

**Presenting Your Designs**

**Designing Your Presentations**

1. Know your audience
2. Focus their attention
3. Tell a story

1. Understand your users
2. Prioritize features
3. Design for flow

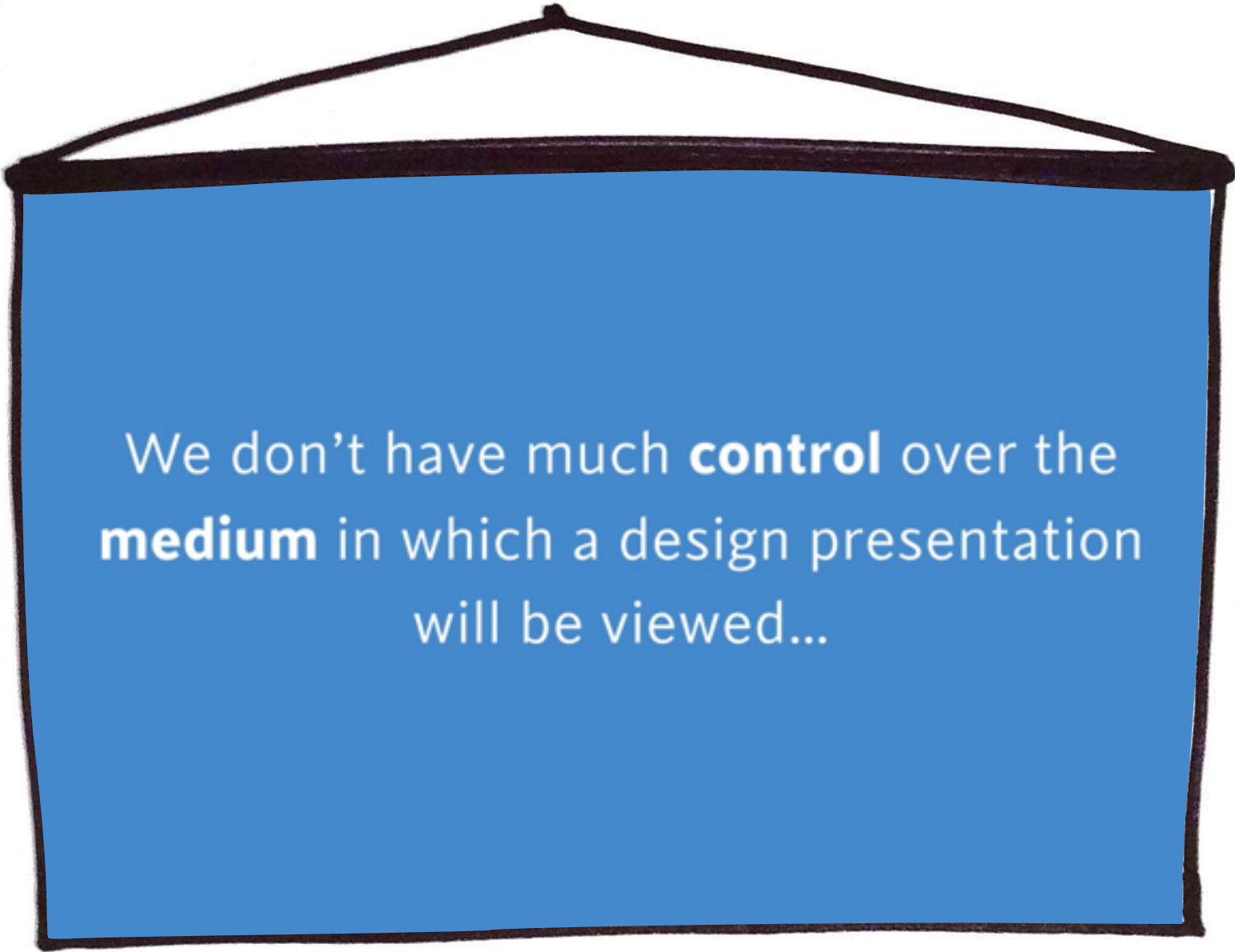
Our ability to **present** speaks directly  
to our ability to **design**

Optimally, you want to **do good work and present it well**. But I'd rather have a good designer who can present well than a great designer who can't. In fact, I'd argue whether it's possible to be a good designer if you can't present your work to a client. Work that can't be sold is as useless as the designer who can't sell it.

