



**modest** in speech but **excel** in actions

Confucius (contemporized)

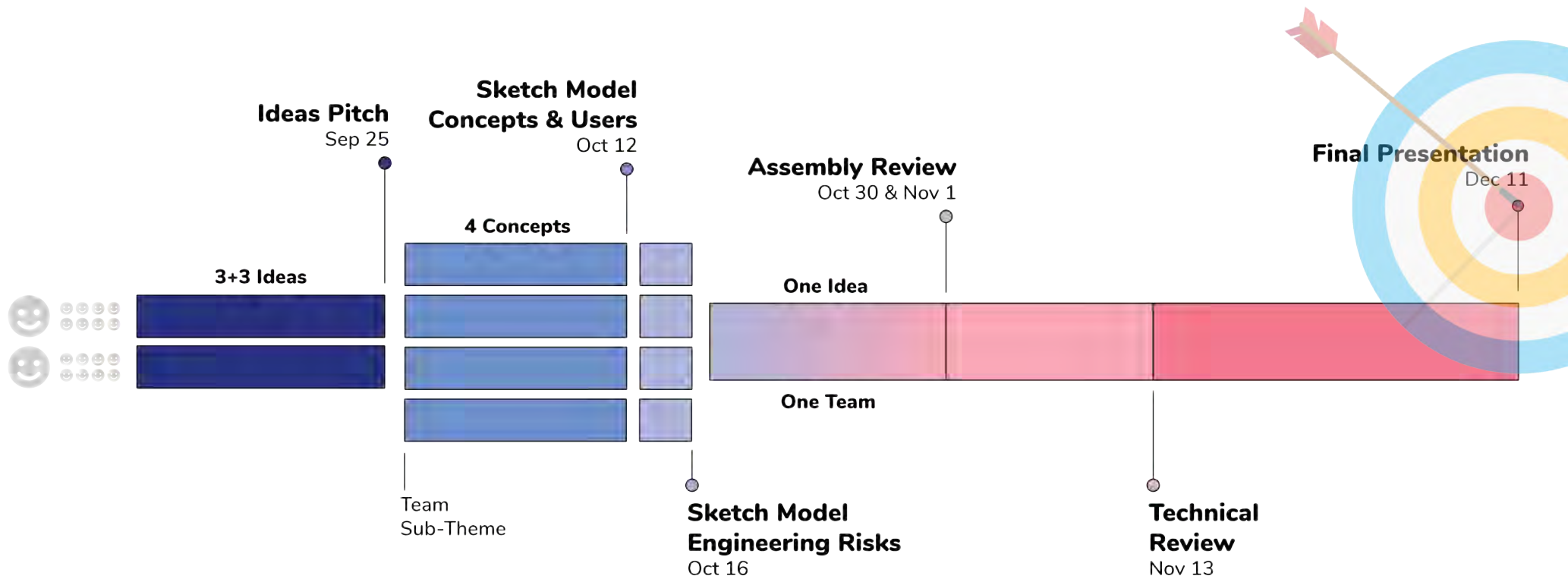
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# final presentations!

December 11

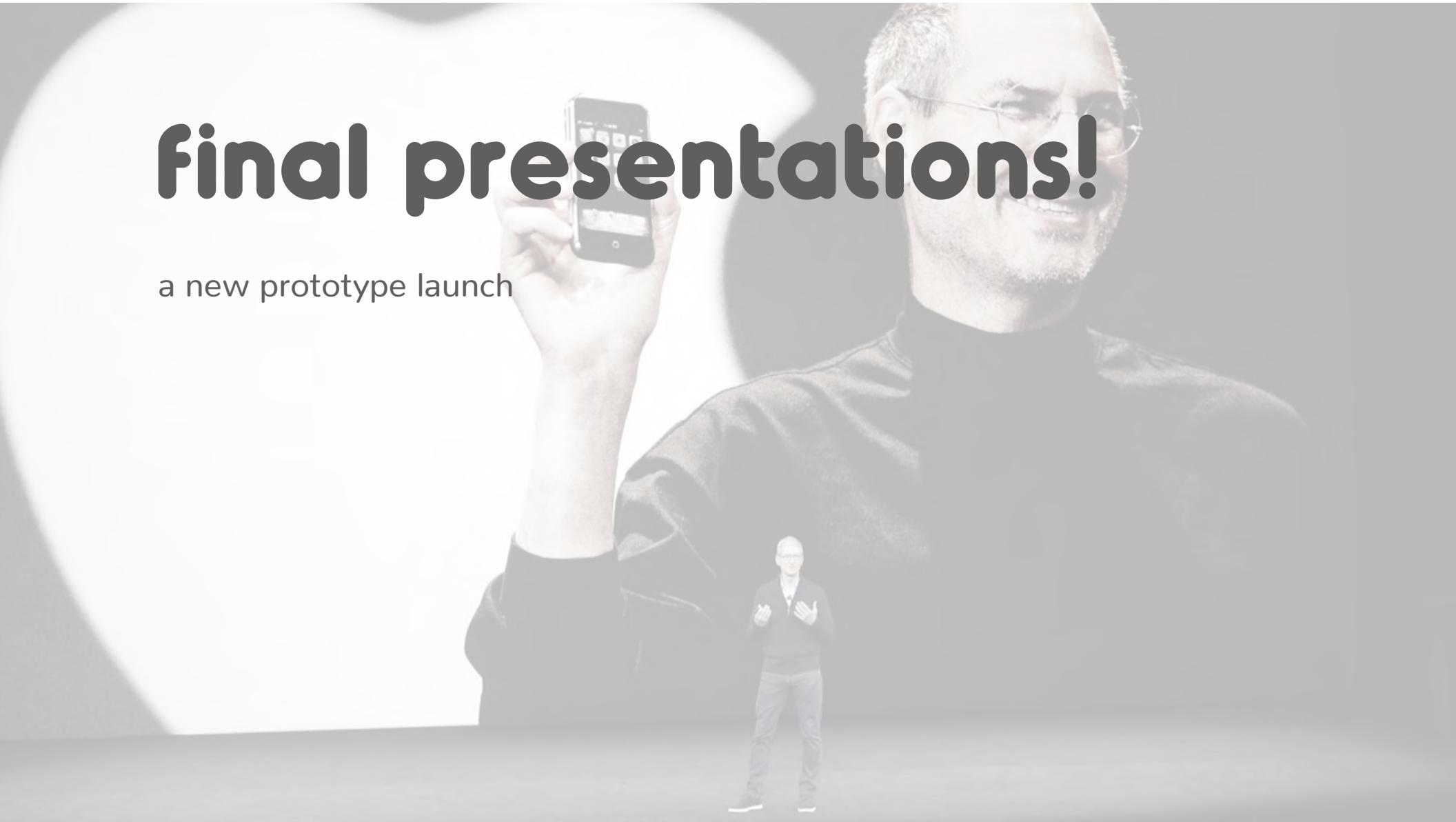
**modest** in speech but **excel** in actions

