

PRESENTING YOUR DESIGN

- Why presenting design is important
- How to not suck
- Presenting
- Sharing Your Documentation
- Wrapping up



- **Define** the importance of presenting
- **Identify** the 4 steps to a good presentation
- **Understand** best practices around wrapping up a presentation
- **Learn** visual design tips for presentations.

PRESENTATIONS MATTER

“A designer who does not
present his or her own work
is not a designer.”

MIKE MONTEIRO - CREATIVE DIRECTOR @ MULE DESIGN



PRESENTING AND SELLING IDEAS IS PART OF THE JOB

- Selling a project
- Running workshops and design studios
- Presenting research
- Presenting concepts
- Presenting designs
- Presenting revisions... you get the point

EVEN GOOD DESIGN DOESN'T SELL ITSELF

- The audience doesn't know...
 - what good design is
 - the entire context of the problem
 - the research and work you've put in
 - the rationale behind decisions you've made
 - why they are paying you in the first place

A person is sleeping at a desk, using a large, grey, ostrich-shaped pillow to support their head and arms. The desk is white and holds a black Apple iMac, a white mouse, a keyboard, a blue notebook, and two colorful origami cranes. The background wall is white and covered with various design sketches, photos, and a blue cloth hanging from a hook.

Designers don't live in a bubble...
...even if sometimes we wish we did.

www.OstrichPillow.com

FOUR STEPS TO A GOOD PRESENTATION

1. Know the audience
2. Speak simply
3. Tell a story
4. Make the next steps clear

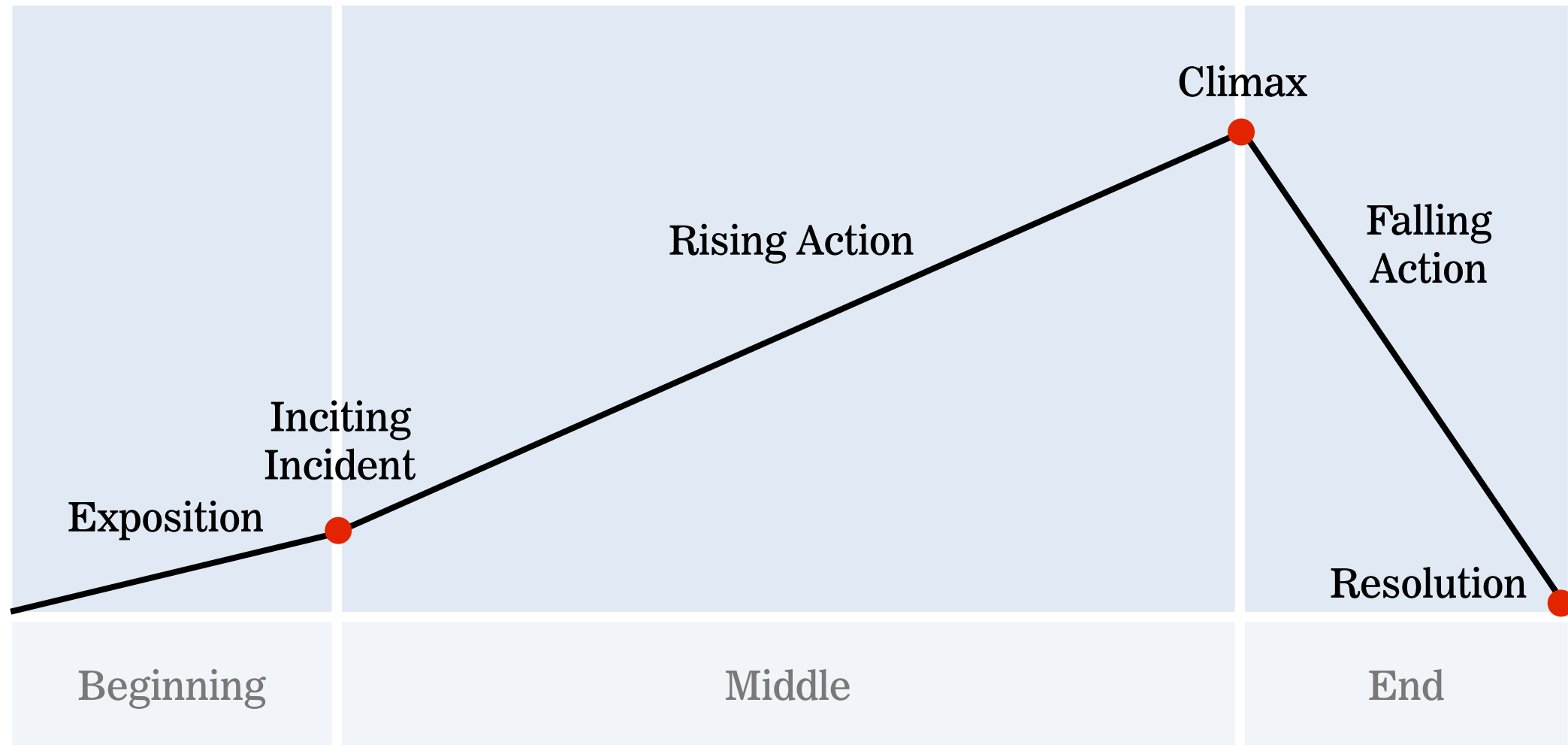
PRESENTING

SPEAK SIMPLY

- › Start with an elevator pitch
- › Don't use jargon
- › State facts, but keep an emotional appeal



TELL A STORY



TELL A STORY



WRAPPING UP

MAKE CLEAR NEXT STEPS

- › Good presentations incite action
- › Finish with action-oriented next steps



VISUAL DESIGN FOR PRESENTATIONS

TEXT AND BACKGROUND COLOR

- Black text on a white background is harder to read because the white background means that there is more light being shined into the viewer's eyes.
- However, more light can also mean more energy.

