

6.1040 · software studio · fall 2022

# how to pitch

Daniel Jackson & Arvind Satyanarayan

# what you'll learn in this lecture

**secrets of the best presenters**

how to launch a product  
how to pitch a potential app

**what's expected of you**

in your final project pitches

final project plans

Phase	Deliverable	Date due	Grade portion
Proposal	Team form	Nov 5	0%
Diverge	Contract	Nov 13	1%
	Pitch video	Nov 13	10%
	Reviews	Nov 16	5%
Converge	Concept design	Nov 20	10%
	Wireframes	Nov 20	5%
	VSD Analysis	Nov 20	5%
	Plan	Nov 20	1%
Alpha release	Deploy/commit	Nov 23	5%
Beta release	Deploy/commit	Dec 4	15%
	Design revision	Dec 4	10%
	User test	Dec 6	5%
Final build	Deploy/commit	Dec 13	15%
	Design revision	Dec 13	10%
Mentoring	Meetings	Weekly	3%

shared next Monday

by next Wednesday

pre Thanksgiving

starting this week

# divergent design phase

## **design content**

problem definition & concept outlines  
application sketch showing how concepts fit

## **video presentation**

no additional textual document  
this is what is shown and what is reviewed  
free to present in your own way

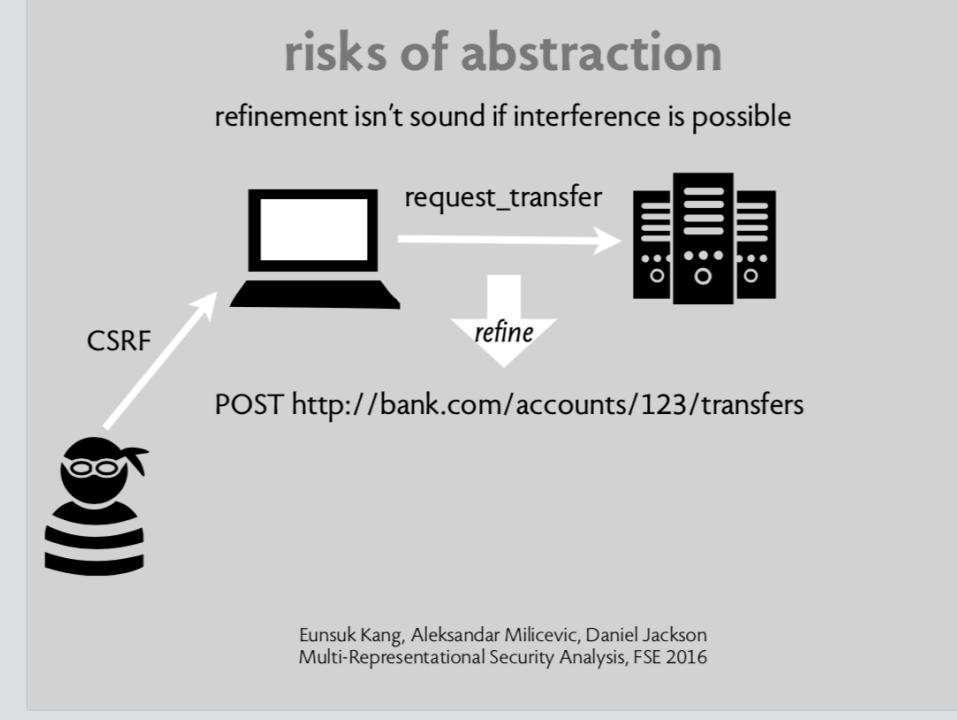
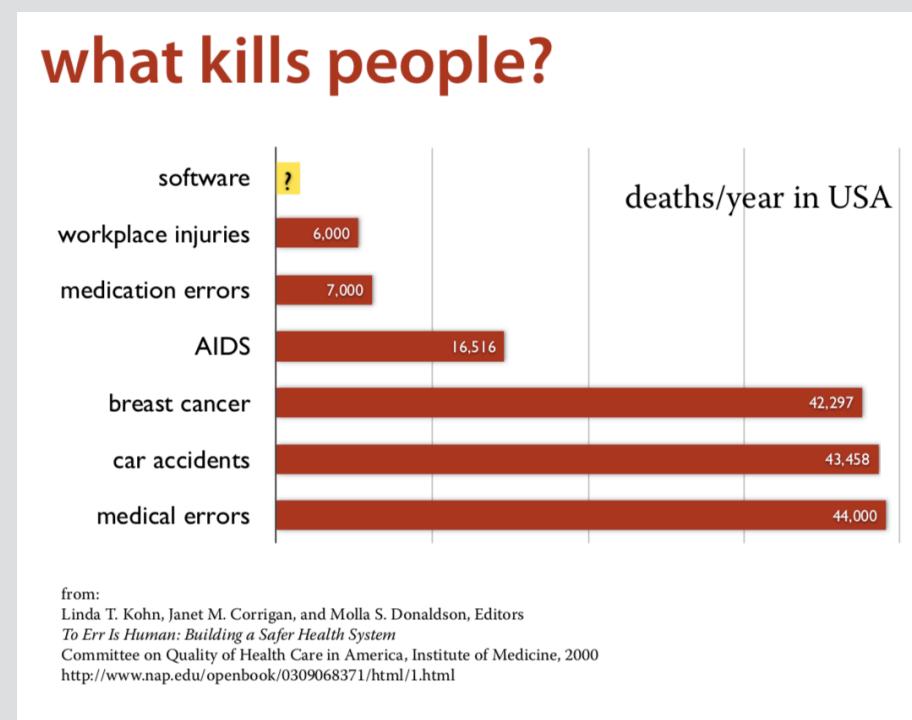
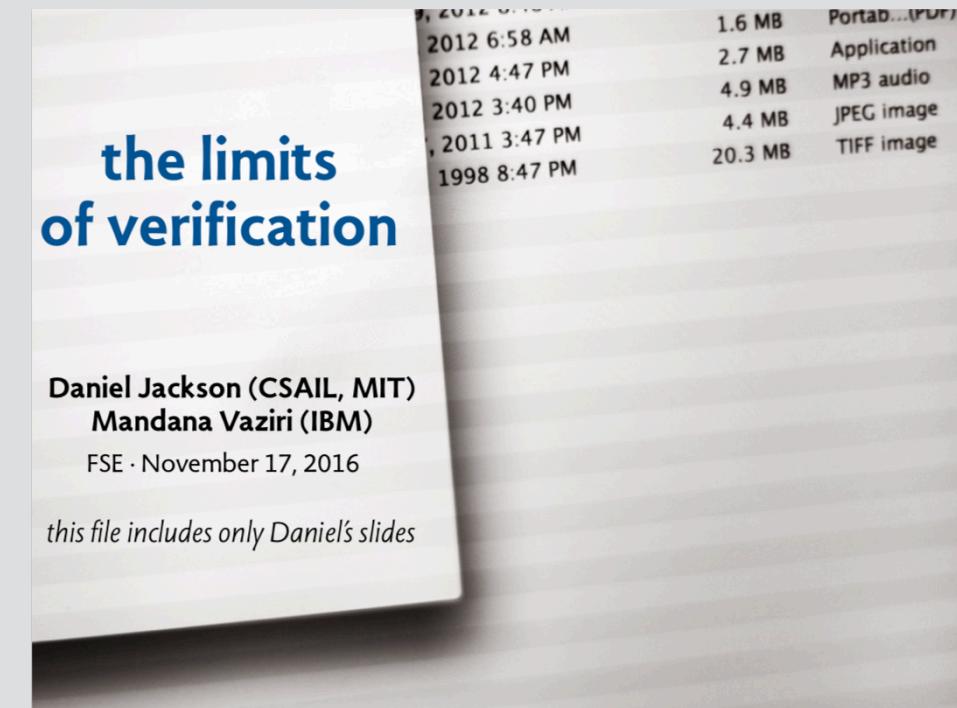
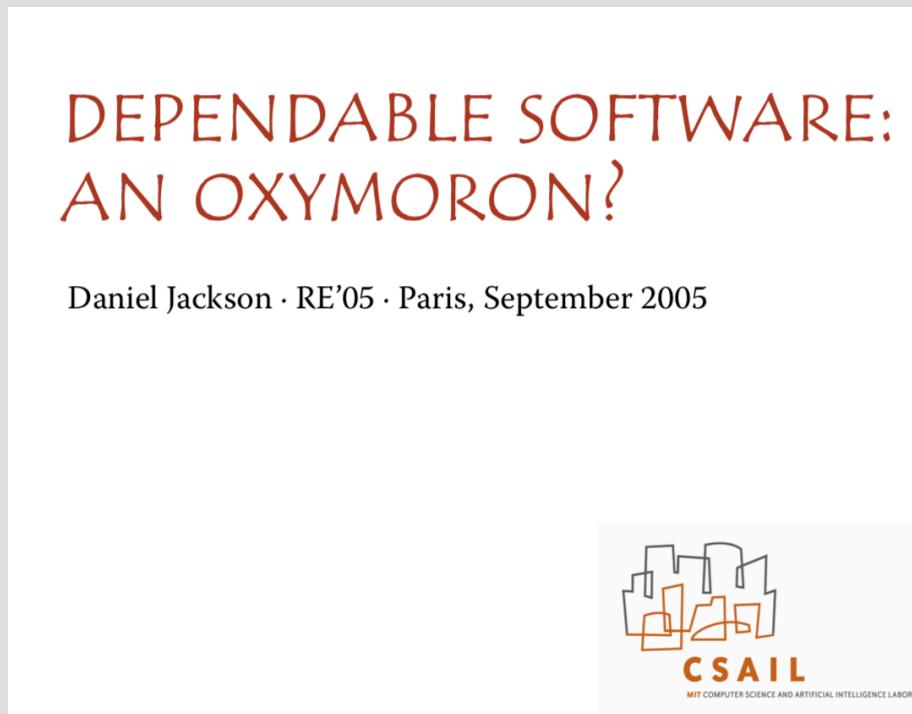
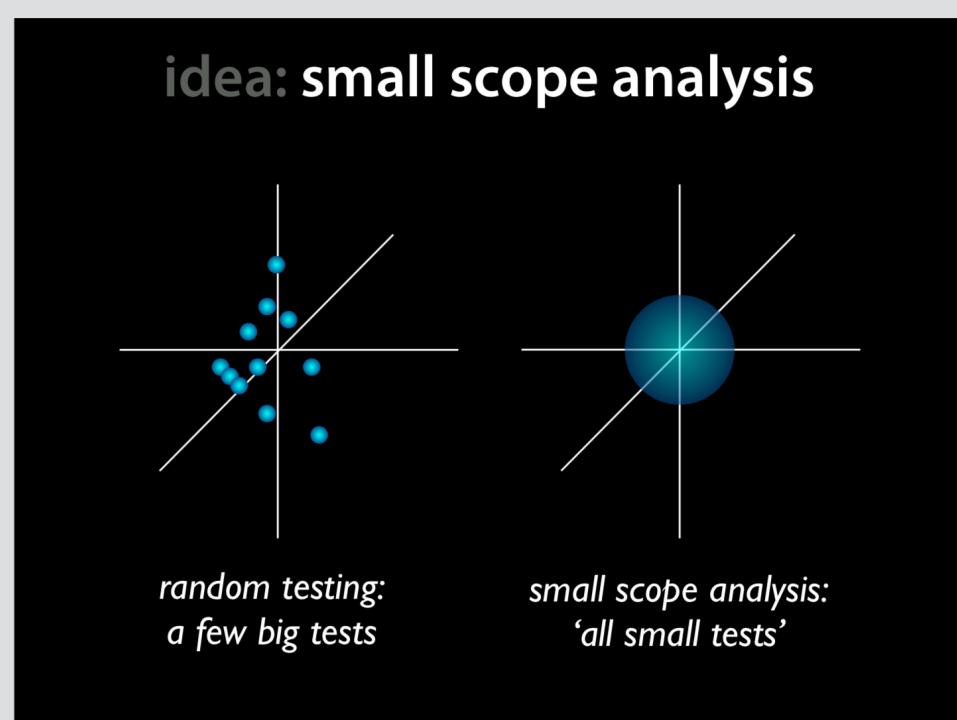
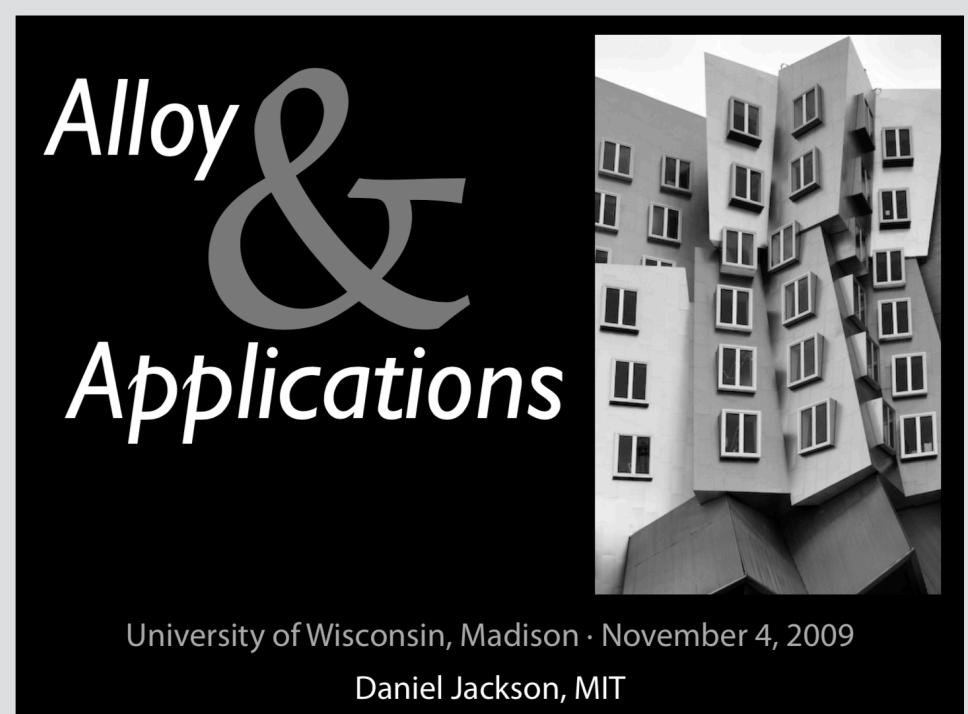
questions?

