Assignment

go to the 2.00b website, “Past Years”

watch (at least) 2 videos

what works well, not so well?

discuss with your team in lab this week
Designing Presentations