Confucius (contemporized)



# final presentations!

a new prototype launch





7 minute presentation. 4 minute Q&A

# 7 minute presentation.



the product, where and how it is used, use experience

who it is for and why should we care

how it works, design rationale

market and preliminary business model

# 7 minute presentation.



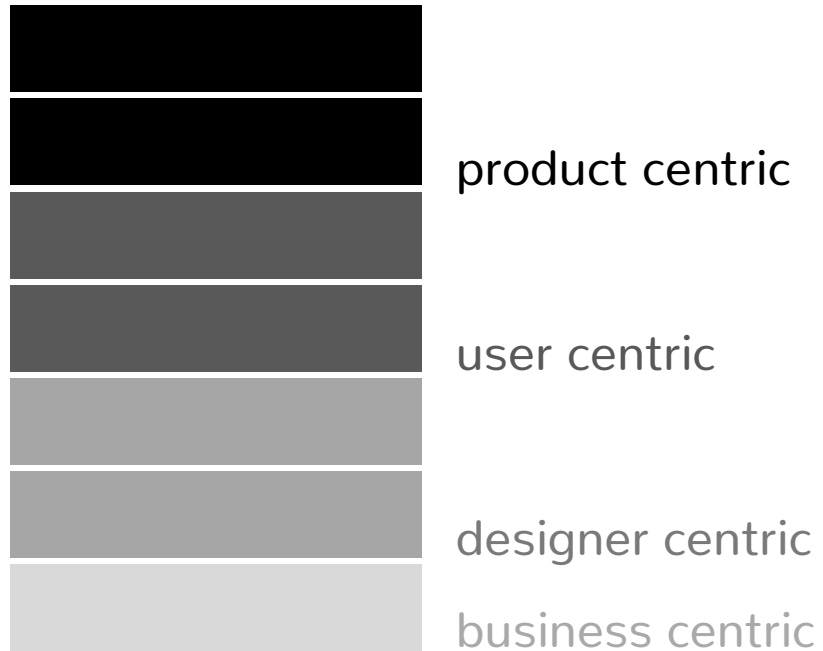
the product, where and how it is used, use experience