TEXT AND BACKGROUND COLOR

- White text on a black background is the easiest to read.
- However, it can also lack energy, especially if all your slides are the same. So mix it up a little bit...the way that these lectures are.

FONT CHOICES, TEXT, AND TEXT COLORS

- Use big bold sans-serif fonts for headlines, or for all your text.
- You may use medium to large sized sans-serif fonts for body text.
- Don't use more than 2 fonts max.
- Keep the amount of text on screen to a minimum.
- Keep text colors to a minimum. Only use a color for specific reason.
- This slide already has too much text on it.

WHAT NOT TO DO

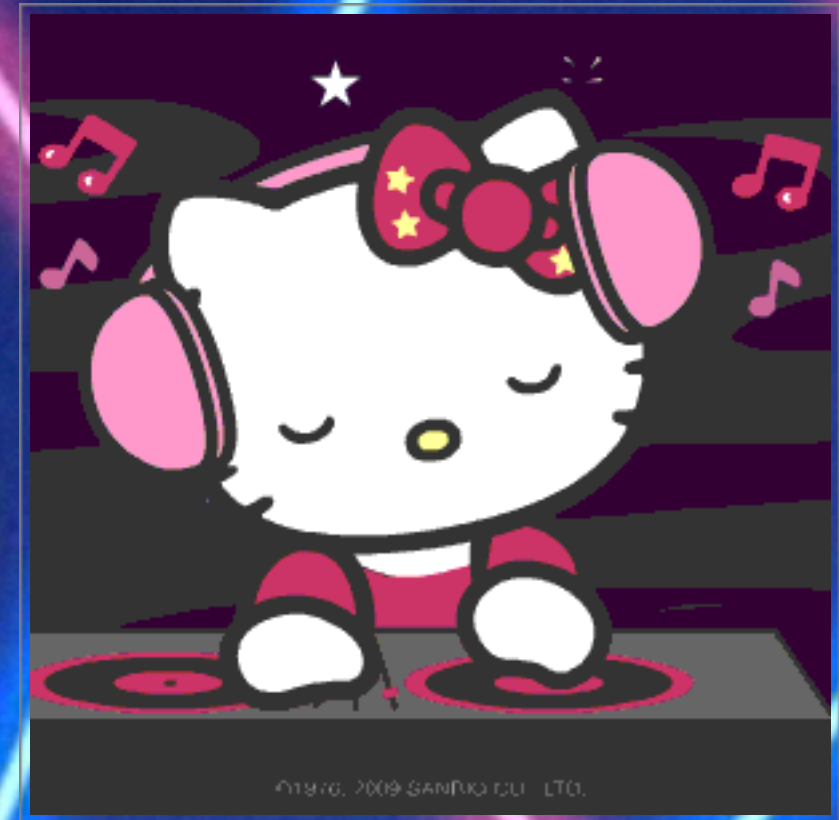
- Don't use too many fonts.
- Don't use *cheesy*, *goofy* or hard to read fonts.
- Don't use **crazy colors**.
- Don't use colors with **low contrast**.
- Don't use annoying animations.
- Don't use cheesy transitions.