sample project pitches

*you had to be there...*

some  
slide design  
ideas for you

# color schemes



**white on black**

- ✓ looks great
- ✗ limits your palette
- ✗ have to redo diagrams

**black on white**

- ✓ looks clean
- ✓ works in all lighting
- ✗ white in images looks bad

**black on grey**

- ✓ flexible and easy on eye
- ✗ requires good projector
- ✗ risks looking dull

# text layout options

slide titles force you to focus

♦ don't need outer bullets

- and rather than big ones
- prefer small ones
- or even center dots

and you can also

avoid bullets entirely

go for short points

don't write a whole sentence that just goes on and on and on because then your audience isn't listening they're just reading your slide



Captions need to stand out

the big slogan:  
grabbing attention

**Software is *not neutral***

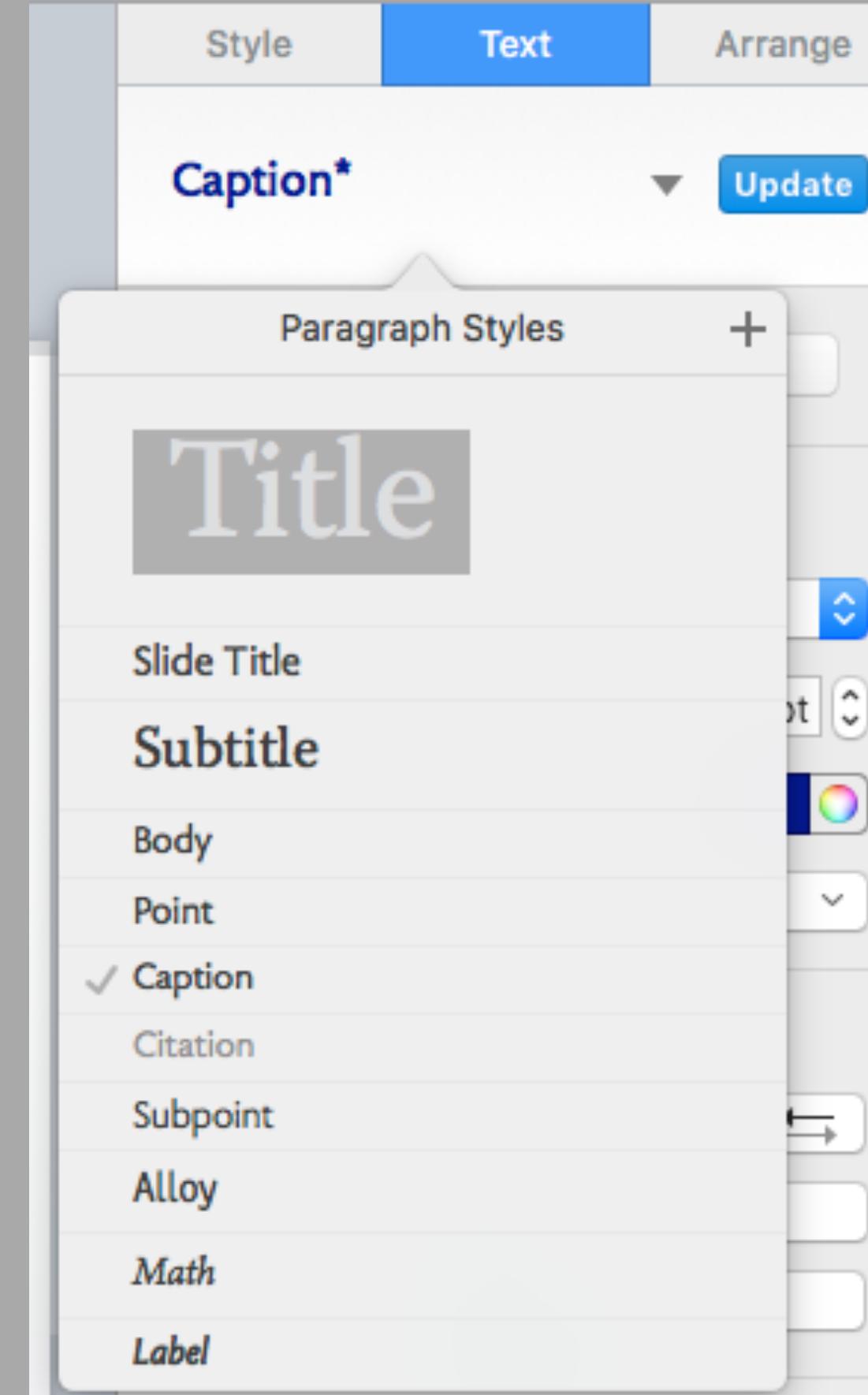
# use the light table view to get a sense of balance

The slide deck consists of 15 numbered slides (1 through 15) arranged in a grid. Each slide contains a small image or diagram related to the concept of design concepts.

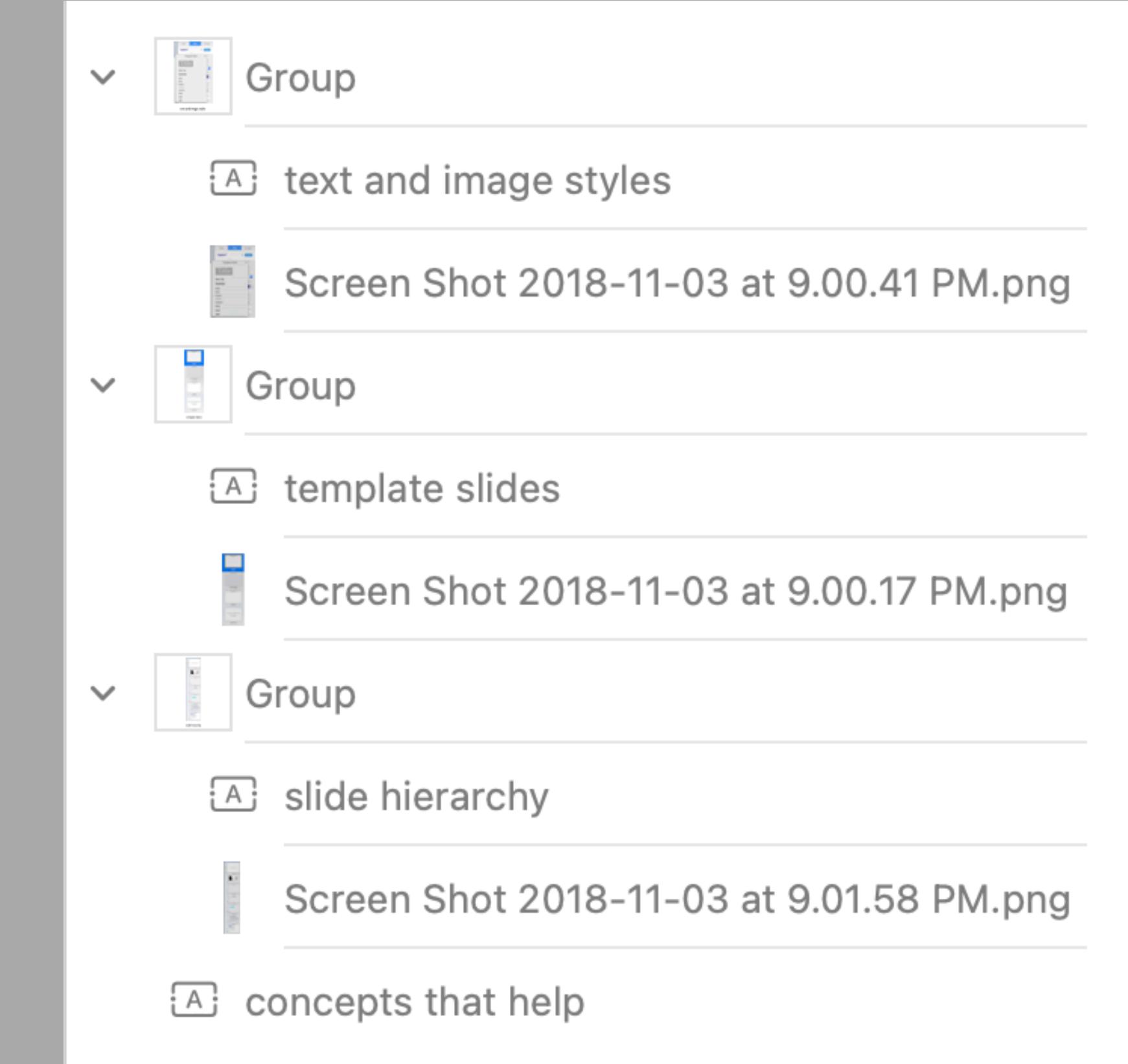
- Slide 1:** A dark blue header slide with white text: "6170 software studio / fall 2019 concepts" and "Daniel Jackson & Anvind Sutyanarayanan".
- Slide 2:** A slide titled "why concepts?" with a large question mark.
- Slide 3:** A slide titled "what I noticed" with text about bugs and complexity.
- Slide 4:** A slide titled "early hints from fred brooks" featuring a book cover and a quote by Fred Brooks.
- Slide 5:** A slide titled "a research & teaching program: since 2012" with icons for design theory, design case studies, design patterns, and code plotters.
- Slide 6:** A slide titled "what's a concept?" with a large question mark.
- Slide 7:** A slide titled "concepts define software" showing icons for Macintosh Finder, Microsoft Word, Photoshop, and Facebook.
- Slide 8:** A slide titled "concepts make products" showing icons for an iPod, a map, and a staircase.
- Slide 9:** A slide titled "one concept, huge impact" showing a photo of Tim Berners-Lee and a URL.
- Slide 10:** A slide titled "app classes characterized by concepts too" showing icons for a text editor, word processor, and desktop publishing app.
- Slide 11:** A slide titled "concepts are invented, not just out there" showing screenshots of early software interfaces.
- Slide 12:** A slide titled "the rewards of inventing a good concept" showing a photo of Charles Simonyi in a spacesuit.
- Slide 13:** A slide titled "concepts have purpose" showing a screenshot of a software interface.
- Slide 14:** A slide titled "concept structure is designed not discovered" showing a diagram of a conceptual model.
- Slide 15:** A slide titled "concepts are reusable" showing screenshots of Microsoft Word and Microsoft PowerPoint.