who it is for and why should we care

designer works, design rationale

business and preliminary business model

# 7 minute presentation.





Friday 4-5 PM

**telling a compelling product story**

Thursday 7:30-10:30

**business case details**

30 minutes per team



Thursday 6:00-9:00

**industrial design consultation**

30 minutes per team

Thursday 3:00-5:00

**set detail updates**

15 minutes per team

Wednesday 7:00-8:30

**product costing**

Tuesday

**RSVP system**

extended hours in Pappalardo  
product sheet and product shot

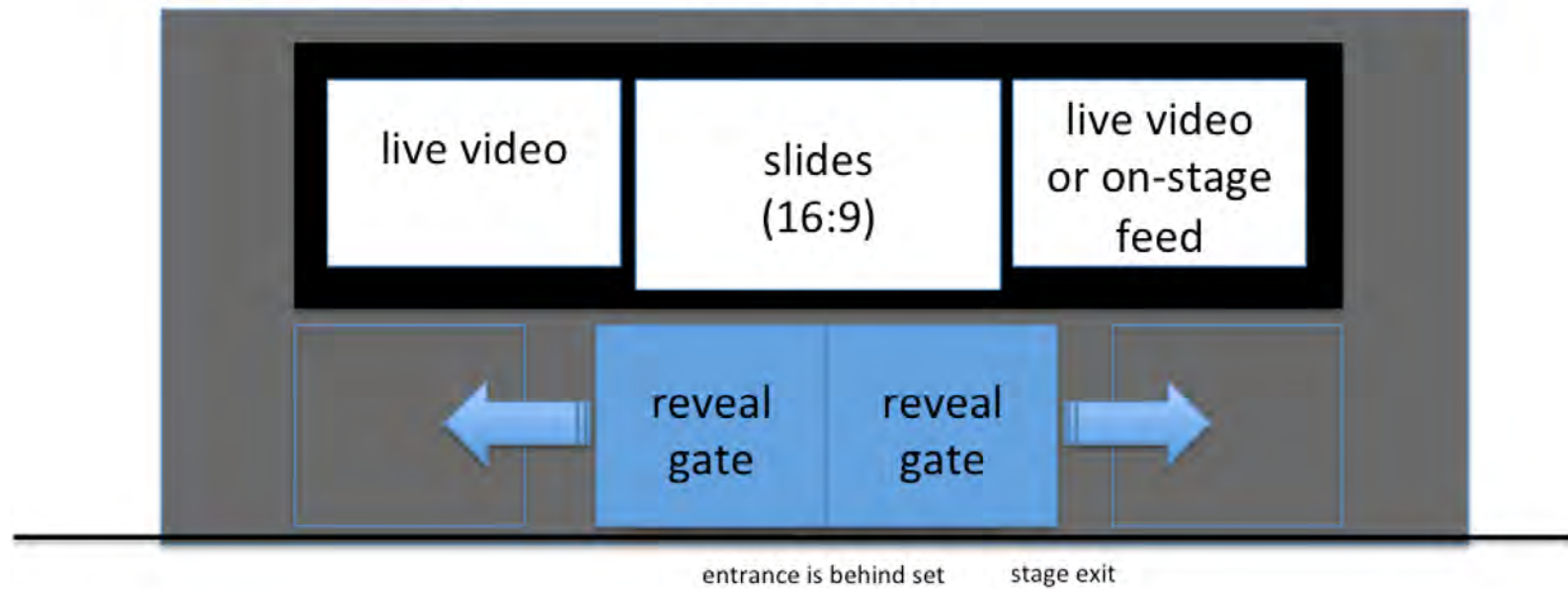


**final presentations**





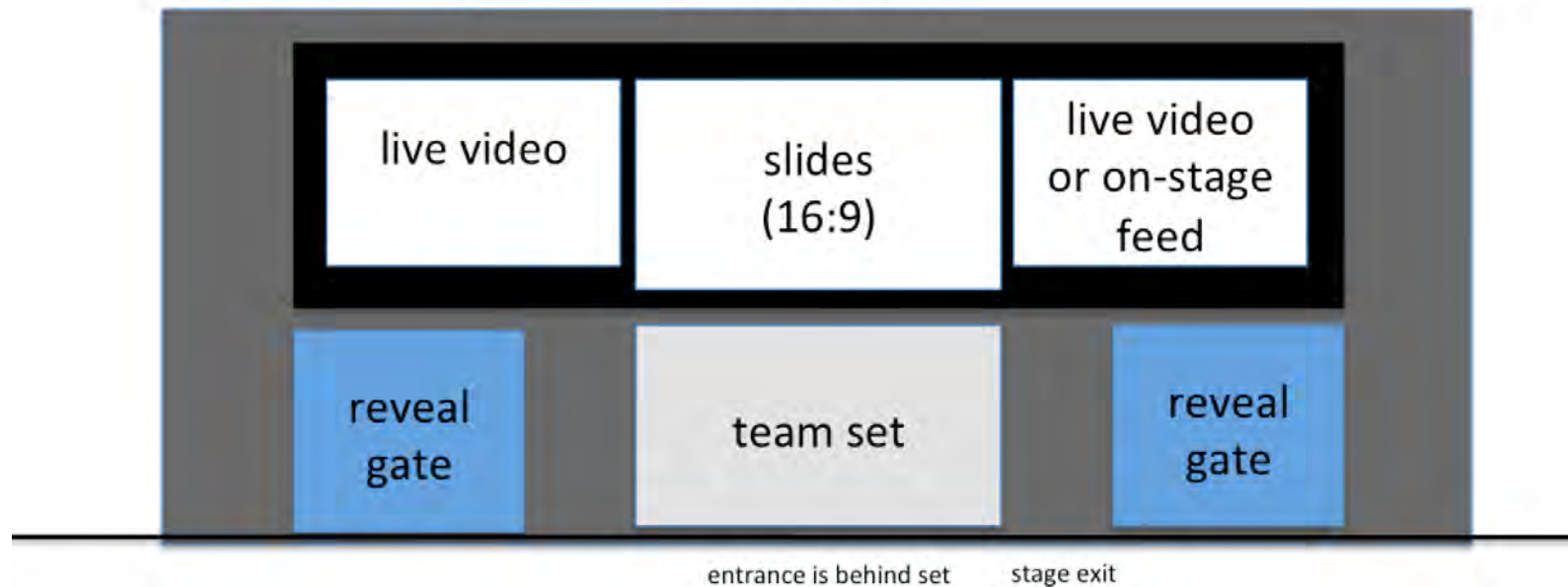
confidence monitor  
is at back of theatre