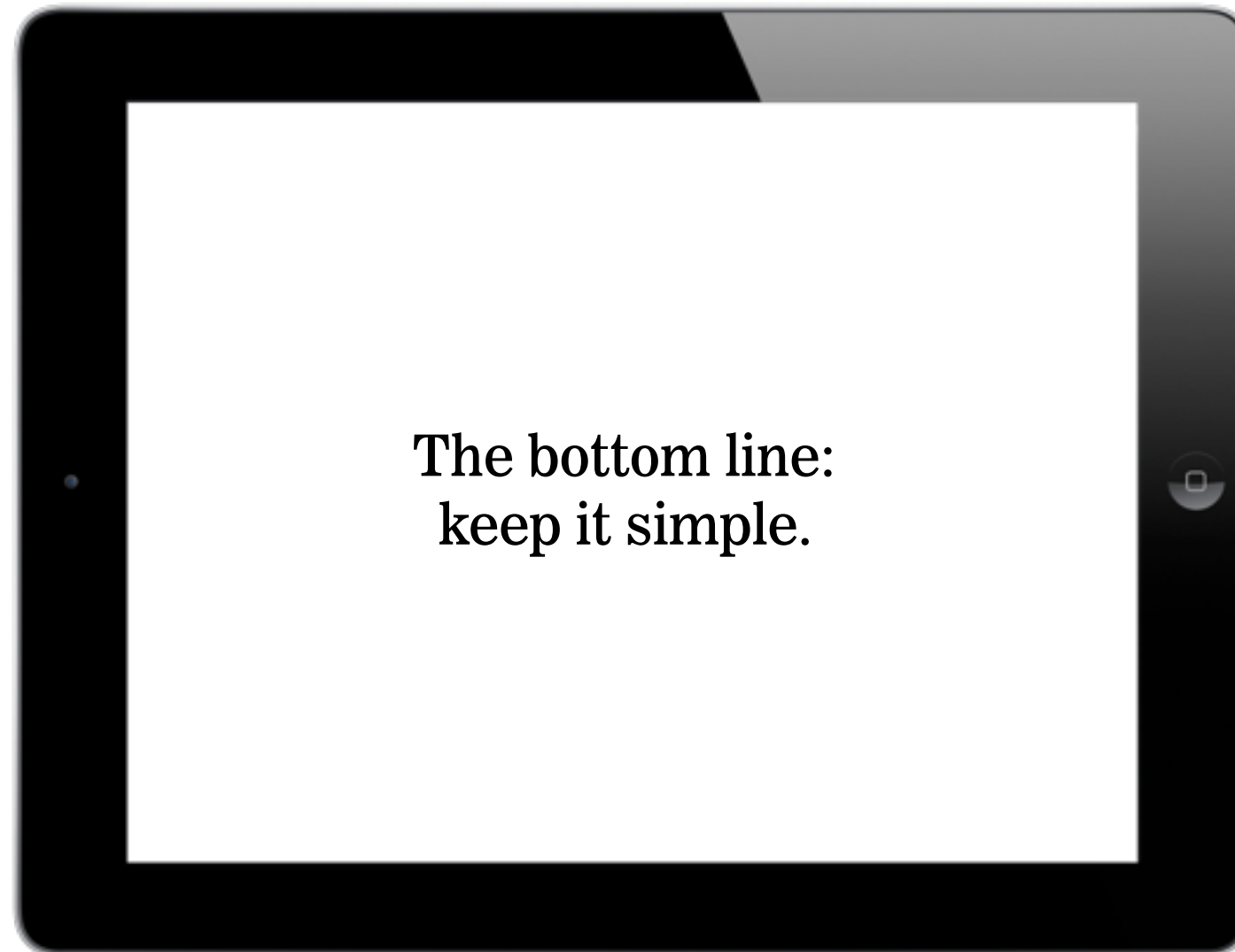
THIS IS CHEESY AND HARD TO READ

► *This is the worst slide design you will see in this class.*

► *Who would do this???*

► *This is just making my brain hurt.*







LET'S TRY IT

**PHOTO DOCUMENTATION OF THE USER FLOWS,
SKETCHES, AND ITERATED DESIGNS YOU'VE
CREATED.**

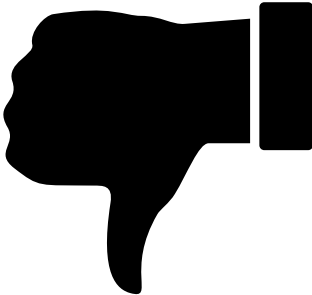
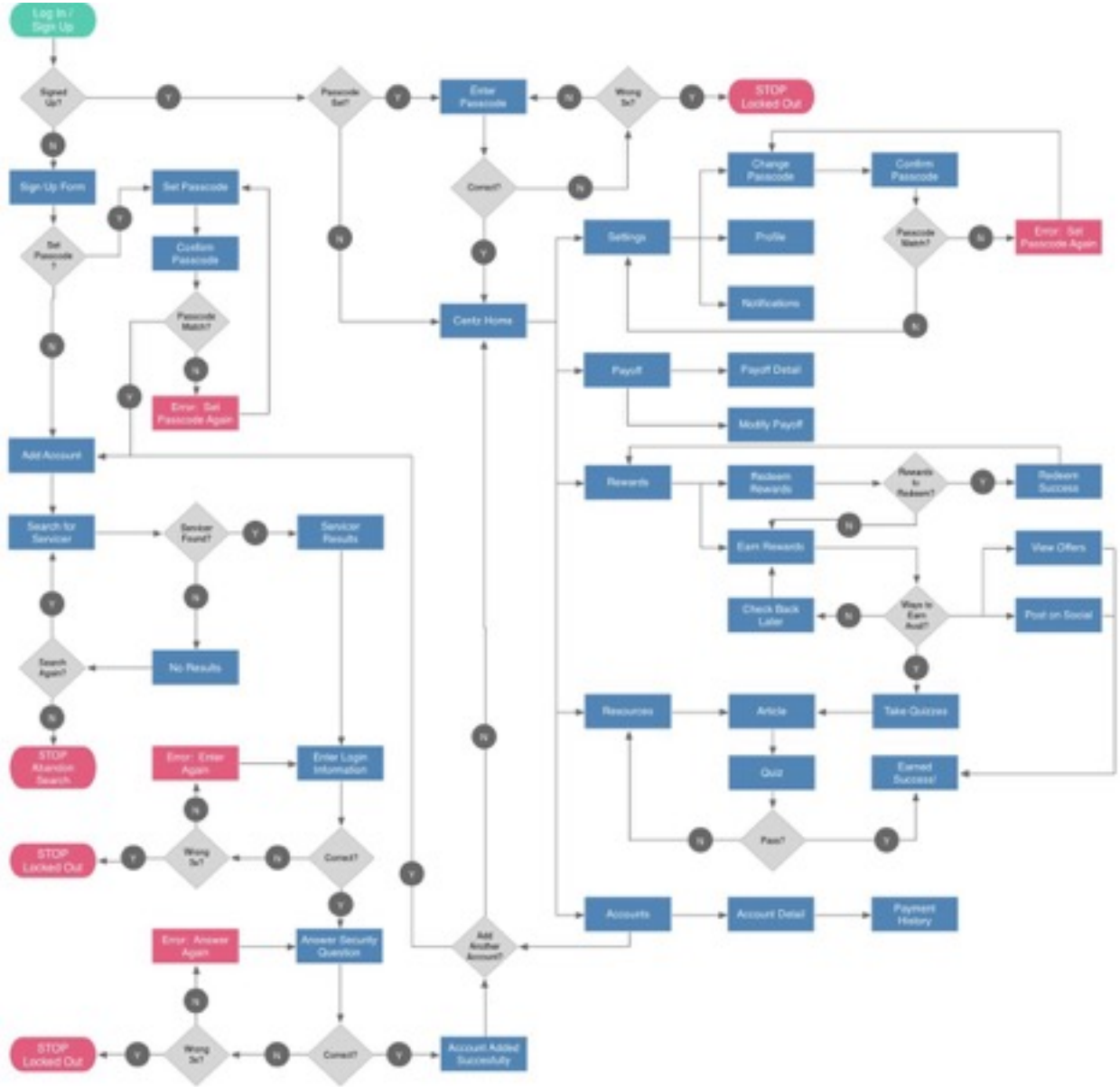
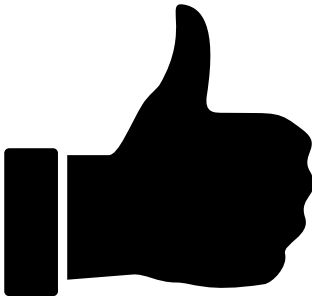
- ▶ A STATEMENT OF THE PROBLEM YOU WANTED TO SOLVE — A PROBLEM STATEMENT.**
- ▶ A STATEMENT OF HOW YOU BELIEVE YOU SOLVED IT — A SOLUTION STATEMENT.**
- ▶ A STATEMENT ON HOW YOU ITERATED YOUR DESIGN**

