

Presenting Design Work

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CS 247

THANKS TO FORREST GLICK, SCOTT KLEMMER AND MANEESH AGRAWALA

Has your studio crit ever gone astray?

Did it focus on a different aspect of the design than you wanted it to?

Seen bad design presentations?

They can really kill an idea.

Trouble with presentations

- Rushing / Running out of time
- Presenting too much material
- Data centric presentations
- Not practicing enough
- Speaking with low energy
- Using small scale movements and gestures
- Can't read the text (this is 74pt font)

This Friday



You are at your final presentation.

Every Monday+Friday



You are in studio.

Nervous?

At least a little?

So, practice.

Arithmetic time: how many times can you practice it in three minutes?

Presentation as interface

- Your presentation is the user interface between your project and the judges.
- If somebody doesn't understand your design after the presentation, your interface needs tuning.

What is your objective?

- What are you trying to convince people of with your presentation?
- Most common reason: to be a hook.



What are your constraints?

- Time: 45 seconds
- Audience's level of understanding
- Technology (and how it will fail!)

But constraints can be good.



Marissa Mayer

Step 1: Distill

- Never just open up Powerpoint or Keynote
- And just start making slides
- Line by line
- This is a recipe for being boring
- You would never start a design by sketching out the fine details, would you?

Start in analog

ART & PHYSICS: What ideas are you...
What are the enduring understandings would you like to leave with at the end of our time?
What are the enduring understandings would you like your students to leave with as a result of your guidance?

"ART and FEAR" Book

DIGITAL SUBMISSION NEXT YEAR!!!

ART-MAKING SUPPORT FOR ENTIRE SEMESTER

BREADTH FORM, CONTENT, TONAL VALUES, LINE QUALITY, SPATIAL SYSTEMS, COMPOSITION, PERSPECTIVE, "TRACTALING", "RENDERING GRADATION"

EVENA FINE BREADTH, START CONCENTRATION

ES ON SLIDES

m " or

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ESHO

READTH

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SIGHTING

IN

(with your thumb do w/ ART)

UNIVERSITY ILLINOIS online

Bank of Info on Elements and Principles

LINO

DINNER

FOR NAIL & LABELS.

1:00 PM

READING

A: 6
B: 2 m
C: 3
D: 3
E: 5
F: 5/6
G: 5
H: 2
I: 3
J: 2
K: 3
L: 6/5

Signs of Life

Rate 5 shapes in order of preference.
(1 = preferred; 5 = least preferred)

○ □ △ ⊙ ⊕

create a non-objective or abstract artwork that represents what your preference says about you.

FRIDAY FIGURE DRAWING

All students model for 30 min. 2 models per day. Bring unusual costume for 100 or regular uniform for 75 grade.

PROJECT RUNWAY IDEAS

EXP. ILLUSTRATE "SEVEN DEADLY SINS", INCLUDE CHIAROSCURO; CONTRAST, TONAL VALUE, LINE VARIATION, ETC.

GIVE CONSTRAINTS WITHIN A BROAD SCOPE.

MEMORY PROJECT

google search

VISUAL VOCABULARY

DEFINE ELEMENTS & PRINCIPLES USING ART TALK TEXTBOOK. MAKE AN INDEX CARD FOR EACH. CREATE A MINI ART WORK ON THE BACK THAT ILLUSTRATES EACH ELEMENTS & PRINCIPLES. KEEP AS REFERENCE.

(FIRST ASSIGNMENT IN ART 3)
ART 2

15

The art of storytelling



Let's practice telling a story

CS+English majors are your new best friend

Your story's scaffold

- What is the problem?
- How did you solve it?

Let's try it with P3: 2 minutes

- Take out your sketchbook, grab a partner, and in one sentence: **define the problem**
- Your sentence should convey:
 - Why is it important?
 - Why should we care
 - How does it affect us?

Step two: how did you solve it?

- One sentence with your partner
- 2 minutes

Pull it together

- Describe your project, problem and solution
...in 45 seconds



0:45

Now switch!

- Describe your project, problem and solution
...in 45 seconds



0:45

Strategies for engaging

(Other than putting a ring on it)

What makes you unique?

- We help you find friends to party with at night.
- We connect friends for pickup games of sports.
- It's ridesharing but for going to a frat party.
- Where are the parties on campus this weekend?
- What events are my friends going to this week?

Get your first sentence right

- We have designed (a specific offering)
to help (a specific set of users)
(solve a problem)
(with our design insight)

Get your first sentence right

- We have designed a sharing app to help mothers go shopping by connecting with others

Get your first sentence right

- We have designed a neighborhood sharing app to help new moms get basics such as diapers and formula by trading off car trips

Leave them wanting more

- Your pitch is a preview, not a manual or an explanation
- Bring them to your poster!