mostly images and not too much text

# my favorite slide app concepts (from Apple Keynote)



text and image styles



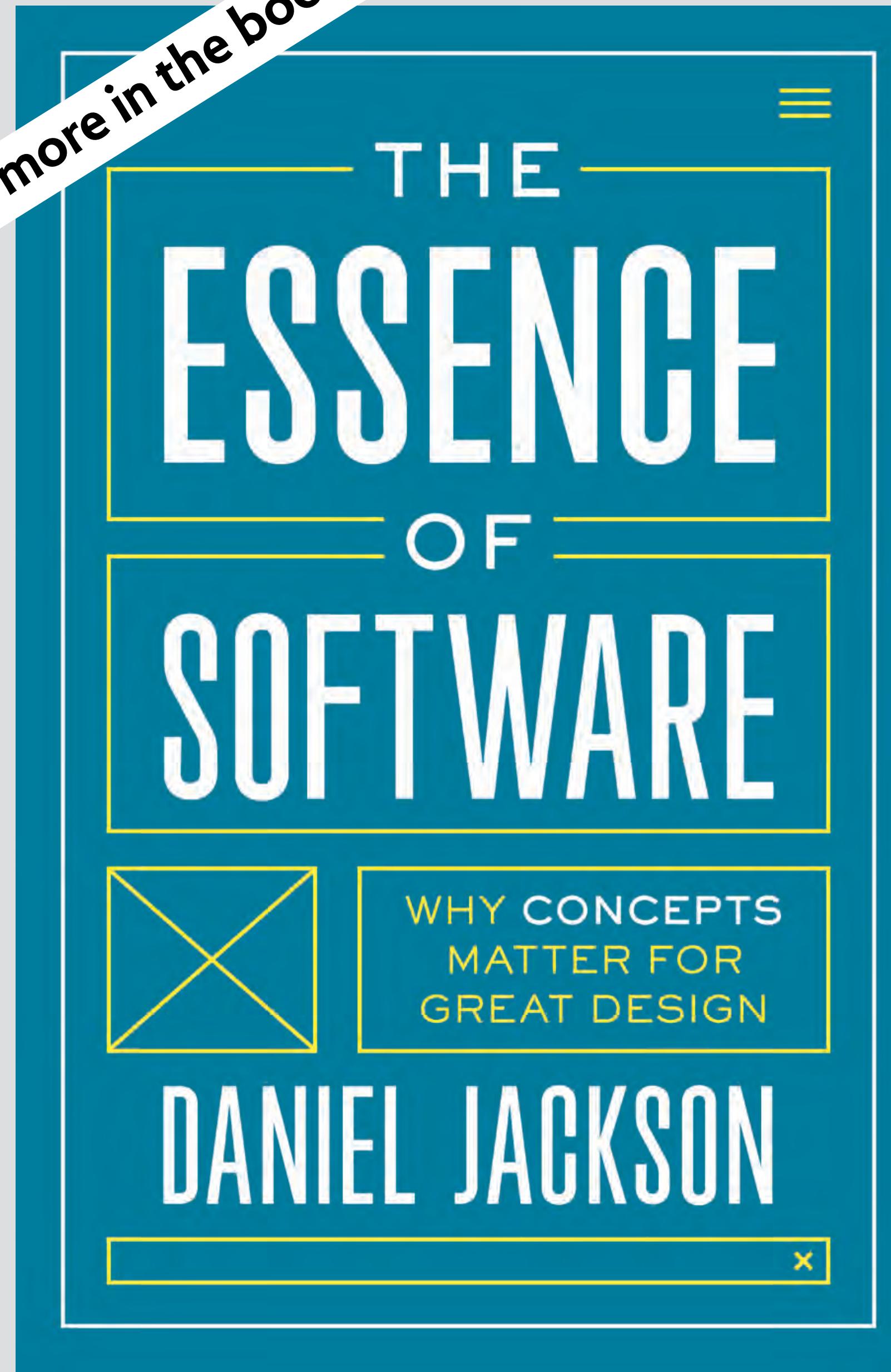
object list

slide hierarchy

template slides

your last slide: make it work for you

much more in the book

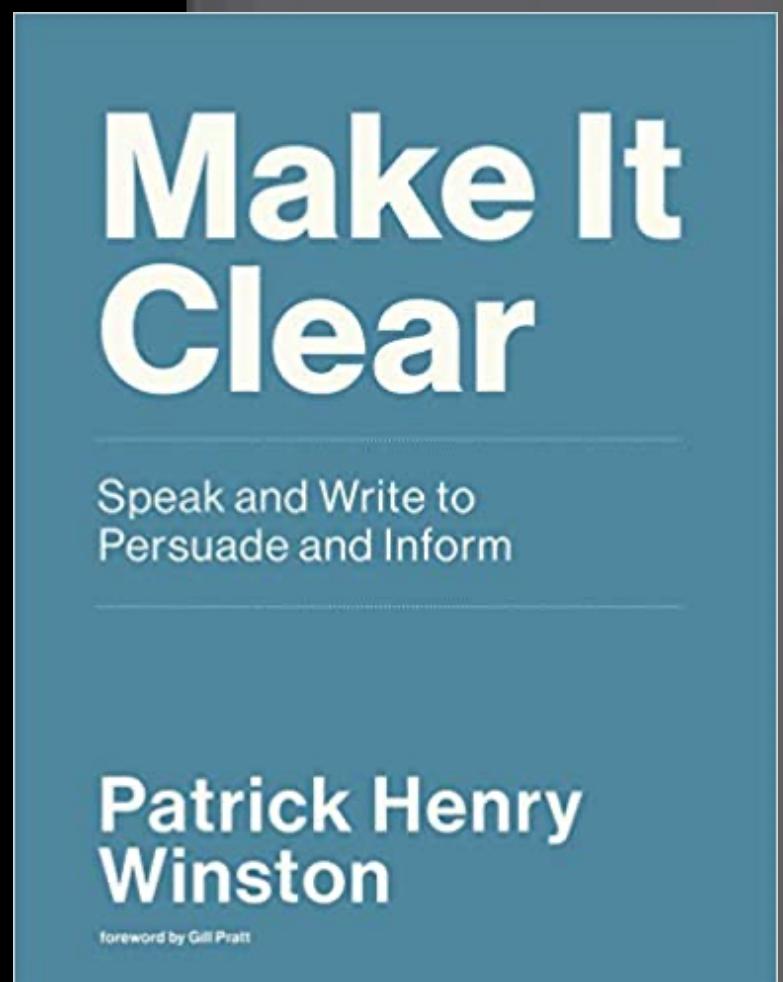


get my newsletter:  
<https://essenceofsoftware.com/subscribe>



Patrick Winston: "How to speak"