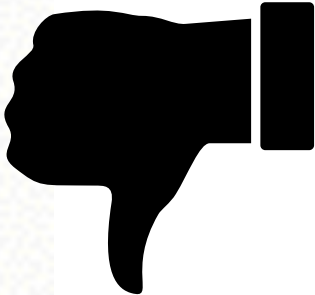
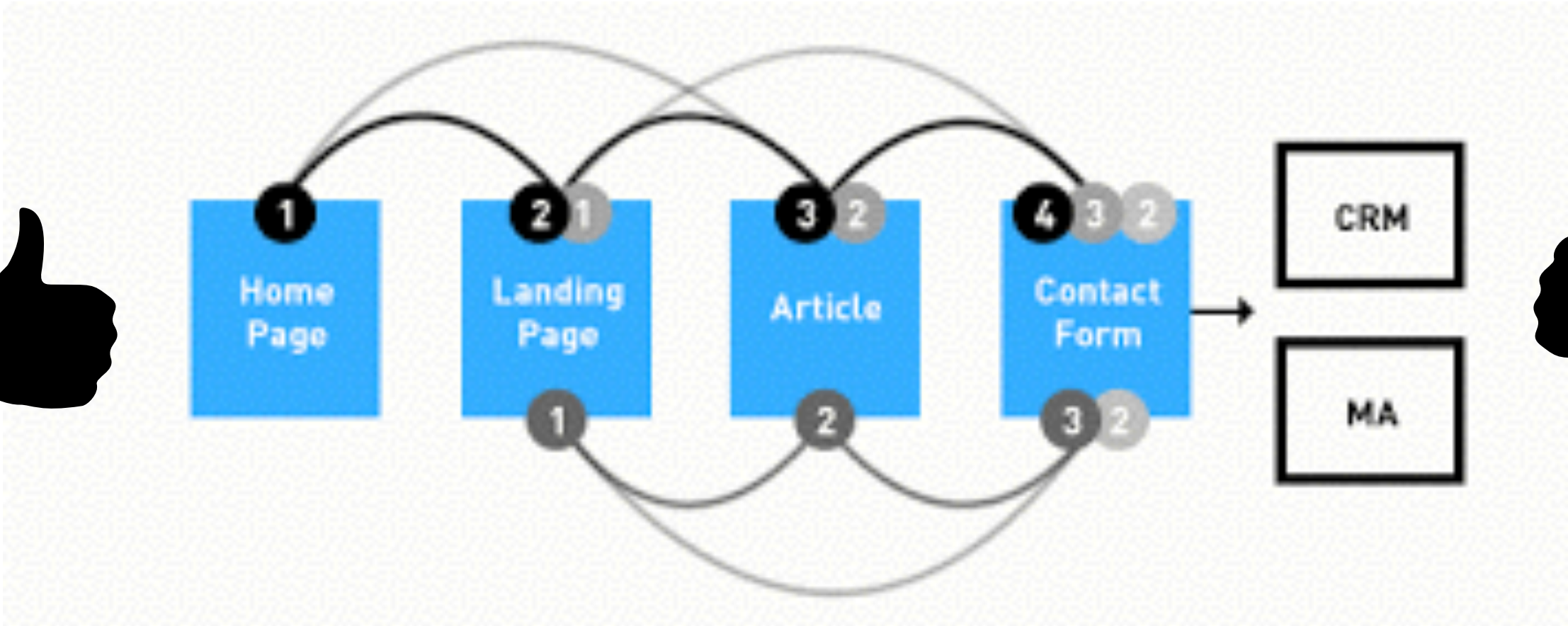
WHAT YOU'LL DELIVER