confidence monitor  
is at back of theatre



# final presentation

typical media

demonstration/role playing

slides

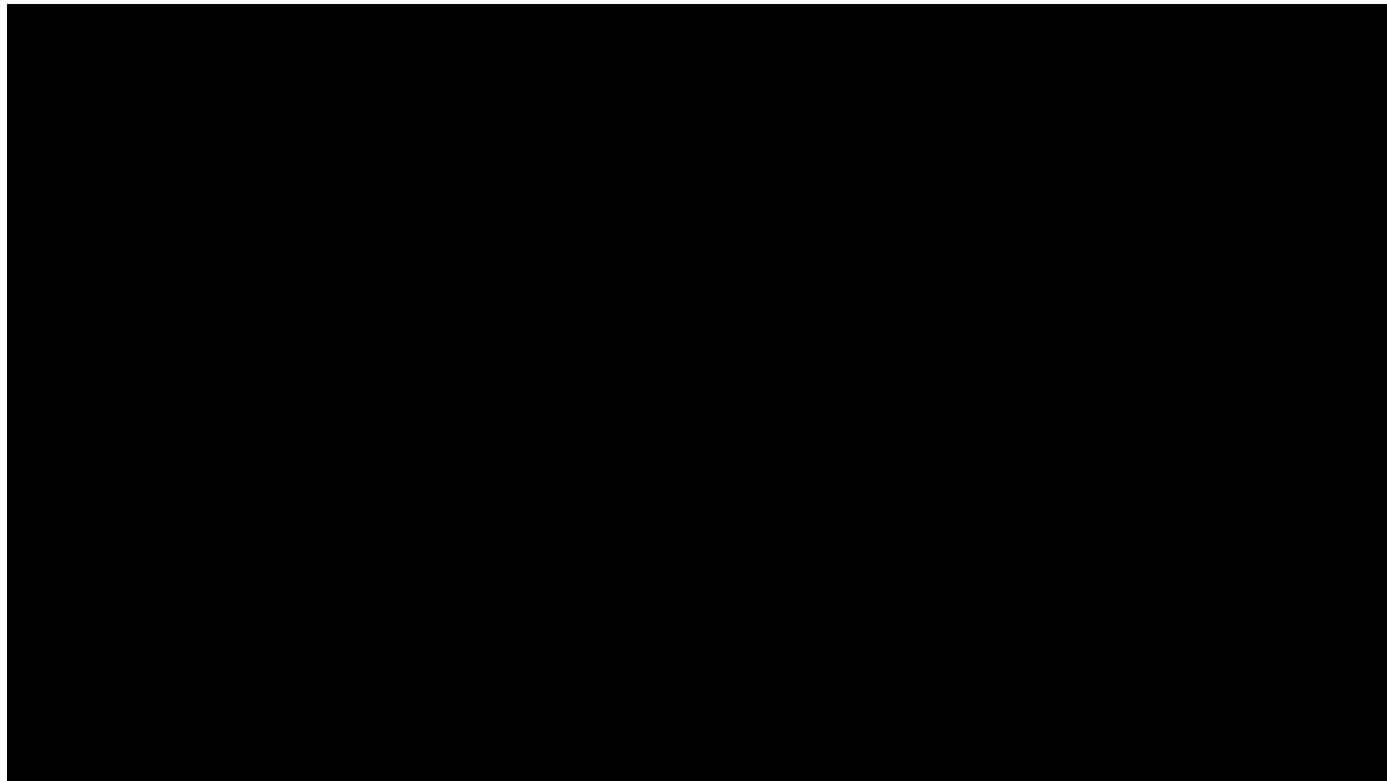
video, if needed

animations



# final presentation

the impact of sound



# presentation design

process

**determine needs and set key specifications**

**generate presentation concepts** narrative

**detailed layout design** graphic design

# presentation design

## narrative

### act 1: **setup. the hook!**

main characters and context introduced

problem that drives story forward is introduced

### act 2: **conflict or journey**

an inciting incident or catalyst sets things in motion

characters undergo transformation

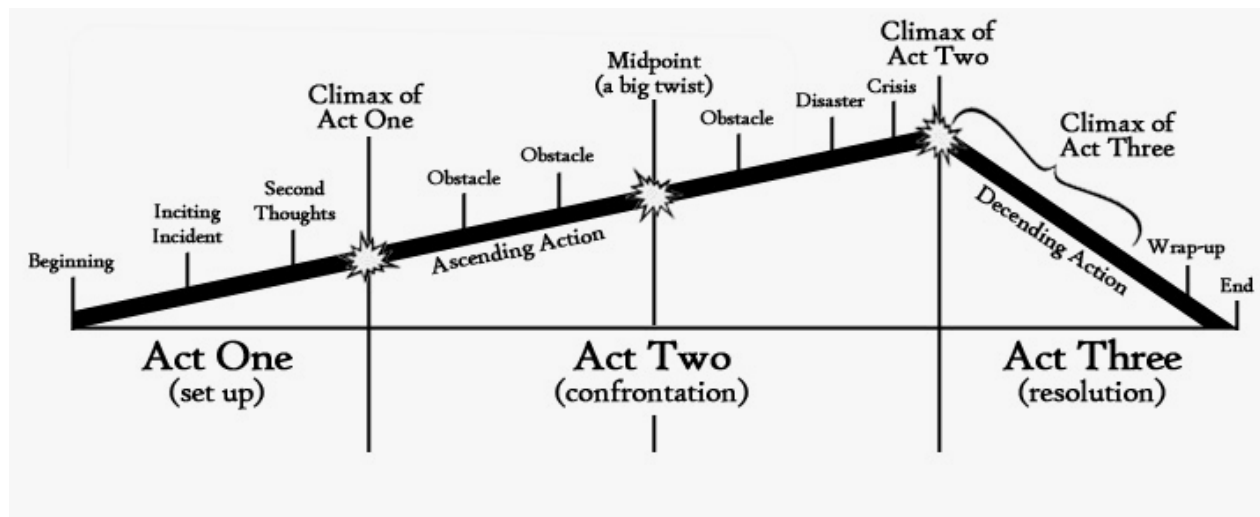
### act 3: **resolution**

elements of the story come together, leading to an ending

## generate presentation concepts

# presentation design

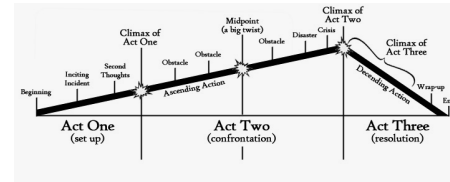
narrative



generate presentation concepts

# presentation design

narrative



no one can remember more than three points

Philip Crosby, Pioneer of quality management

your presentation's take-home message?

why I should care (the problem)

the value proposition

the product is real

**generate presentation concepts**



# **presentation design**

narrative **idea generation phase**

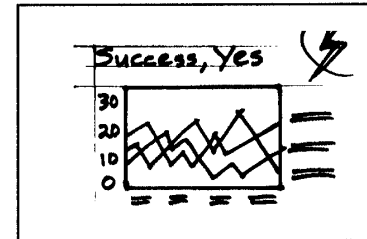
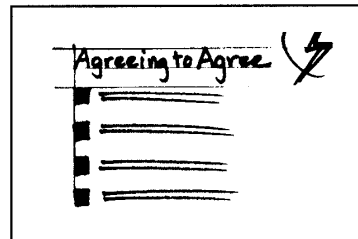
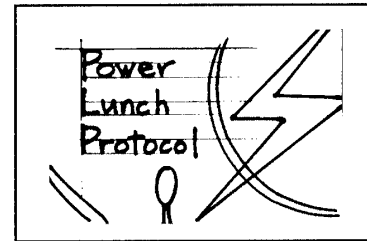
**generate presentation concepts**