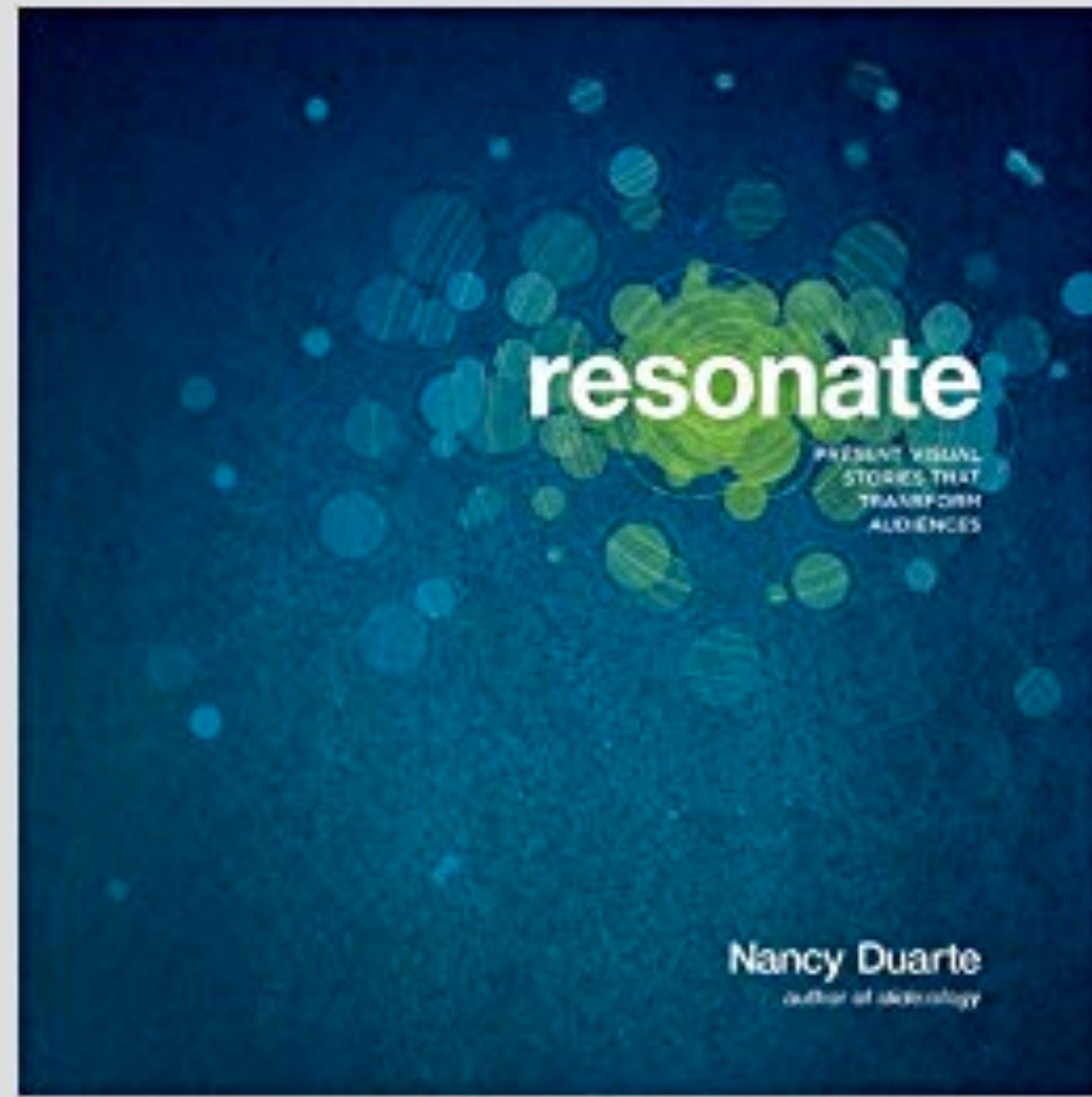
<https://vimeo.com/101543862>



MITP (2020)

