

One of the main points made in the courses (part 1 & 2) was that philosophy is about thinking about the world around you. As I wanted to present this message as my key point of the presentation I used this as my key message. In the talk I can then further elaborate on the why and how, but the main point I wanted to make would be on the screen.

Even though thinking is a mental process and thus hard to observe, I wanted to present the message in multiple modes to accommodate different types of thinking (visual and logical). Therefore the message is presented in two ways: visual through the person thinking using a thought balloon and logical through the text. To make the text not look too much computer generated, a font was chosen that made it look like it was written by hand. The text was tilted to create a less static effect. Furthermore, this might require observers to tilt their head a bit which can be linked to the idea of looking at things from different perspectives (which can be clarified during the talk).

I also found the seemingly hesitant look on the person in the image useful as it allows me to address the fact some people in the audience might be skeptical about this idea. This resistance is something I could work with by sharing a success story (preferably we just had a success within a department of the organization by applying philosophy).