# presentation design

## narrative idea generation phase

design “key frame” alternatives for take-home message

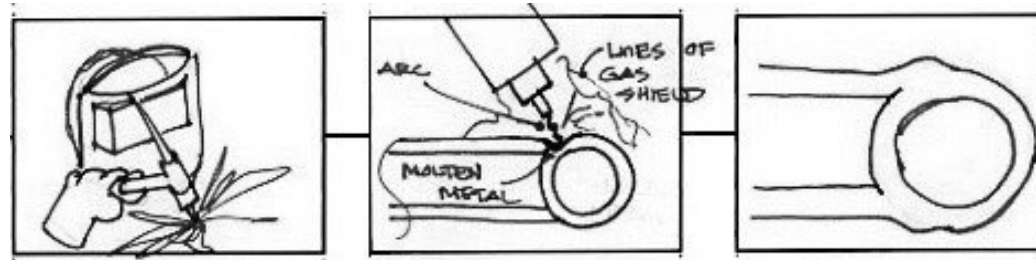


## generate presentation concepts

# presentation design

narrative **idea generation phase**

design “key frame” alternatives for take-home message

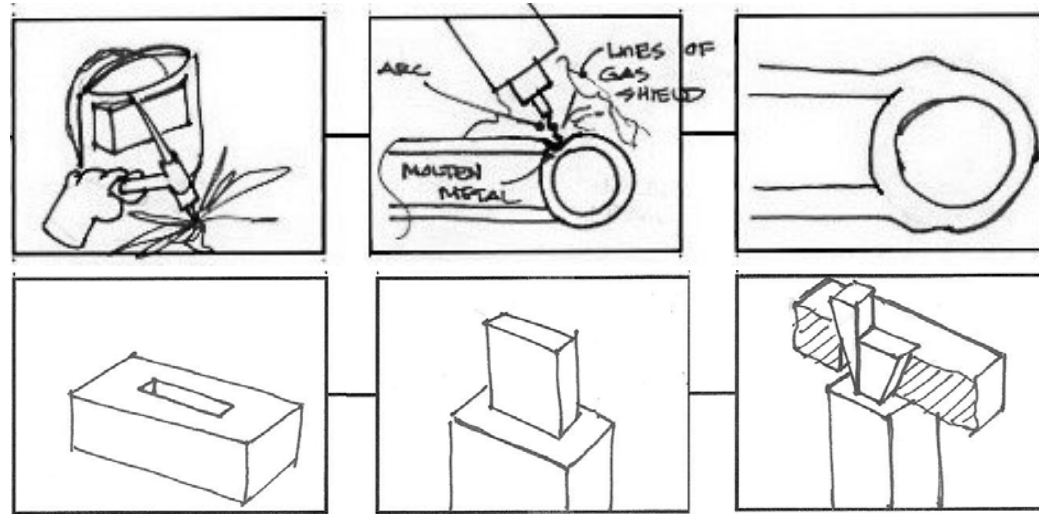


**generate presentation concepts**

# presentation design

narrative **idea generation phase**

design “key frame” alternatives for take-home message

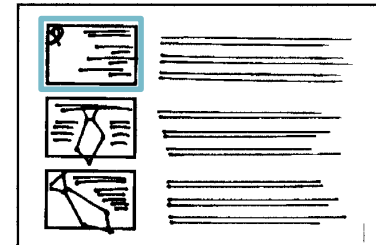
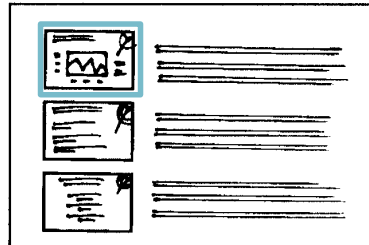
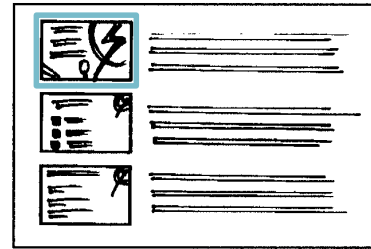


**generate presentation concepts**

# presentation design

## narrative **concept development** phase

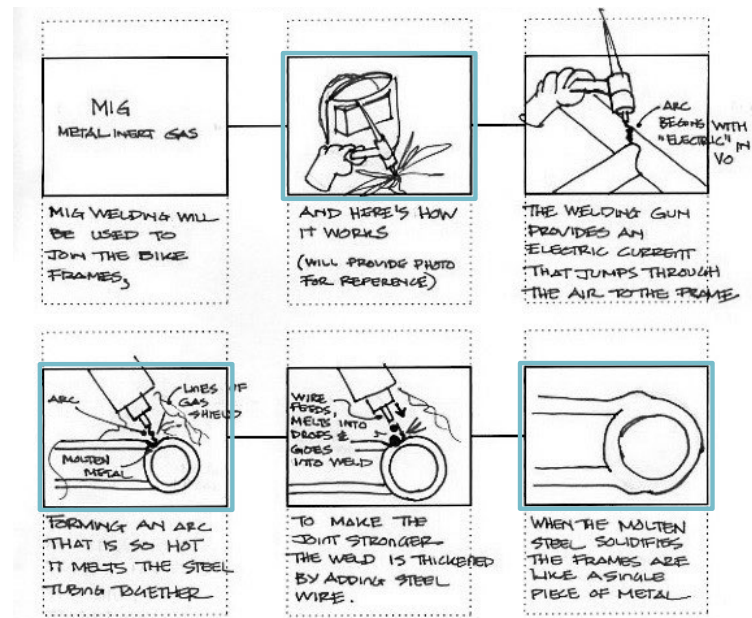
flesh-out the details in storyboards using your key frames



## generate presentation concepts

# presentation design

narrative concept development phase

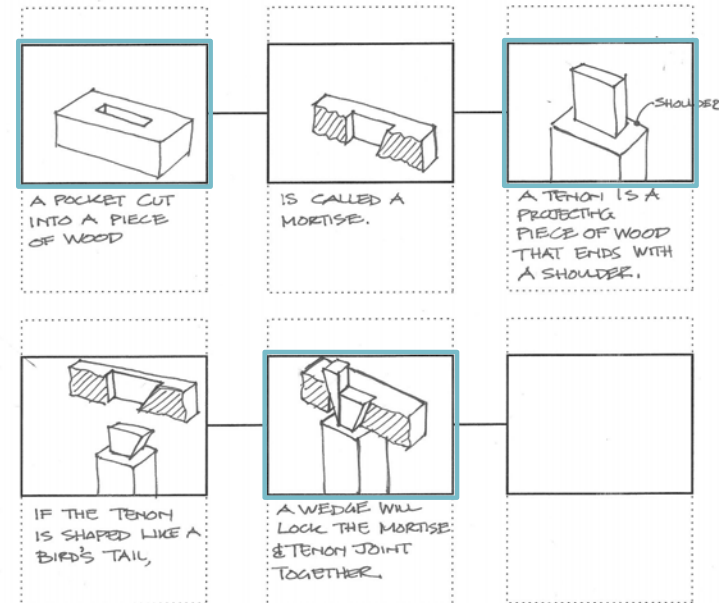


generate presentation concepts

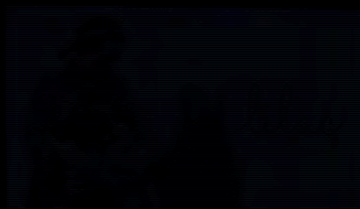
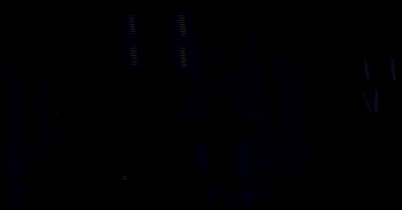