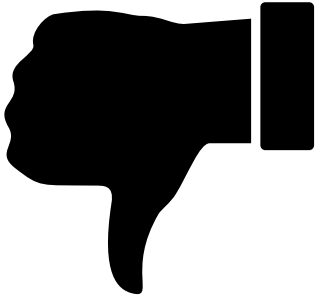
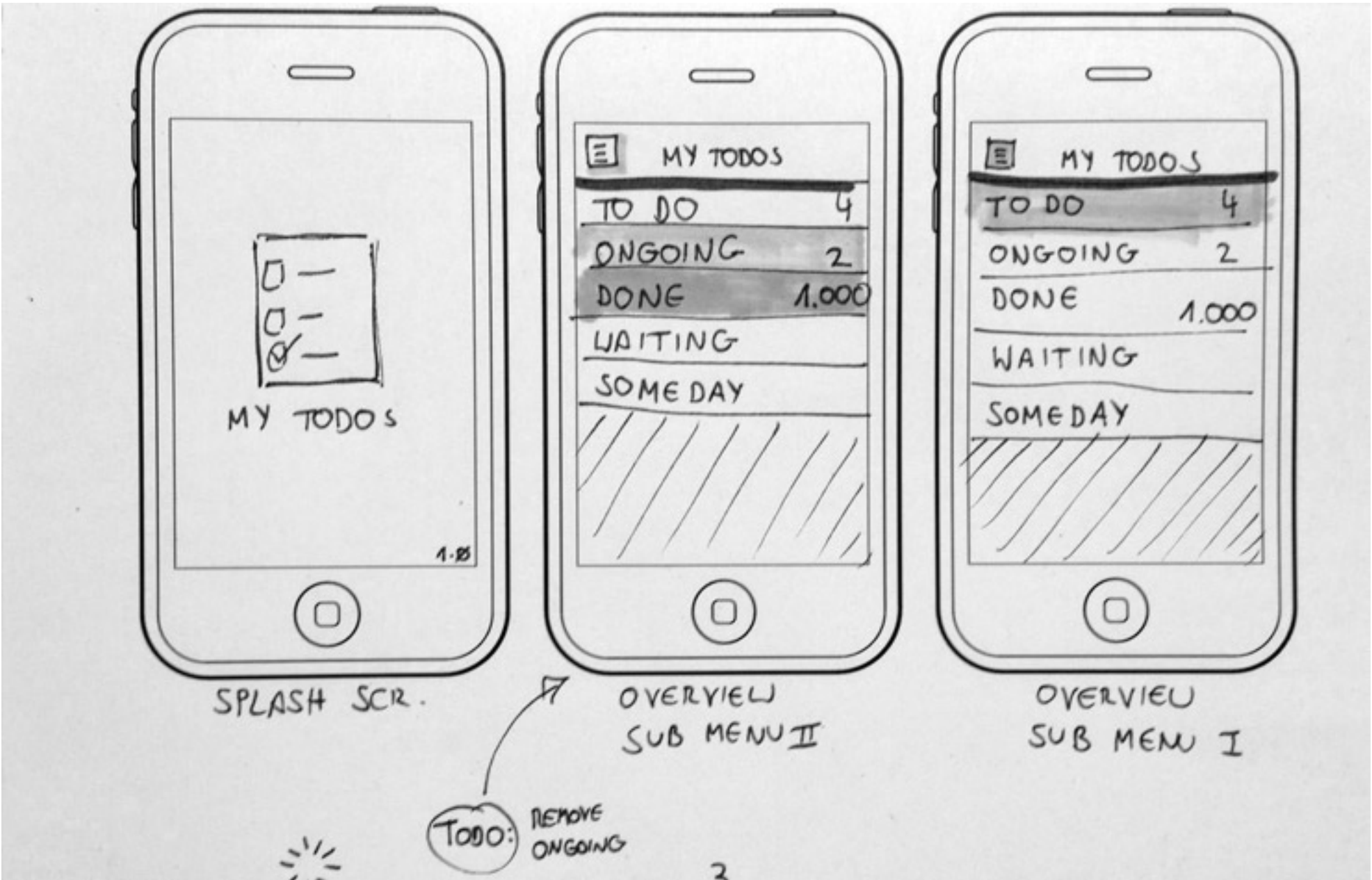
- An **interactive prototype** based on a sketched interface.
- A 5-min **presentation** showing the following:
 - **Photo documentation** of the **user flows, sketches**, and **iterated designs** you've created.
 - A statement of the problem you wanted to solve — **a problem statement**.
 - A statement of how you believe you solved it — **a solution statement**.
 - A statement on how you **iterated your design** in response to user feedback.

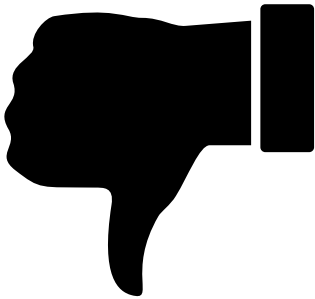
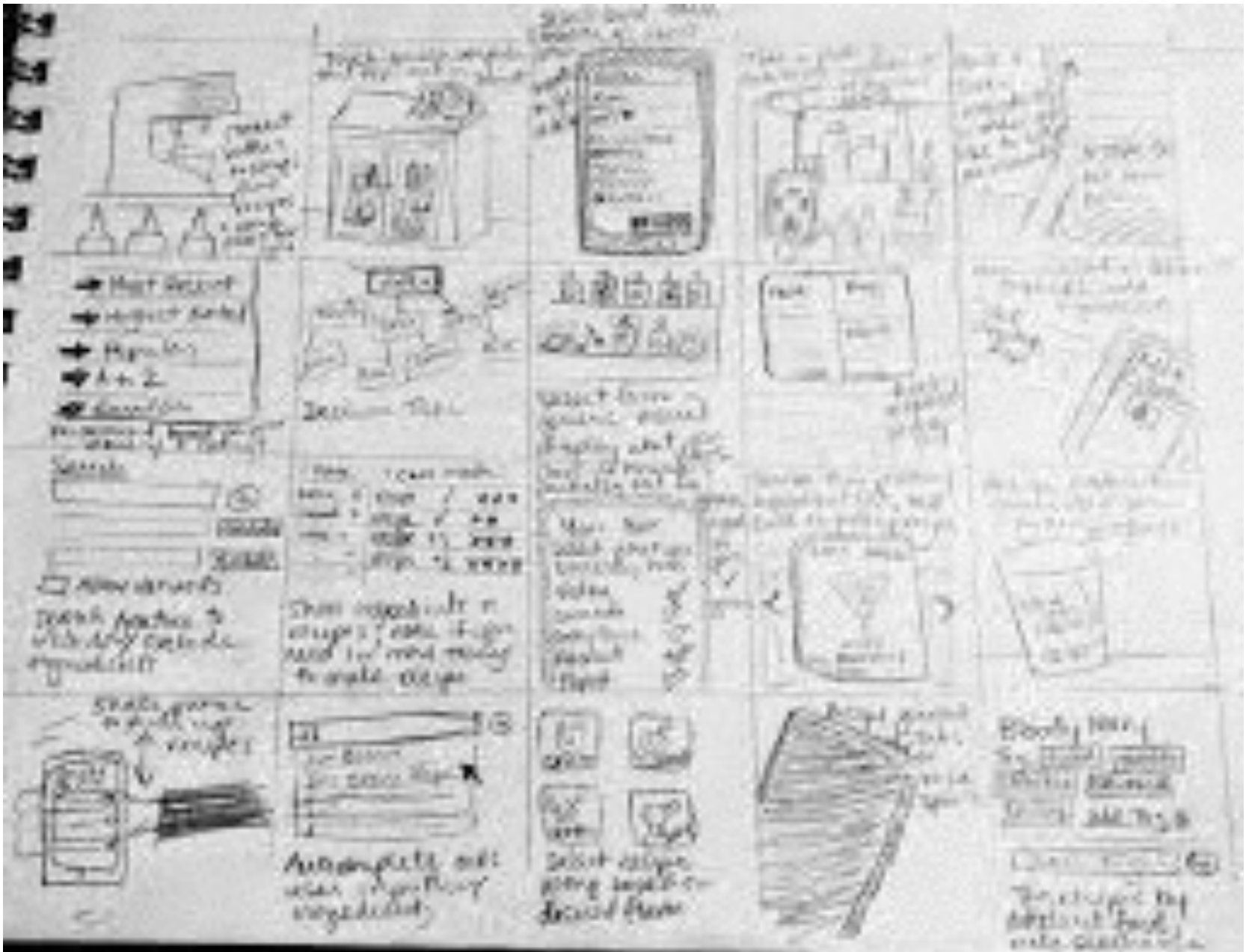
IT BOILS DOWN TO TWO THINGS