And, no, this is not an additional skill. **Presenting is a core design skill.**

—Mike Monteiro

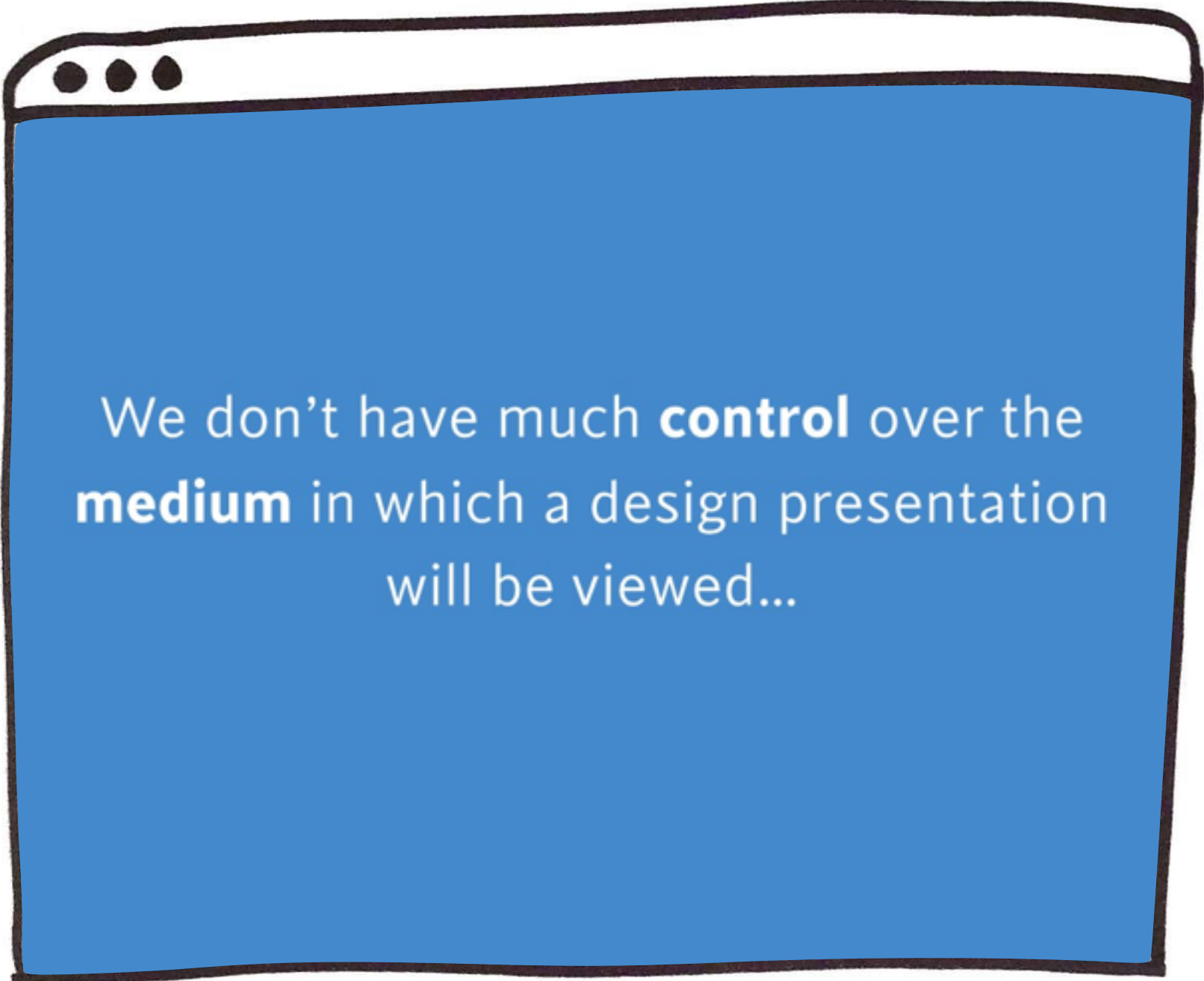
