## 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?

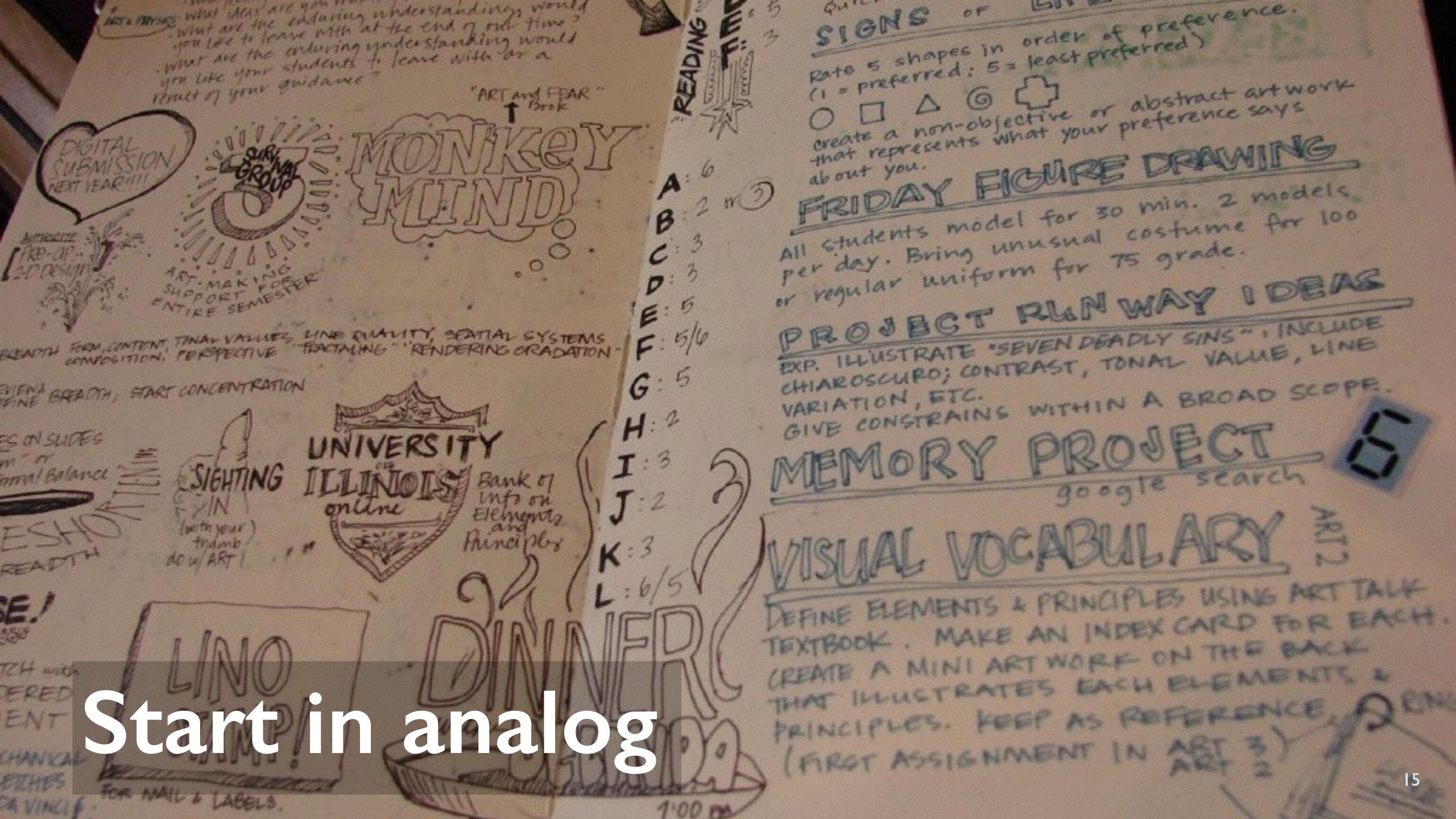
- Time: 45 seconds
- · Audience's level of understanding
- · Technology (and how it will fail!)