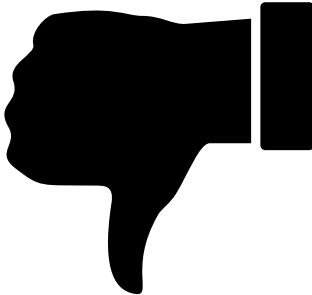
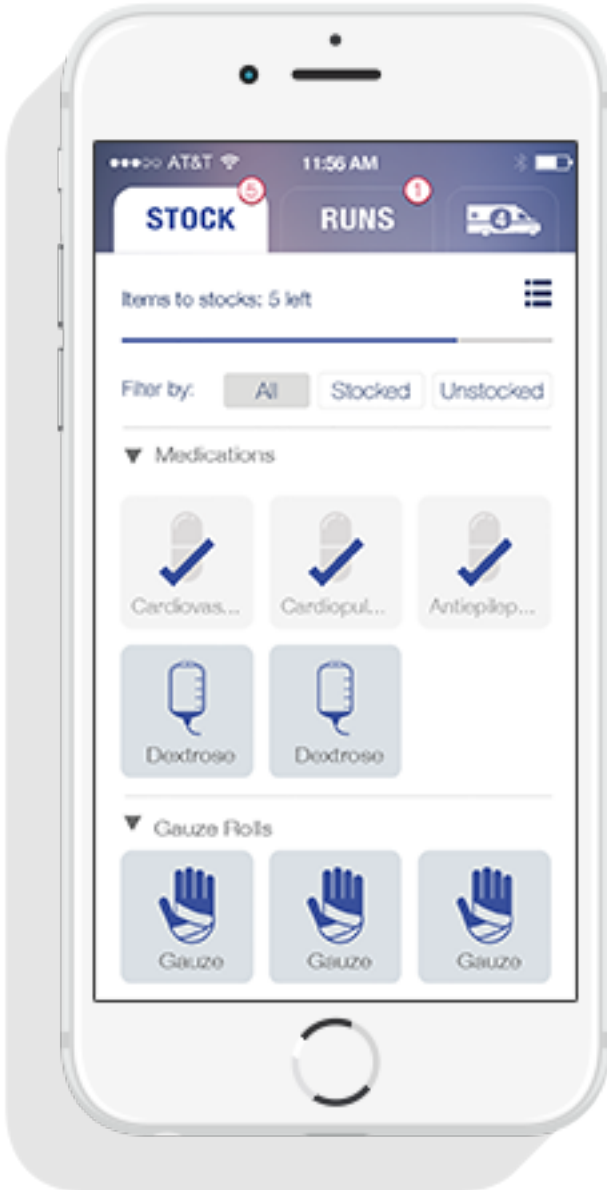
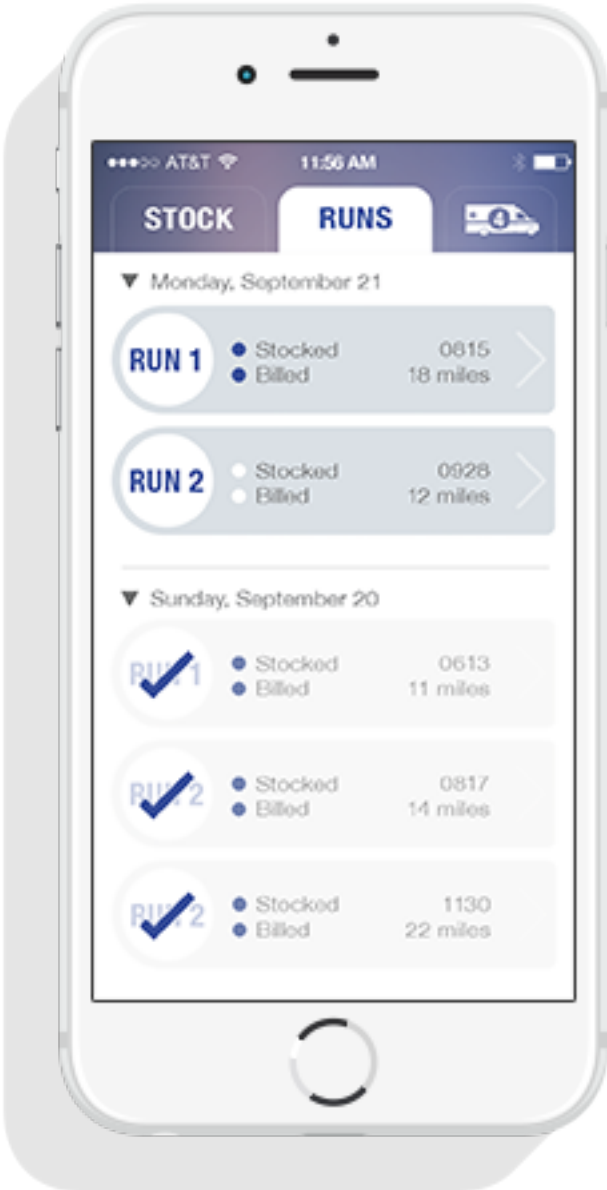
- An **interactive prototype** based on a sketched interface. **PROTOTYPE**
- A 5-min **presentation** showing the following: **PRESENTATION**
 - **Photo documentation** of the **user flows**, **sketches**, and **iterated designs** you've created.
 - A statement of the problem you wanted to solve — a **problem statement**.
 - A statement of how you believe you solved it — a **solution statement**.
 - A statement on how you **iterated your design** in response to user feedback.