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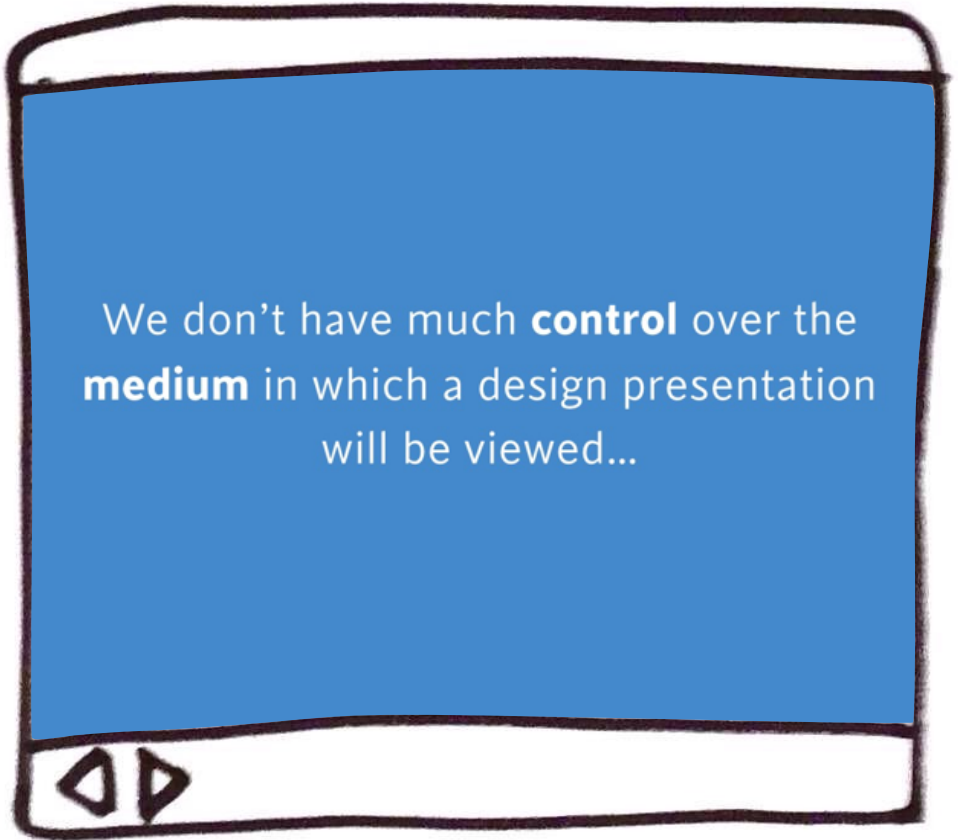
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