Designing Presentations

Note: “Designing” and not “Making”

Notice the border and fonts are consistent in all 2.00B lectures.

Notice how cluttered this slide is getting.

Notice the color choice:

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

Symmetry is a little boring. Consider asymmetrical but balanced.

Note the use of simplicity.

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

Do I have your attention?

Is it hard to read this font?
This week!

lab open Friday from 1-5pm, Sunday 2-6pm

silkscreening tutorial on Sunday 12-2pm, 3-442

order shirts!
Open Lab Hours

Hours of Work

2 weeks before PLAYsentations

1 week before PLAYsentations!

1 day before PLAYsentations!!
The PLAYsentations!

4 minutes of presentation & 2 minutes of questions

entertaining and informative are not mutually exclusive

know your audience: 300+ friends, MIT, industry folks, children
Elements of a Play

- story
- character
- props & costumes
- perspective
- blocking
- non-diegetic vs diegetic sound
  (e.g. commentary vs character voices)
Elements of a Play

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

**Act 1:**
setup

**Act 2:**
development

**Act 3:**
resolution

climax
WARNINGS!

practice! (>1 hr/min)

introduced by team animal demo early

not all teammates need to speak

highlight technical achievements
Product Coherence

Apple

2.00b
Product Coherence

theme, branding, image

consistent form vocabulary and color palette

product, package, promotion
Dress Code
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!
Lab Deliverable

watch a couple of videos from the Past Years webpage

focus on:
  one ‘great’ presentation
  one ‘okay’ presentation

take notes using online form

share and discuss in lab
DESIGN your PLAYsentation

develop a plan: storyboard

this 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

<table>
<thead>
<tr>
<th>Act 1: Setup</th>
<th>Act 2: Development</th>
<th>Act 3: Resolution</th>
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<tbody>
<tr>
<td>define the context, introduce the problem</td>
<td>catalyst to start, process of transformation</td>
<td>elements come together, the ending</td>
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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

modify your memorable moments (based on discussion)

develop key frames of the story

transition between memorable moments

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

modify your memorable moments (based on discussion)

develop key frames of the story

transition between memorable moments

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

~10 minutes
Logistics

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

10-250, May 14th
7:00 PM show ready

presentation order

back door to & from stage

on deck room

exit stage

student seating

enter stage

student seating

room
Logistics

for smooth transitions,
all presentation files on
one laptop

Keynote on Macs or
Powerpoint on Windows

no Google Slides!
<table>
<thead>
<tr>
<th>Sunday</th>
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