Idea Presentation
Recap!
But first!

From a time long ago…

Three aspects to consider for good graphics design

- **Semantics**
- **Syntax**
- **Usability**

### Graph

- **X-axis:**
  - Message
  - Context
  - Meaning
  - Purpose
  - Value
  - Theme
  - Flow
  - Aesthetic
  - Structure
  - Continuity
  - Uniformity
  - Expressiveness
  - Conciseness
  - Cohesion
  - Understandability
  - Readability
  - Visibility
  - Clarity
  - Legibility
  - Simplicity

- **Y-axis:**
  - 0 to 30

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**Graph Key:**

- **Semantics**
- **Syntax**
- **Usability**
But first!

From a time long ago…

**semantics** (the message)

**syntax** (visual coherency)

**usability** (comprehension)

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Alex R.  Syntax, Semantics, Understandability
Robert R. Syntax, Usability, Something about conveying the message
Matthew H. Semantics, Syntax, U…? or E? Oops
Jonathan W. Syntax, Usability S(teenieable!)
But first!

From a time long ago…

**semantics** (the message)

**syntax** (visual coherency)

**usability** (comprehension)
But first!

From a time long ago…

**semantics** (the message)

**symbols**

**syntax** (visual coherency)

**usability** (comprehension)
But first!

From a time long ago…

**semantics** (the message)
symbols
feeling
**syntax** (visual coherency)

**usability** (comprehension)
But first!

From a time long ago…

**semantics** (the message)
symbols
feeling
**syntax** (visual coherency)
balance
**usability** (comprehension)
But first!

From a time long ago…

semantics (the message)
symbols
feeling
syntax (visual coherency)
balance
flow
usability (comprehension)
But first!

From a time long ago…

**semantics** (the message)
symbols
feeling
**syntax** (visual coherency)
balance
flow
**usability** (comprehension)
big title!
Visual Consistency!
Visual Consistency!
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
Verbal Communication

Excellent work to all teams!

Be careful when depreciating existing toys or objects for play (Blocks, Balls, Puzzles, etc.)

- avoid excessive use of ‘boring’, ‘lame’…
- don’t hurt your credibility
Idea Pitches
Idea Pitches

Humor!
Idea Pitches
Engaging the Audience

- Introduce yourself
- Look at the audience
- Talk to the audience
- Smile
- Be excited
- Provide important information
- Practice, so it seems natural
Sewing Hours in PDL:
Tomorrow (Tues) noon-5pm
(Weather Permitting ❄️ ❄️ ❄️)
Play Testing!
Play Testing
With Sketch Models!
Play Testing
With Sketch Models!

This **Friday**. Boston Children’s Museum!
2 Looks like & 2 Plays Like. One hour!

5:45pm if your team meets on
Wed Evening / Thurs Morning

6:45pm if your team meets on
Thurs Evening / Fri Morning

Be **ON TIME**

Account for rush hour
… and walking time

Courtesy Sketch Model Transport Van™! Leaves at 4:30pm
Remember 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?**

**How do you build it?**
This week

**Today:**
Group A — PDL
Group B — Here

**Wednesday:**
Group A — Here
Group B — PDL

**Group A:**
Camel, Crocodile, Goose, Hedgehog, Hippo, Koala, Llama, Lobster

**Group B:**
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!

It's your turn! Spread out to unused seats

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
But wait there's more!

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

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[Diagram: Score line followed by glue application to create a folded round corner.]
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!
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
Demo Time!

Adhesives
  this is sticky business

Hot melt (glue gun)
White glue
Spray mount
Demo Time!

Adhesives
  this is sticky business

Hot melt (glue gun)
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 over
Big enough to deposit and store a fair number of blades

Sketch out design first
Pick favorite next week, **featured in PDL**!
Challenge!

Build a better blade box!

One sheet of foamcore plus any extra you still have

Shouldn’t tip over

Big enough to deposit and store a fair number of blades

Sketch out design first

Featured in PDL!
Wrap Up!

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 bottom of blade box
Leave on front table
   OR turn into CADLab (3-452) by Friday 4pm