#### But constraints can be good.



#### 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?



#### 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

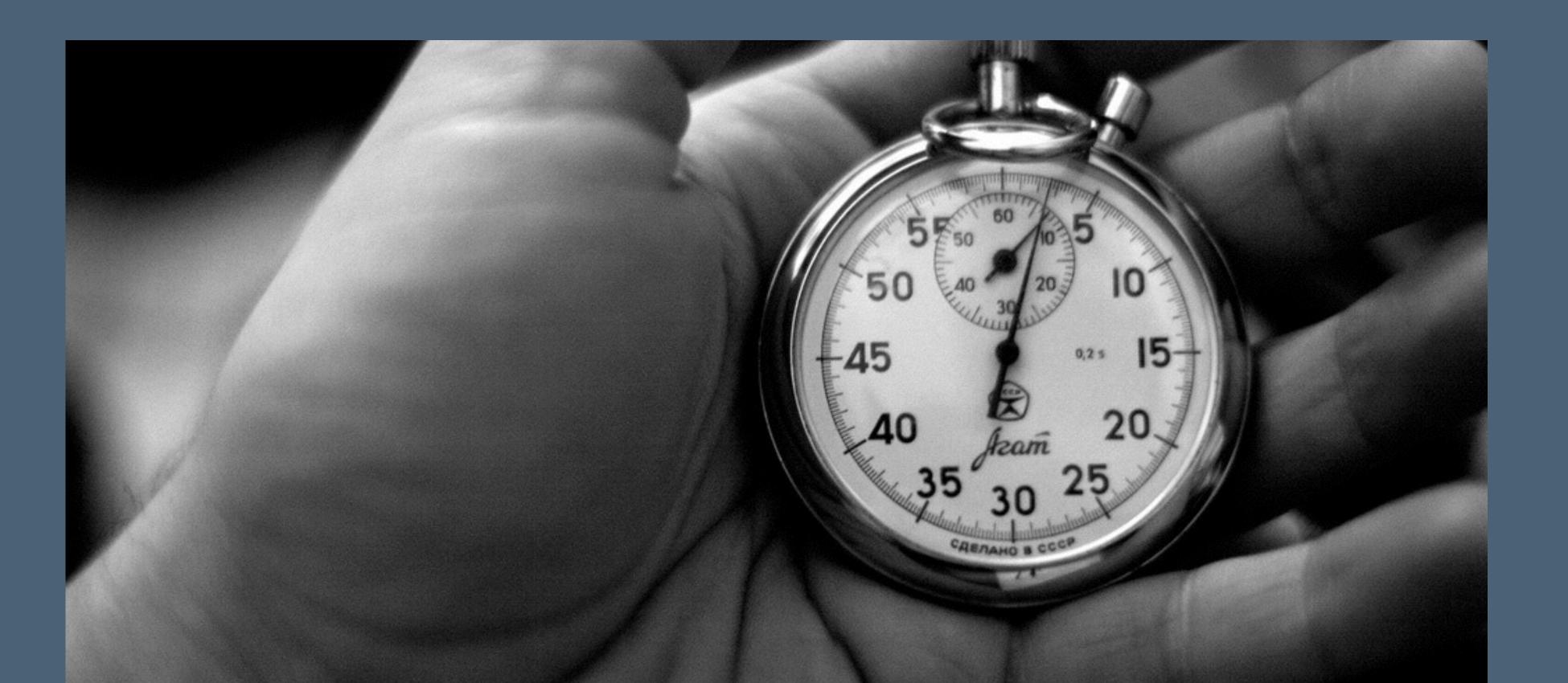
- · Your sentence should convey:
  - Why is it important?
  - Why should we care
  - How does it affect us?

#### 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



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#### Now switch!

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



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## 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!