# presentation design

narrative concept development phase



generate presentation concepts



#009danger

2.009

# presentation design

process

**determine needs and set key specifications**

**generate presentation concepts** narrative

**detailed layout design** graphic design

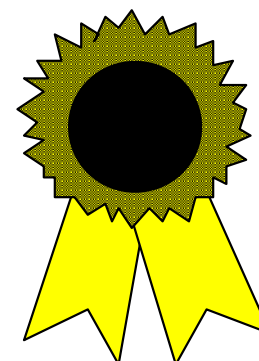
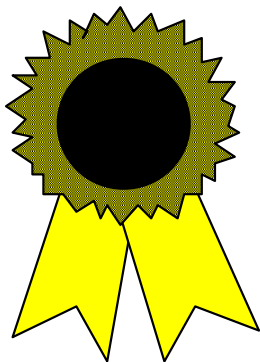
# **presentation design**

graphic design

**detailed layout design**



less  
is **more**



# presentation design

graphic design

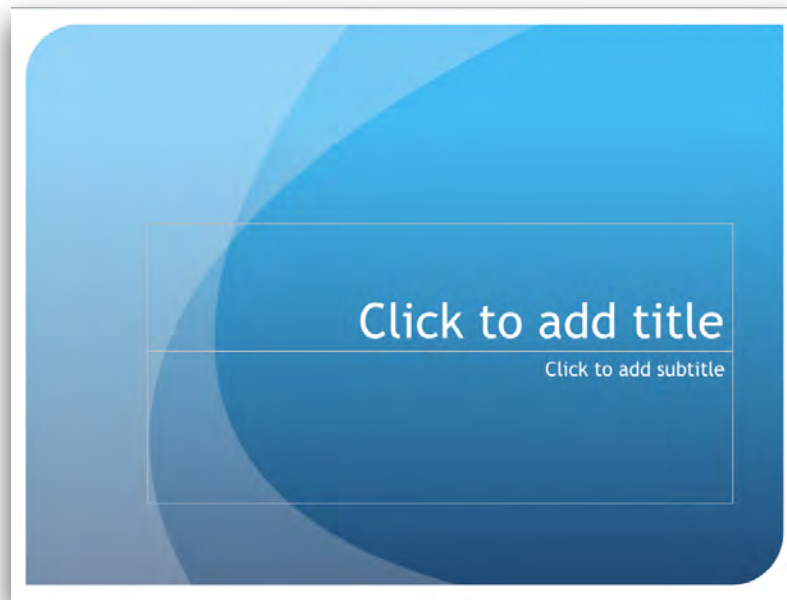


## detailed layout design



# presentation design

graphic design



## detailed layout design

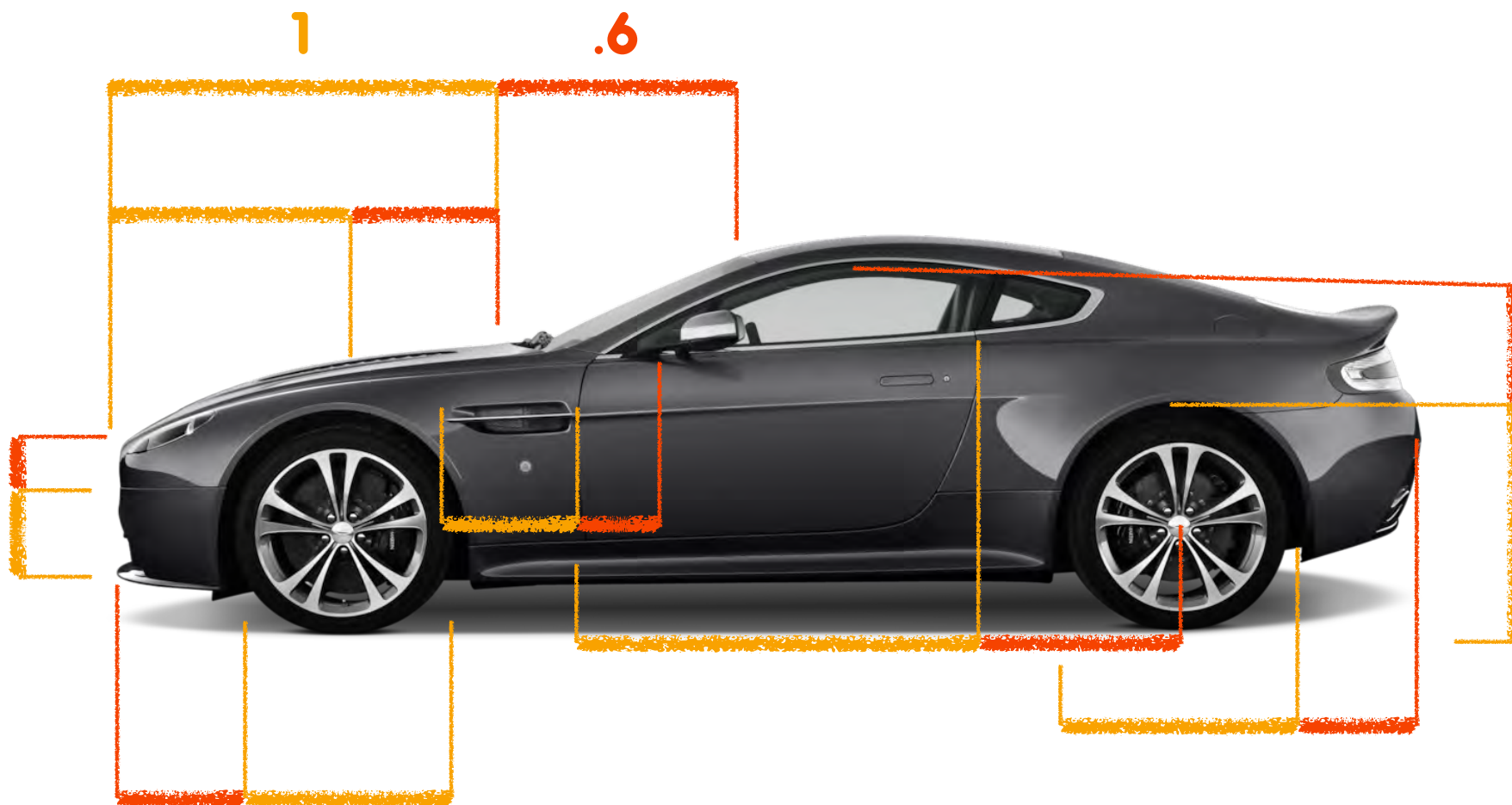
# presentation design

graphic design



