Idea Presentation
results and an introduction to sketch modeling
Play Testing!
Idea Presentation Results

THESE ARE NOT YOUR GRADES.
NOT YOUR GRADES

this is feedback
from 15 adults

feedback from kids is equally important

more
Team Average
of concept, poster, presentation
Poster Ranking
semantics (the message)

usability (comprehension)
simplicity
font size
contrast

syntax (the feel)
consistency
balance
semantics (the message)

usability (comprehension)
focus, flow

syntax (the feel)
form vocabulary
Engaging the Audience
Engaging the Audience

- introduce yourself
- look at 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

COLD FUSION MACHINE
Idea Goodness

Concept Scores

Poster/Presentation Scores
Matrix of Unknowability

- Likely a Good Idea
- Unknown (false positive)
- Unknown (false negative)
- Likely a Bad Idea

Concept Scores vs. Poster/Presentation Scores
Concept Ranking

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
Tomorrow 1–4PM

Weather permitting…
Logistics

Today:
Group 1 — PDL
Group 2 — Here

Wednesday:
Group 1 — Here
Group 2 — PDL

Group 1:
Camel, Crocodile, Goose, Hedgehog, Hippo, Koala, Llama, Lobster

Group 2:
Meerkat, Moose, Narwhal, Ostrich, Panda, Squid, T-Rex, Tiger
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
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
Do time!

Long straight cuts
> 12"

Foam core cutter (the “Fletcher”)
In PDL, across the hall
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!
Wrapup!

Before you go

Unplug glue guns so they can cool
Stack cutting mats, large pieces of foamcore up at front
Drop off rulers, extra glue sticks
Throw away plates, small pieces of foamcore
Put your name on your blade box, leave on front table
   OR turn into CADLAB 3-452 by Friday 5pm