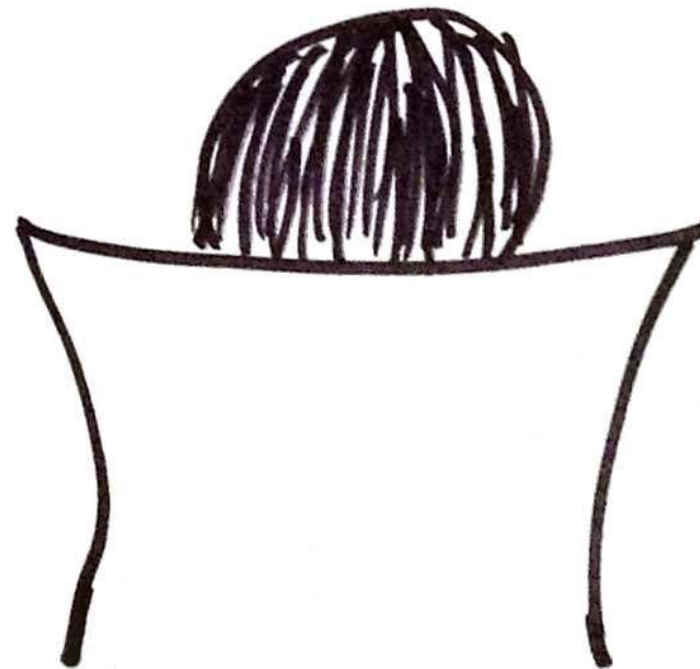
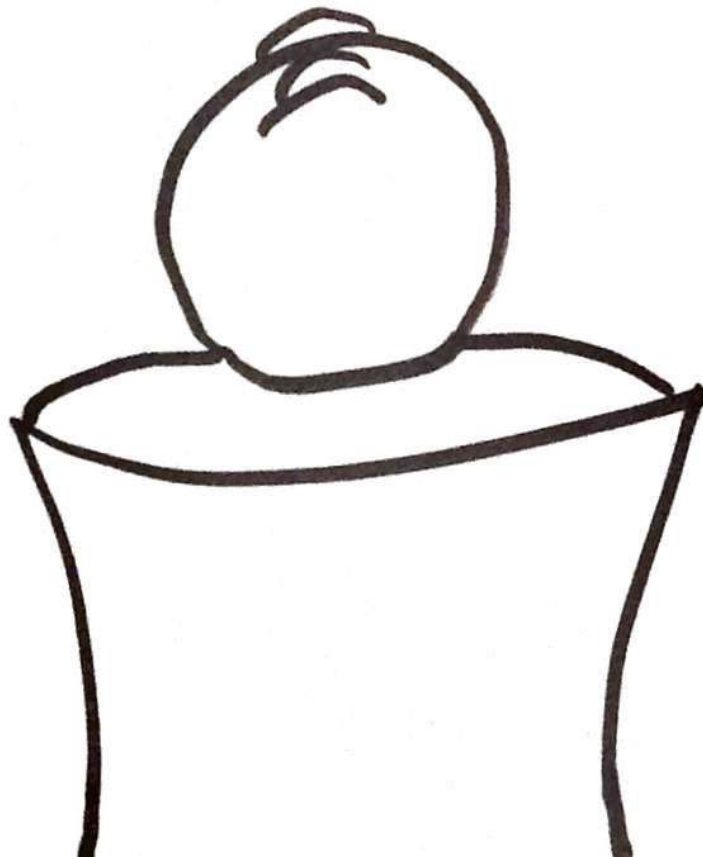
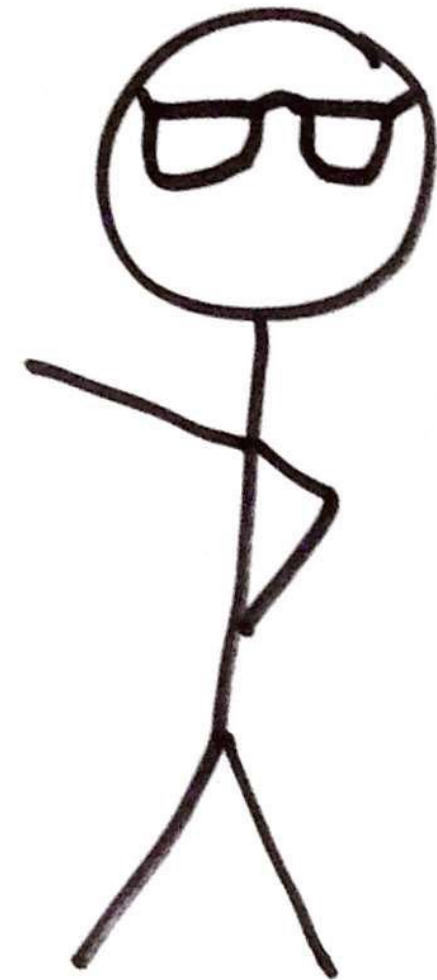