## detailed layout design

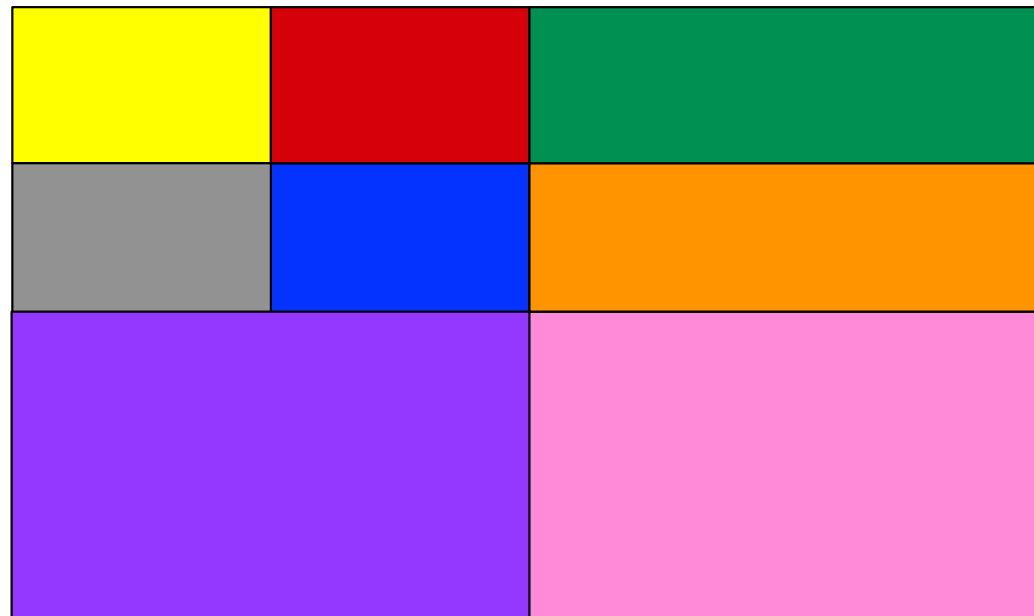




16:9

# presentation design

graphic design



16:9 grid layout

## detailed layout design

# presentation design

hello!

# **presentation design**

I hope



# presentation design

your are

# **presentation design**

having a

# presentation design

nice day!

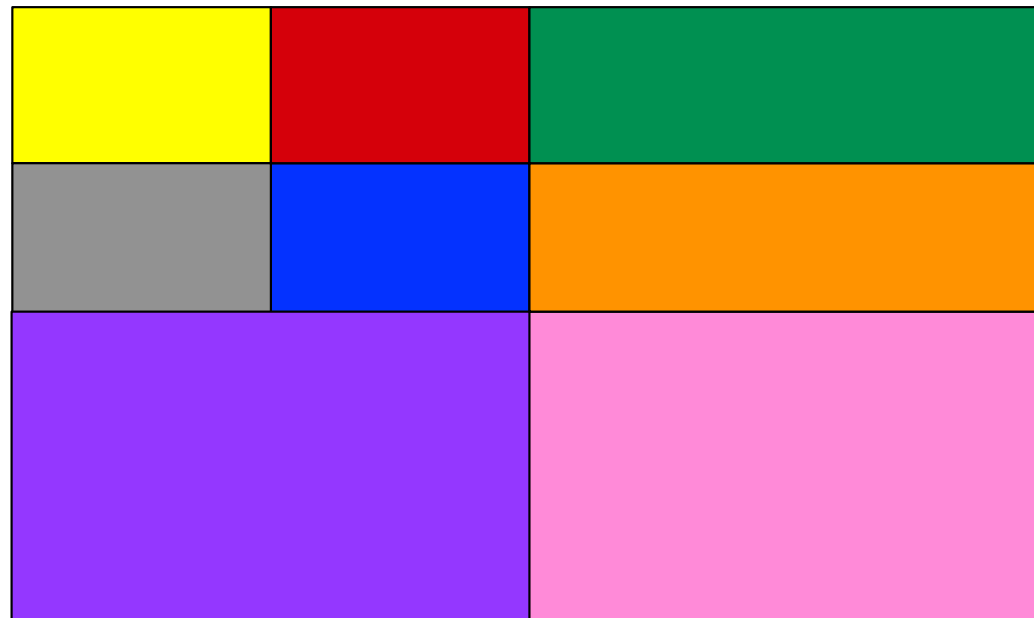






# presentation design

graphic design

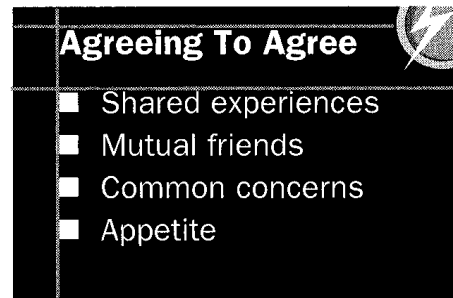
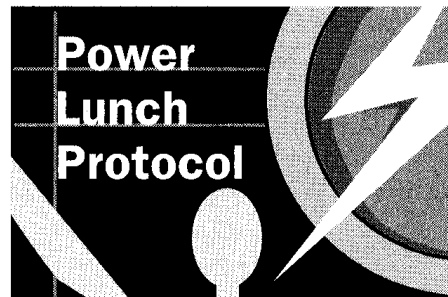


16:9 grid layout

## detailed layout design

# presentation design

graphic design




## detailed layout design


# presentation design

graphic design

rules

**Table Manners**

- ◆ Unfolding the napkin
- ◆ Use of fingers
- ◆ Toothpick tips
- ◆ Elbow etiquette