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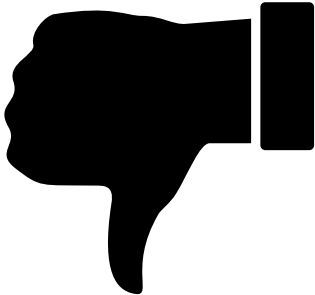
Sync
Seamlessly synchronize your desktop and mobile browsing.



Customize
Install add-ons to make Firefox exactly the way you like.



Search
Type less and get to the Web faster using the Awesome Bar.





Social Techie

"I like to know what my friends are up to all the time."

Psychographic Info

Name: Sandra
Age: 33
Acculturation: Mid

- "First follower"
- Not concerned with how tech works; but must have the latest
- Online 24/7
- Lives her social lives online
- Loves to share content
- Uses multiple devices to stay connected
- Has to know what everyone is doing at all times

"everyone is doing it"

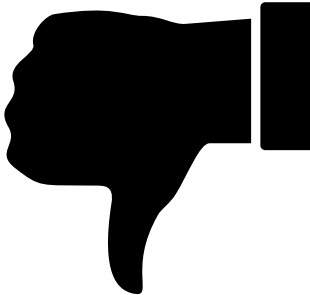
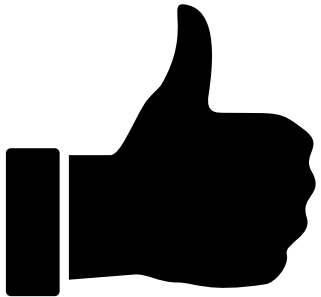
Stay in touch
Friends and family

Popularity Being heard

How do we reach her?

- Social media advertising (Facebook, Twitter, etc.)
- Online video ads

The persona is visualized with a central cloud containing logos for various digital services and brands, including Facebook, Twitter, LinkedIn, Yelp, Flickr, Amazon, Zappos, Craigslist, eBay, Hulu, Netflix, Yahoo!, ESPN Deportes, CNN, Univision, TMZ, YouTube, Terra, Bank of America, Chase, AOL, Gmail, Wells Fargo, and MexGrocer.com.





Patricia the Perfectionist



"My work is who I am, so everything has to be just right."

- High value (\$\$\$), low drop-off (wishes & WTH)
- Quality and customization are critical
- Speed and price are next

Personal Profile

For Patricia, if you're not going to be working with any color? Then business cards, email logs, and invitations don't look as glowing as her wedding. She loves it without her immediate friends. Her customers will judge her based on the complete package, which is why the wedding gift is right – though her customers don't have just of money to spend most often than more hours and hours of her own work.

She found out about wedding last year through a friend who was at a wedding. She was quite a while going through the site. She didn't look there some enough design elements at first, and had some difficulty finding a template for her. Eventually she asked one and started playing around with everything she could find. She was very happy with the results and the delivery was on time. She had a lot of trouble getting the business card perfect with her logo and an email she created, and she used the PDF printing just to make sure. She was impressed at how flexible the site was, and the price was great. When she received the cards, she was disappointed that the colors didn't match what she had seen on-screen, but maybe she got it that what her supply was out and she needs to order more.

She found that making anything else just, really because she's not fully convinced the quality is good enough. She also finds shopping is a bit slow and slow. She uses Google to make inquiries and needs to be using photographs of her guests, and her's family a good idea to custom print logs for the day she needs them. In the end, she's not too bad. She's not too bad to be able to get her own design from the site.

Business Information

Works out of home
Age of business: 1 year
Pages: 1

Printing Information

Products: Business cards, email logs, invitations, money cards
Competitors: Online color prints, Shutterfly, personalized
Total cost per year: \$200
Annual revenue per year: \$200

Personal Information

Education: Junior designer
Location: Seattle, WA
Age: 34
Marital Status: single, never married
Address: 1234 Main St, Seattle, WA 98101
Favorite TV shows: The Apprentice, The Bachelor
Personality: Creative, detail-oriented, perfectionist

Goals & Motivations

Patricia wants to be able to:

- Print the perfect business card and customer email
- Have the perfect wedding invitation
- Have the perfect business card
- Print her own wedding invitation
- Check on the status of her order

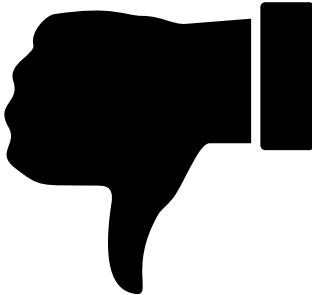
Patricia wants to be able to:

- High quality of work, paper, and price
- Freedom to customize anything she needs
- Low price and fast delivery

Business Objectives

She wants Patricia to:

- Be impressed about business quality
- Have a good idea of what printing needs
- Be able to print business cards



A person's hands are holding a tablet computer. The screen of the tablet shows a close-up of the Iron Throne from the TV series Game of Thrones. The throne is made of swords and is set against a dark, cloudy sky. A semi-transparent brown rectangular box is overlaid on the center of the image, containing the text 'GAME OF THRONES APPLICATION' in white, bold, uppercase letters.