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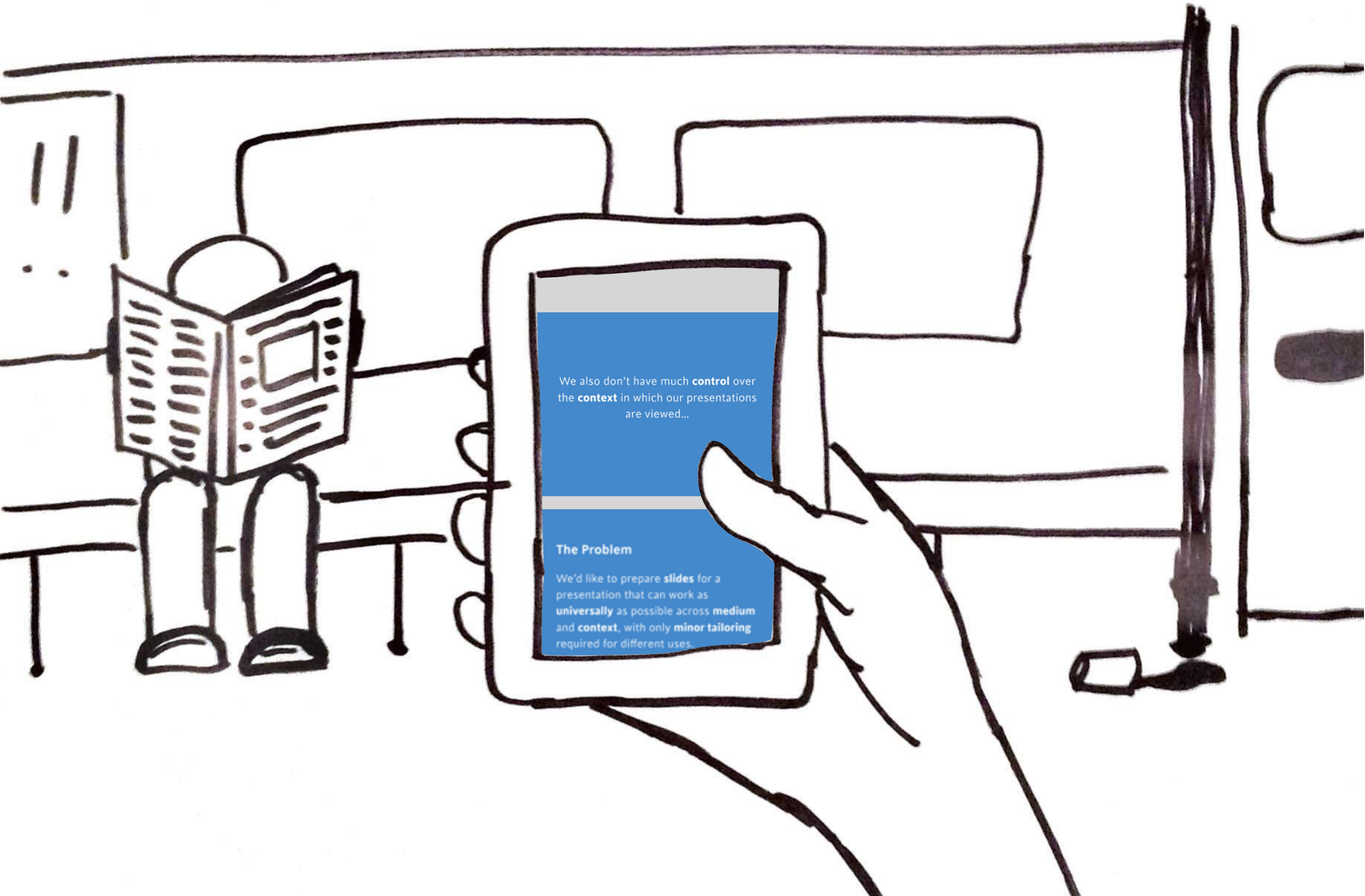
