Idea Presentation results and an introduction to sketch modeling
Idea Presentation Results

THESE ARE NOT YOUR GRADES.
NOT YOUR GRADES

this is feedback.
from 20 adults

feedback from kids is equally important
Idea Presentation Results

THESE ARE NOT YOUR GRADES.
NOT YOUR GRADES

this is feedback.
from 20 adults

feedback from kids is more, important
Team Average
of concept, poster, presentation

Hippo, Squid, Meerkat, Moose, Llama, Camel, Tiger, Narwhal, Panda, Goose, Koala, Hedgehog, Lobster, T Rex, Crocodile, Ostrich
Poster Ranking
top 25

Black Box
Comet Rider
H2Armor
Notepad
Friendly Wall
Crazy Tunnel
Infect It
Rocking Rhythm
Fire n Fly
Skrotch Blox
Magnitude X
Colors Connect
Catch
Drawbox
My Fort
Cocoa Prints
Color Wars
Speedball
Snap Cars
Emotiballs
Bullseye
Course Rider
Dance Dance Balance
Unpredict-A-Ball
semantics (the message)

syntax (the feel)
consistency
balance

usability (comprehension)
simplicity
font size
contrast
semantics (the message)
product

syntax (the feel)
form vocabulary

usability (comprehension)
focus
Presentation Ranking
top 25
Ghost Hunters

introduce yourself
look at audience
talk to the audience
smile
be excited
provide important information
practice, so it seems natural

Engaging the Audience
Engaging the Audience

- Introduce yourself
- Look at the audience
- Talk to the audience
- Smile
- Be excited
- Provide important information
- Practice, so it seems natural
Power of Communication

poorly presented ideas sound like bad ideas

well presented ideas sound like better ideas

we only know what you tell us and what we see

if you aren’t excited about it, we won’t be
Idea Goodness

Concept Scores

low

high

Poster/Presentation Scores

low

high

Likely a Good Idea

Unknown (false positive)

Unknown (false negative)

Likely a Bad Idea
Concept Ranking

Top 25

Comet Rider
Skratch Blox
Catch
H2Armor
Notepad
Crazy Tunnel
Infest It
Fire n Fly
Snap Cars
Emotiballs
Rocking Rhythm
Drawbox
Speedball
Game Changer
H2Glo
Course Rider
My Fort
Unpredict-A-Ball
Balance to the Beat
Bedtime Buddies
Toppling Towers
Blaster Blox
Bullsye
Firefly
Friendly Wall
Concept Ranking
top 25

Comet Rider
Skratch Blox
Catch
H2Armor
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Topping Towers
Blaster Blox
Bullseye
Firefly
Friendly Wall

Need Sketch Models!
What is a Sketch Model?

Sketching in 3-D

A quick way to **explore** key questions and further develop the idea

What is the play?

Is it fun?
Logistics

Extra pull toy hours
Tonight 7–10PM
Logistics

Lobby 7 on Tuesday
11:30AM – 1:00PM

Playtesting! (really)
Logistics

Today:
Group 1 — PDL
Group 2 — Here

Wednesday:
Group 1 — Here
Group 2 — PDL

Group 1:
Camel, Meerkat, Hippo, Hedgehog, Ostrich, Koala, Llama, Lobster

Group 2:
Crocodile, Moose, Narwhal, Tiger, Panda, Squid, T-Rex, Goose
Foamcore!
Foamcore!

Used by architects and designers for modeling buildings
Foamcore!

Holiday Inn lobby prototype

800 sheets of foamcore! (Continuum)
Demo time!

One sheet of foamcore
Cutter: Utility knife (Olfa) or Exacto
  Extra blades in PDL
  Snap off, dispose in blade box
Guide: Metal Ruler
Cutting surface: Cutting mat or scrap foamcore/cardboard
  Don’t cut directly on tables or floor in PDL
Adhesive: Hot melt glue gun (drip catcher), white glue, adhesive

Safety first!
“Exacto knives put my 3 children through private school.”
Do time!

Straight cut!

Cut off 2” strip from short end
Mark a line with two points
Connect with ruler
1-3 cuts with Olfa
How does the cut edge look?
Cut another 2” strip
Cut each strip in half (7.5”)
Do time!

Long straight cuts
> 12”

Foam core cutter (the “Fletcher”)
In hallway in front of PDL
Must ask shop staff to teach you first
Straight cuts only
If blade is dull, ask staff for blade change
Do time!

Crushed corners (slight radius)
  fast to make, looks OK, strong

Score down center
Crush
Fill with glue
Hold until set
Do time!

Overlap (butt) joint
  slower to make, looks good, strong

Cut one of your pieces in half
About 3/16” from one edge, cut away everything but bottom layer of paper
Apply glue
Join
Do time!

**Gusset**

- slow to make, strong—structures that bear load, right triangle and butt joint

Cut 2” corner off of one piece
Glue in corner
Hold until set
Do time!

Curved pieces
  slow to make, but really cool!

Score all along wall
Bend
Glue to close
Do time!

Adhesives
this is sticky business

Hot melt
White glue
Spray mount
Double stick
Epoxy
Masking tape (blue and white)
Challenge!

Build a better blade box!

One sheet of foamcore plus any extra you still have
Shouldn’t tip
Big enough to deposit and store a fair number of blades

Sketch out design first
Pick favorite next week, lives in PDL!