GAME OF THRONES APPLICATION



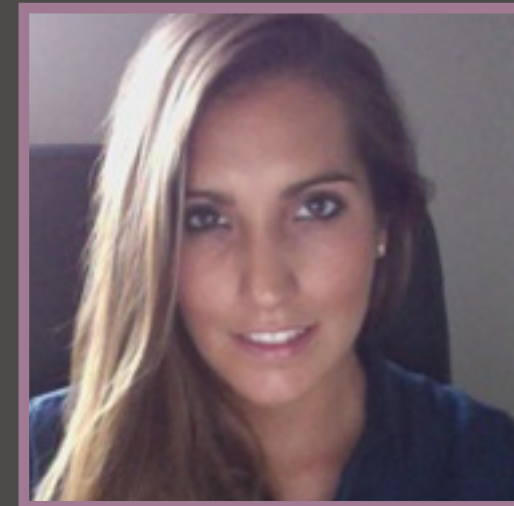
PROBLEM STATEMENT

Grace is stressed out & busy with class. She doesn't have a lot of time to watch Game of Thrones which makes her happy.

GRACE 28, CREATIVE DIRECTOR/FASHION, BRENTWOOD, CA

PROFESSION	Creative Director and UX Design Student
BACKGROUND	<ul style="list-style-type: none">• MA in Business/BA in Fashion Design• Very Tech Savvy• International Traveler/Resident• City Dweller• Single• Multilingual (speaks 5 languages)
INTERESTS	<ul style="list-style-type: none">• Fitness (Outdoors)• Exercise (Gym)• Design• International Travel• Science
ENTERTAINMENT PREF	<i>Epic TV shows full of sex and violence</i>
PRIMARY VIEWING	<i>ipad w/airplay to tv</i>
DELIVERY MEDIUM	<i>Web (free)</i>
VIEWING HABITS	<i>Alone or with Roommate</i>
VIEWING FREQUENCY	<i>2 hours/night</i>
DEMOGRAPHIC	<i>Millennial, Early Career</i>
PAIN POINTS	<ul style="list-style-type: none">• Ease of Access• Massive Scope of character relationships• Multiple Plot Threads

"I'm always either at school, at the gym or working at home with my TV on."



SOLUTION

Game of Thrones APP



The background is a collage of several images. At the top, there's a laptop screen showing the Coach website with 'THE BOROUGH BAG' featured. Below the laptop, there's a smartphone displaying a shopping app with various handbags. The bottom part of the collage shows a person's hand holding a smartphone. The entire collage is overlaid with a semi-transparent brown rectangle containing white text.

RESULT

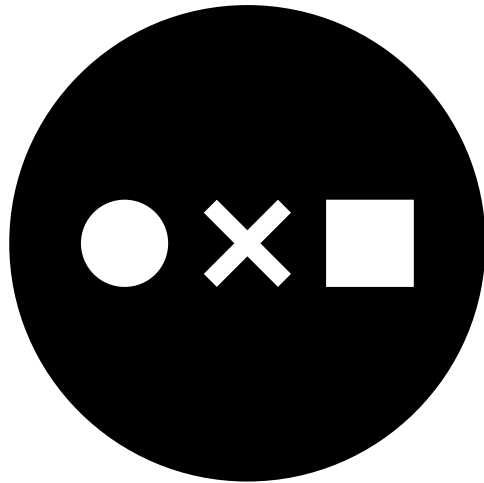
Grace can now watch
Game of Thrones while
she is multitasking, she is
happy now!

APPENDIX



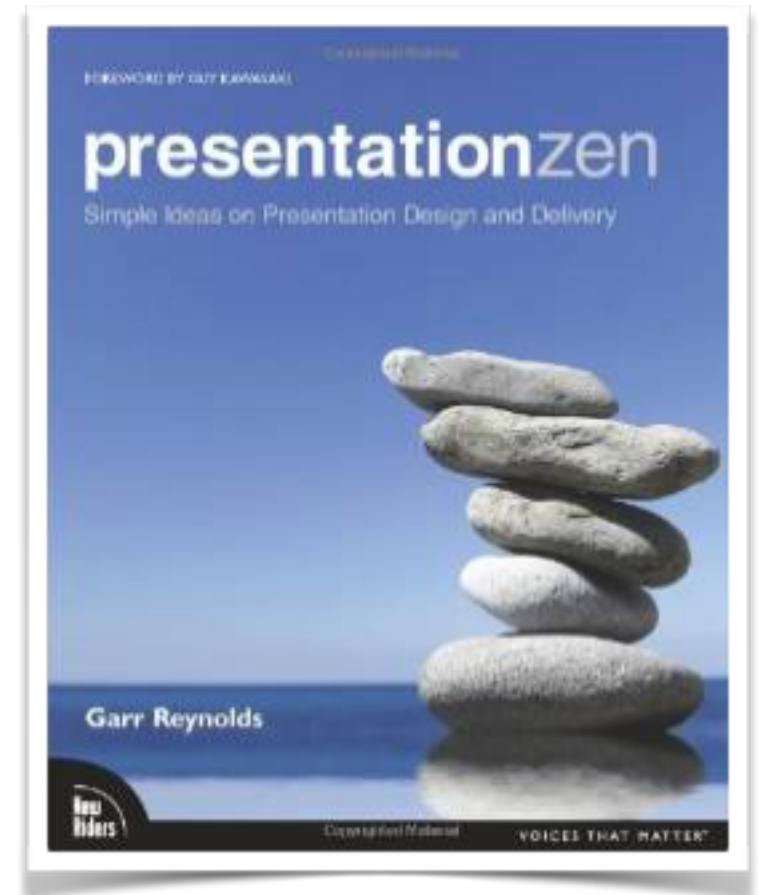


The Noun Project



UX presentation
best practices

Keynotopia!



Presentation Zen
by Garr Reynolds