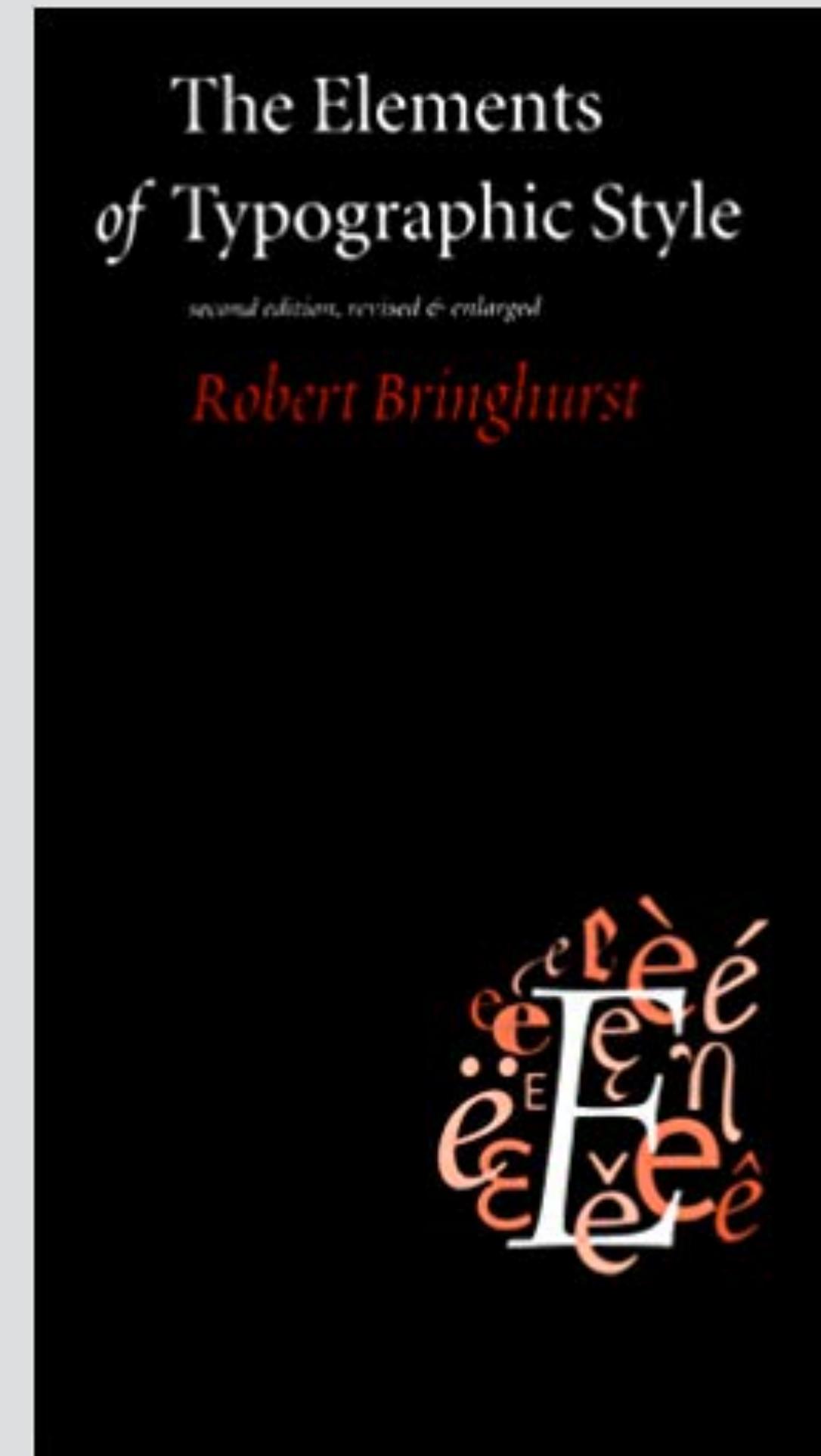


# three great reads about slides, type & talking

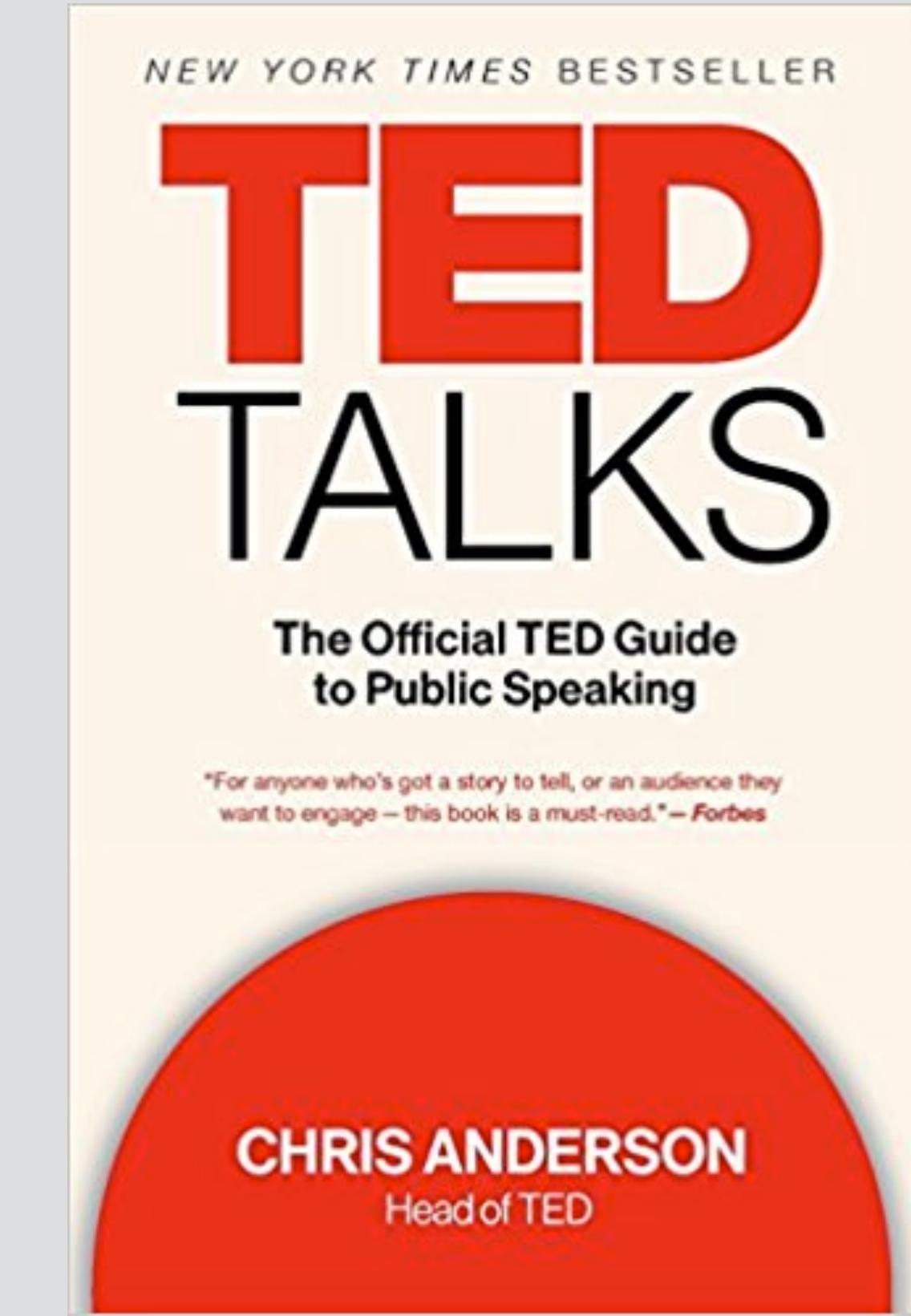


**Nancy Duarte**

Resonate: Present Visual Stories  
that Transform Audiences



**Robert Bringhurst**  
Elements of Typographic Style

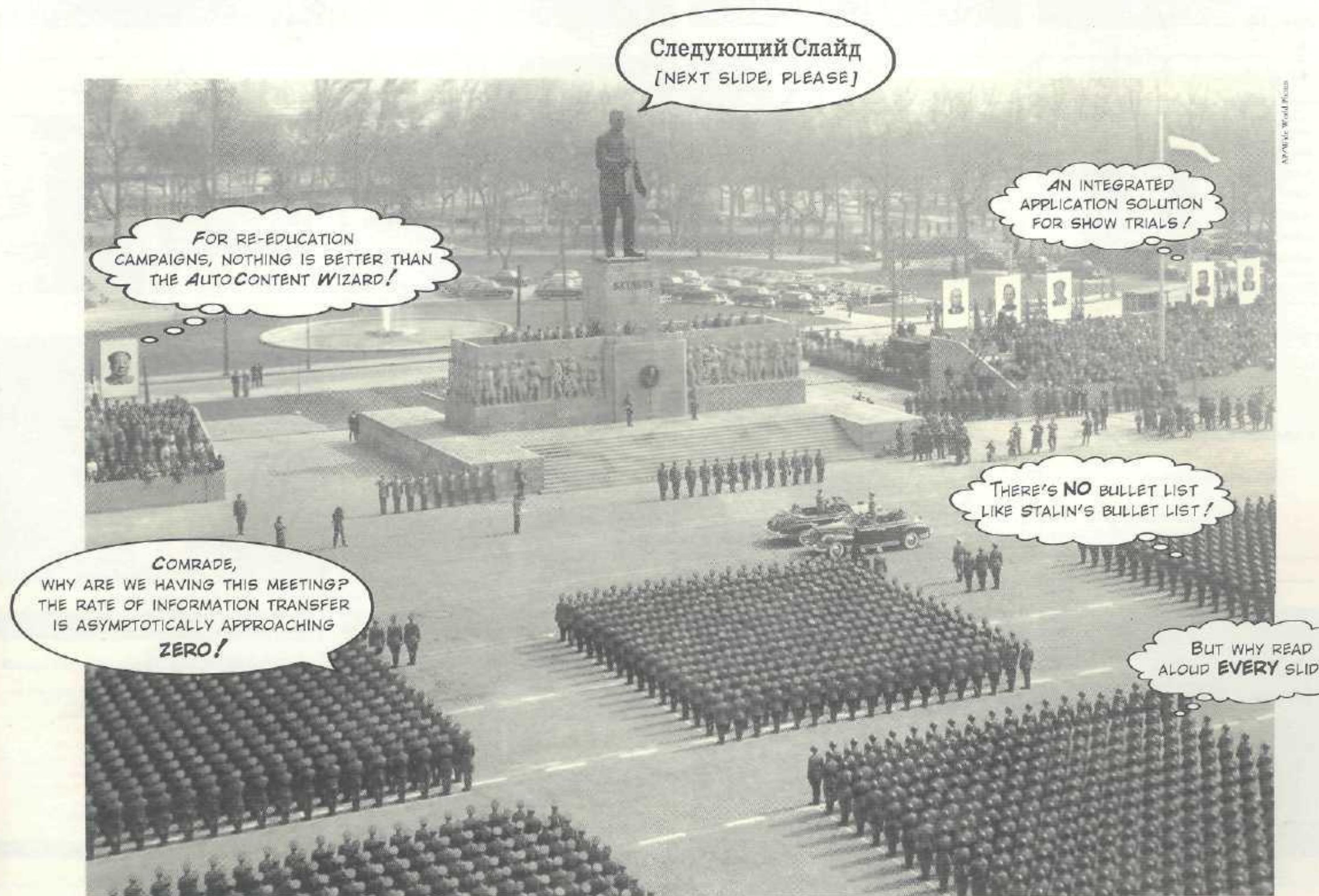


**Chris Anderson**

TED Talks: The Official TED  
Guide to Public Speaking

*Edward R. Tufte*

## *The Cognitive Style of PowerPoint*



Military parade, Stalin Square, Budapest, April 4, 1956.

# peter norvig on powerpoint

Gettysburg Cemetery Dedication

Abraham Lincoln

11/19/1863

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Organizational Overview

New Nations

-87 Now

Years

1  
0.9  
0.8  
0.7  
0.6  
0.5  
0.4  
0.3  
0.2  
0.1  
0

11/19/1863

[home](#) [back](#) [next](#)

Review of Key Objectives & Critical Success Factors

- What makes nation unique
  - Conceived in Liberty
  - Men are equal
- Shared vision
  - New birth of freedom
  - Gov't of/for/by the people