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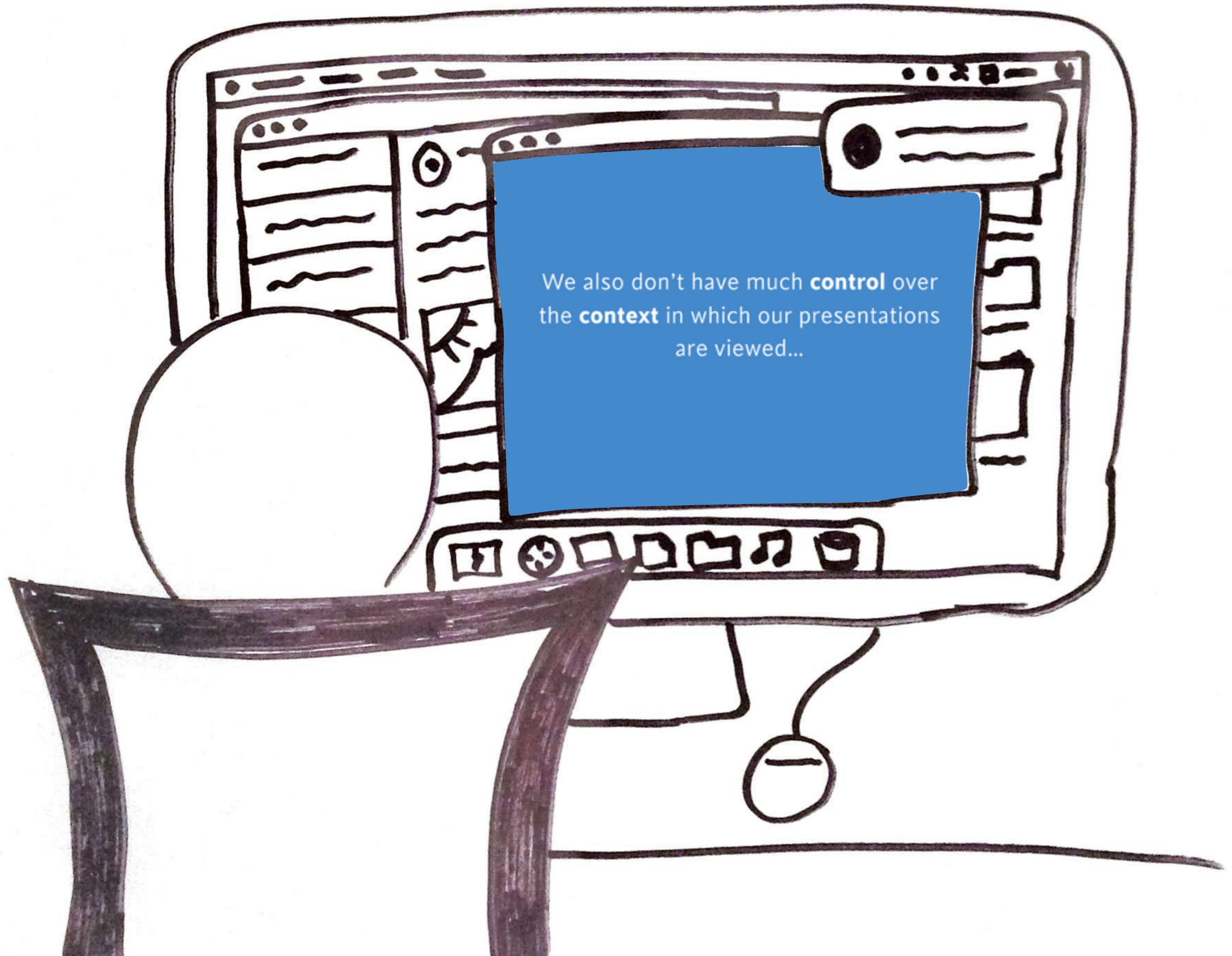