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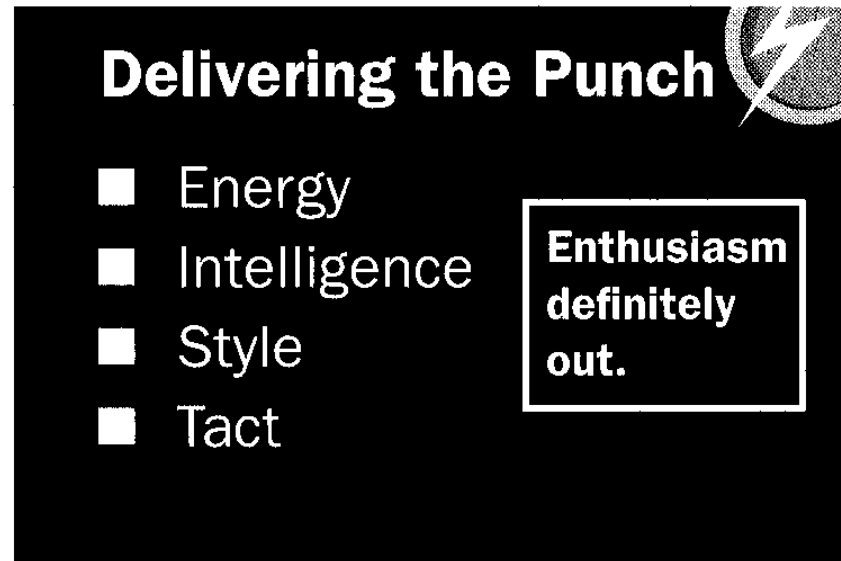
devices



# presentation design

graphic design

borders



devices

# presentation design

graphic design

open spaces

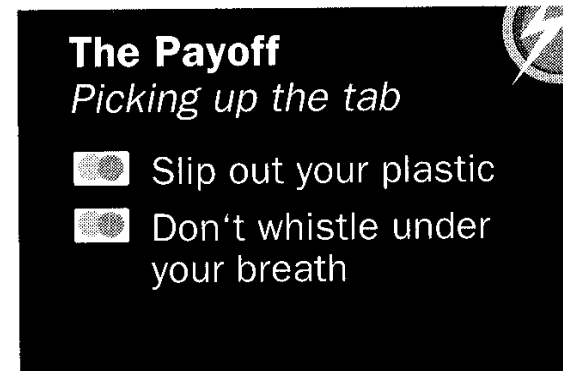
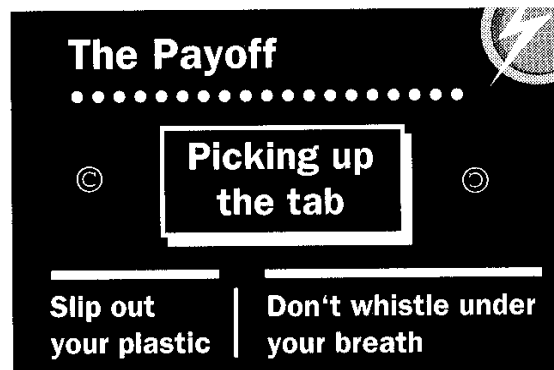


devices

# presentation design

graphic design

less is more



devices

# presentation design

graphic design



Fast Track Appetizers	
Escargot	\$7.50
Shrimp Cocktail	\$8.00
Tempura	\$6.00

## alignment

# presentation design

graphic design



alignment

# presentation design

graphic design




A black rectangular menu card with a circular logo in the top left corner. The logo features a stylized 'Z' or 'N' shape. The text on the card is white and lists three dessert items with their prices.

Fast Track Desserts	
French Silk Pie	<b>\$3.95</b>
Amaretto Cheese Cake	<b>\$4.00</b>
Chocolate Raspberry Torte	<b>\$4.50</b>

## alignment

# presentation design

graphic design

	<b>Fast Track Appetizers</b> 
	Escargot <b>\$7.50</b>
	Shrimp Cocktail <b>\$8.00</b>
	Tempura <b>\$6.00</b>
<b>Fast Track Entrees</b> 	<b>Fast Track Desserts</b> 
Salmon Steak <b>\$19.95</b>	French Silk Pie <b>\$3.95</b>
Stuffed Trout <b>\$18.00</b>	Amaretto Cheese Cake <b>\$4.00</b>
Filet Mignon <b>\$21.95</b>	Chocolate Raspberry Torte <b>\$4.50</b>

alignment

# presentation design

## graphic design

I CDNUOLT BLVEIEE TAHT I CLUOD AULACLTY UESDNATNRD WAHT I WAS RDANIEG THE PHAONMNEAL PWEOR OF THE HMUAN MNID! AOCCDRNIG TO A RSCHEEARCH AT CMABRIGDE UINERTISY, IT DEOSN'T MTTAER INWAHT OREDR THE LTTEERS IN A WROD ARE, THE OLNy IPRMOATNT TIHNG IS TAHT THE FRIST AND LSAT LTTEER BE IN THE RGHIT PCLAE. THE RSET CAN BE A TAOTL MSES AND YOU CAN SITLL RAED IT WOUTHIT A PORBELM. TIHS IS BCUSEAE THE HUAMN MNID DEOS NOT RAED ERVEY LTETER BY ISTLEF, BUT THE WROD AS A WLOHE.

I cdnuolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg The phaonmneal pweor of the hmuan mnid! Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mtt aer inwaht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

## typeface



# presentation design

## graphic design

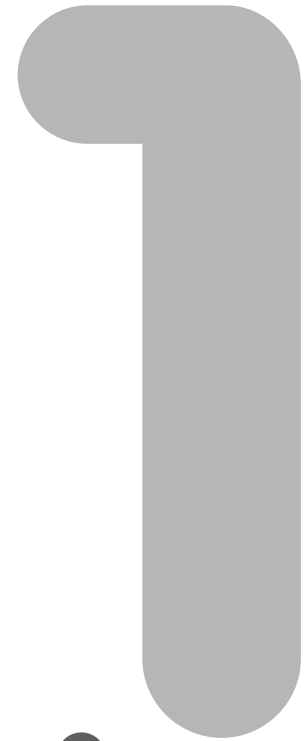
Guidelines are very useful and convenient design aids. However, in the DFX paradigm interactions between different life-cycle objectives become critically important. Thus, in our opinion, selection of appropriate design guidelines can become extremely context sensitive and complex. Blindly following guidelines may lead to inferior designs because more appropriate general solutions are overlooked.

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## typeface

# **presentation design**

graphic design



**slides per minute?**

**presentation design**

graphic design

100

**slides per minute?**





**modest** in speech but **excel** in actions

Confucius (contemporized)





**modest** in speech but **excel** in actions