11/19/1863

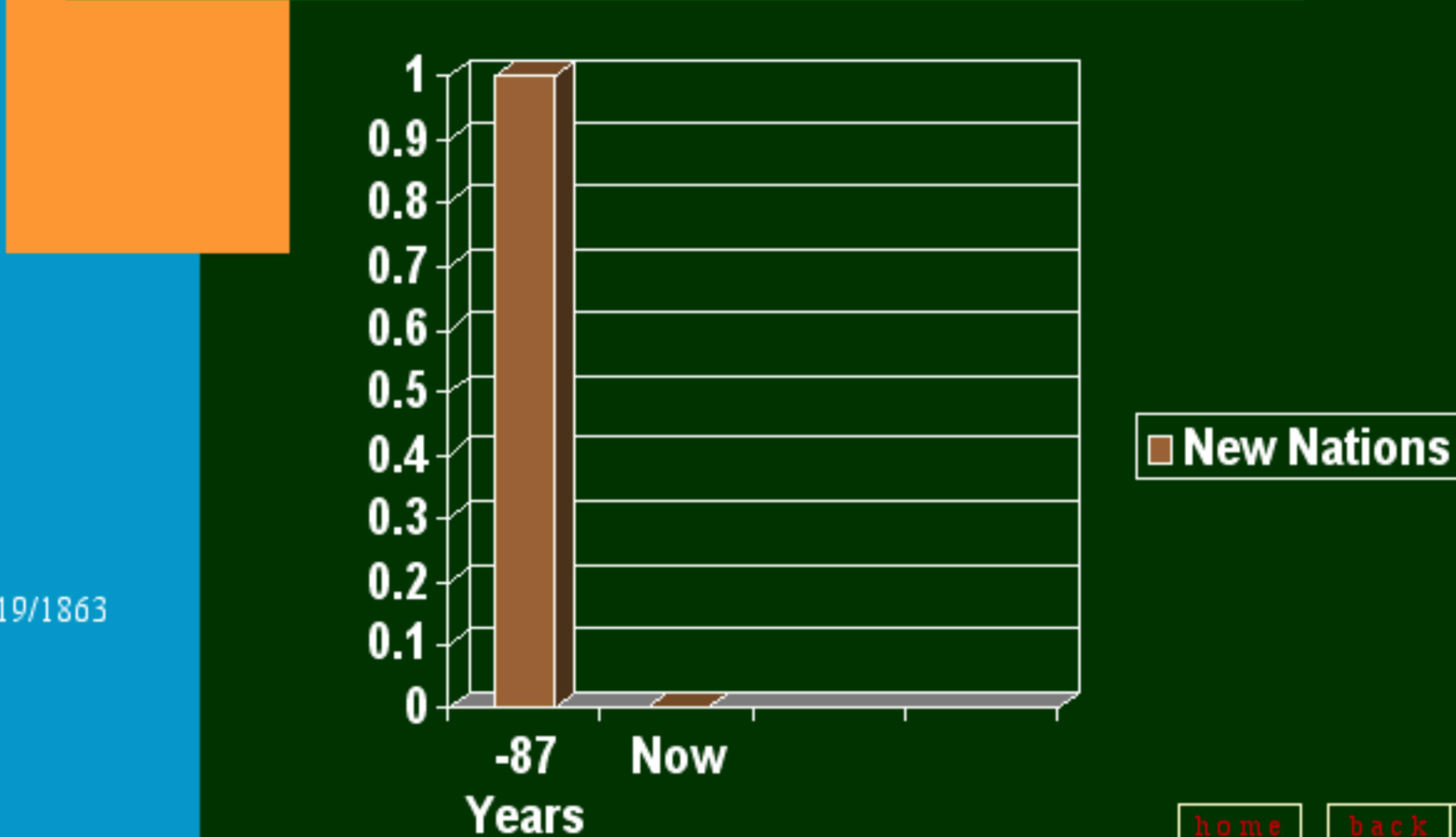
[home](#) [back](#) [next](#)

The Gettysburg Powerpoint Presentation  
<http://norvig.com/Gettysburg/>

**Four score and seven years ago** our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

# Organizational Overview

11/19/1863



a typographic  
digression

# #1 typographic tip: generous leading

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure.

42/42

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure.

42/50

typically leading = font size + 20%

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure.

42/60

## #2 typographic tip: pick face with large x-height

*all 140 point*

Officina Serif (ITC)

Typography

Magma (Stone)

Typography

Arno Pro (Adobe)

Typography

Garamond Premier (Adobe)

Typography

Bernhard Modern

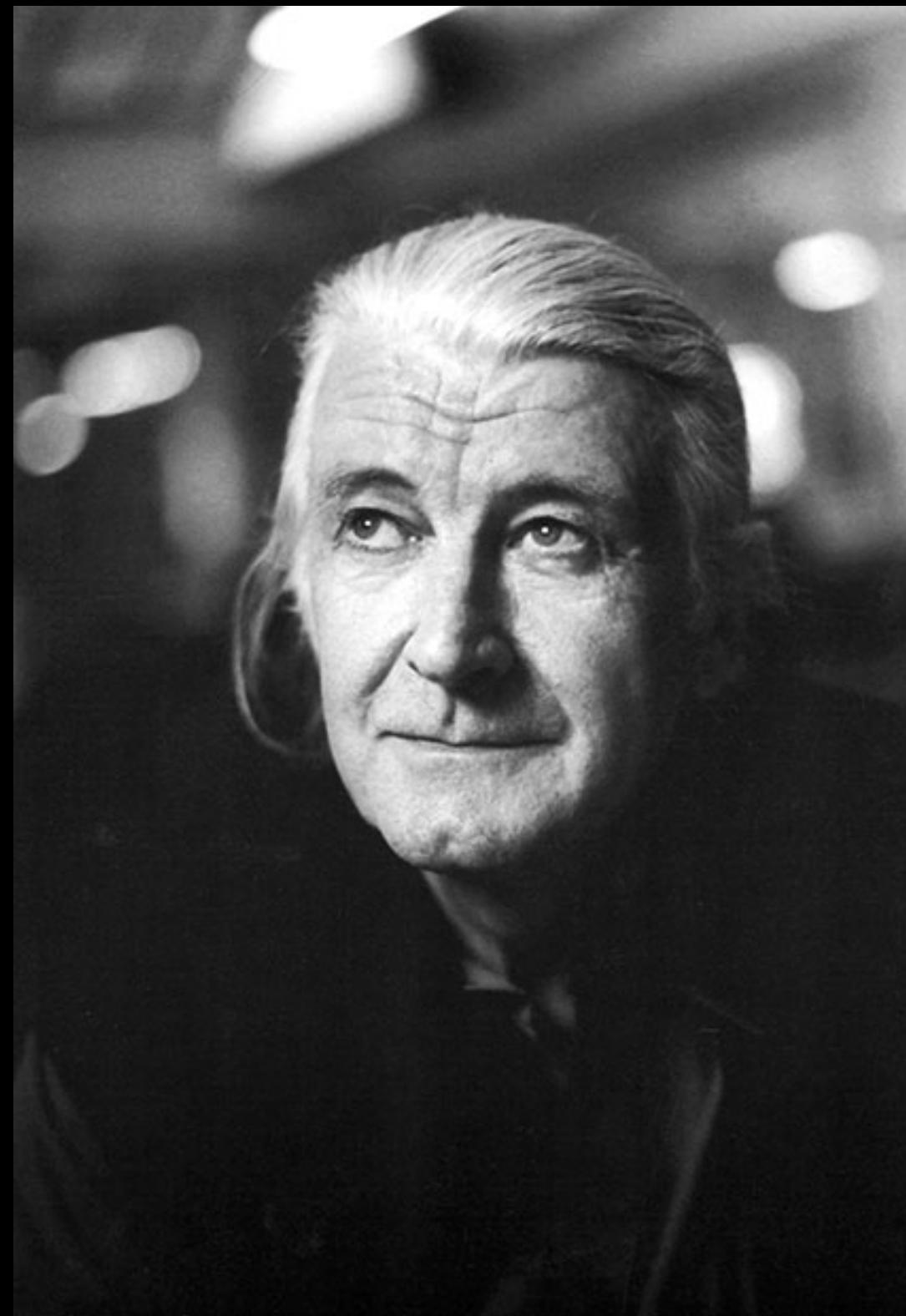
Typography

# 3 popular large x-height faces



Palatino

Herman Zapf



Georgia

Matthew Carter



Cambria

Jelle Bosma

## typographic tip #3: pay attention to tone

**Helvetica**  
trendy & clear

and readable even in small sizes

**Garamond**  
elegant & readable

**FUTURA**  
more retro feel

# some of our favorite typefaces

humanist san serifs

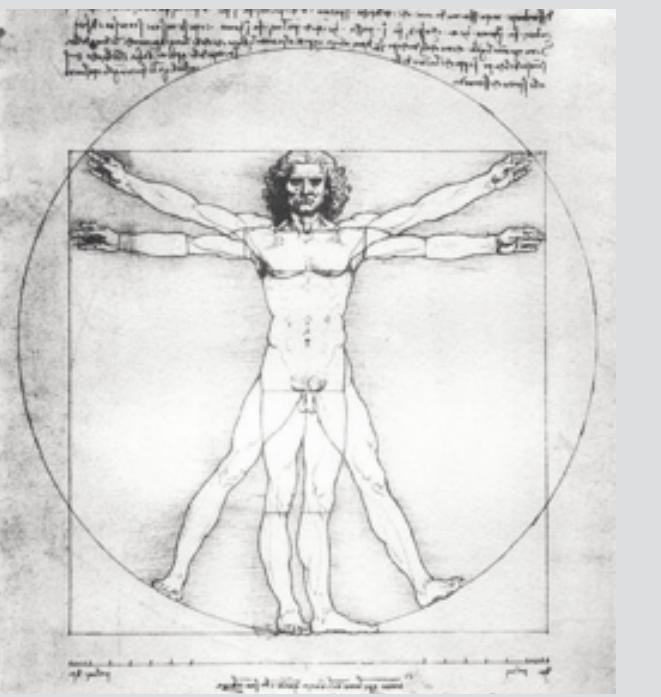
Allegreya Sans

Magma

neo-grotesque sans serif

Officina Sans

# levels of UX design

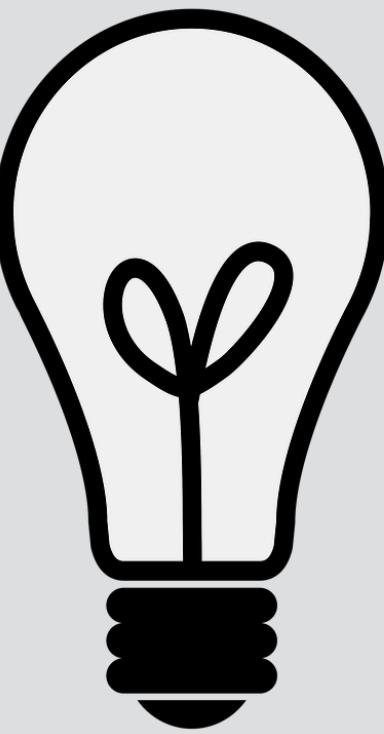


physical

concrete



linguistic



conceptual

abstract

Magma

# two social media concepts



## concept Post



**purpose** publish small media

**principle** after a user creates a post, it's associated with that user as author

### state

set of posts with authors

### actions

create a post  
delete a post  
edit a post

## concept Friend

**purpose** limit access to published items

**principle** if two users become friends, and one publishes an item, the other can then access it

### state

who's friends with who  
published items by user  
which users can access which items

### actions

users become friends  
users unfriend  
user publishes item  
user accesses item

Officina Sans

# Indirect Stakeholders: The Waze Effect



*"All roads are the public domain and therefore the right of everyone to use [...] In that sense, Waze redistributes traffic to create a better traffic situation for everyone."*

– Uri Levine, Waze Co-Founder

Allegreya Sans

```
$ ls  
a b d  
$ mv d c  
$ ls  
a b c
```

*mv = rename*

```
$ mv a b  
$ ls  
b c
```

*mv = clobber*

```
$ mv b c  
$ ls  
c  
$ ls c  
b
```

*mv = move*

```
$ ls  
f1.c f2.c ... f1.o f2.o ...  
$ rm * >0  
$ ls
```

*look at where >  
is on keyboard*

```
$ ls  
a b c d  
$ mv a *  
$ ls  
* b c d  
$ rm *  
$ ls
```

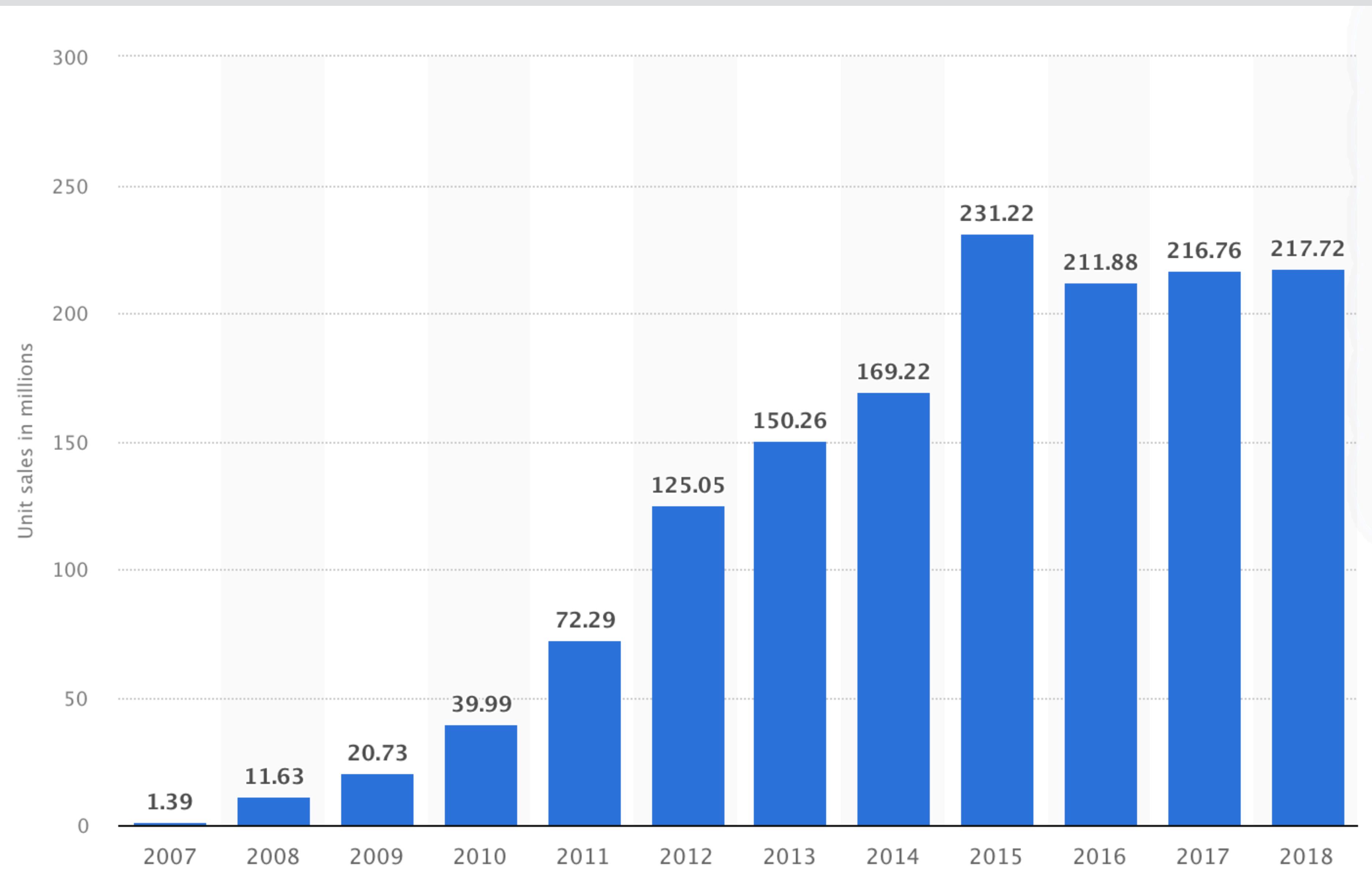
*file called \**

*Magma*

*See: The Unix Hater's Handbook*

**Officina Sans**

analyzing a product launch



# analyzing steve jobs's iPhone launch (2007)

**regarded as a masterful presentation**  
why? what made it so good?

**some elements to consider**

rhetorical structure

emotional devices

presentation design



takeaways

**tell a story**  
especially if it's your own  
**story >> logic**

**kill your babies**  
don't share everything  
**just the essentials**

**graphics help**  
develop a consistent  
**style of your own**