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#### The Problem

We'd like to prepare **slides** for a presentation that can work as **universally** as possible across **medium** and **context**, with only **minor tailoring** required for different uses.





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# The Audience

- Clients
- Hiring Managers
- Teachers
- Peers

# Clients

- Want to see the **value** of the work
- May have **little working knowledge** of design
- Have other things to worry about
- Want to know **what happens next**

# Hiring Managers

- Want to see the **process** and **quality** of the work
- May have **little working knowledge** of design
- Form an impression very **quickly**

# Teachers

- Want to see the **process** and **quality** of the work
- Have an allegedly **stronger familiarity** with research and design
- Can only allot a **limited amount of time** to evaluate the work

# Peers

- Want to see the **process** and **quality** of the work
- **Still forming** their own opinions and practices
- Sitting through **many presentations** in a row

# Address Common Needs

- Show the **process** and **quality** of the work
- Keep it **brief** and to the point
- Imbue **personal style** to stand out
- Express the **value of design decisions**
- Make the content accessible by **avoiding jargon**
- Provide clear **next steps**

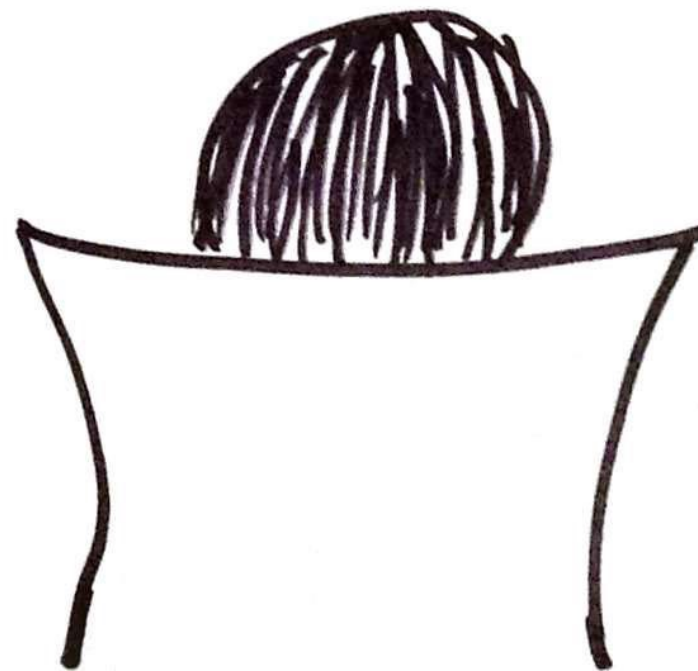
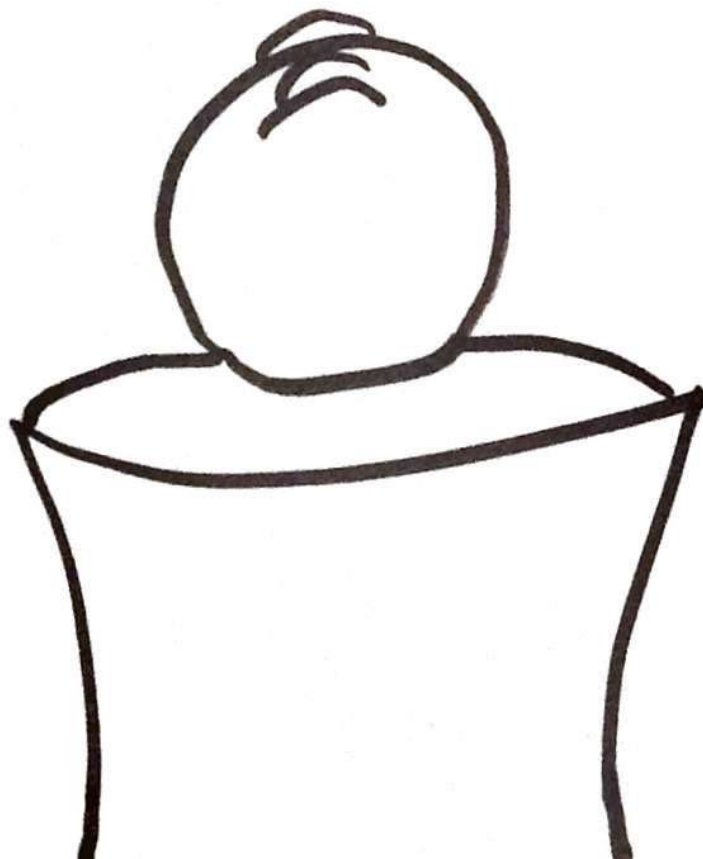
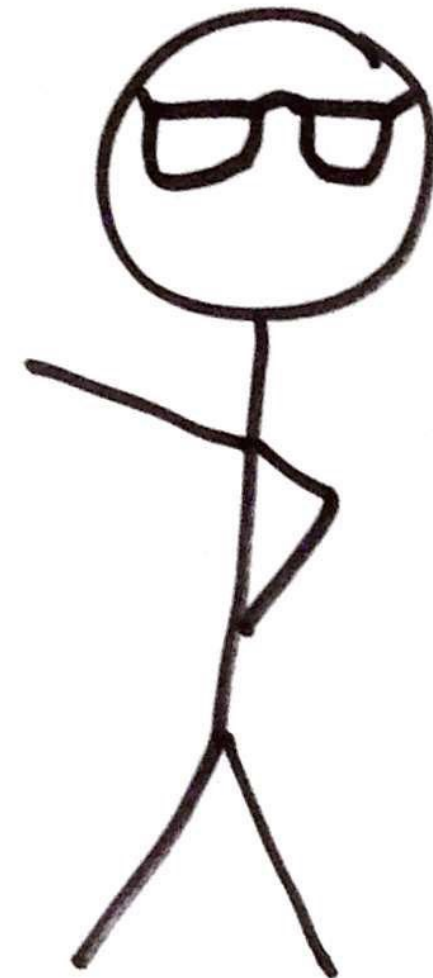
# Contexts for Use

- **Class Presentation with Projector**
- **Small Meeting with Printout**
- **On a Mobile while Commuting**
- **On a Computer while Working**



## Class Presentation

- **Brief** amount of time to present
- Want to show **breadth and depth**
- Teachers and peers viewing **from a distance**
- **Present** in room standing to deliver



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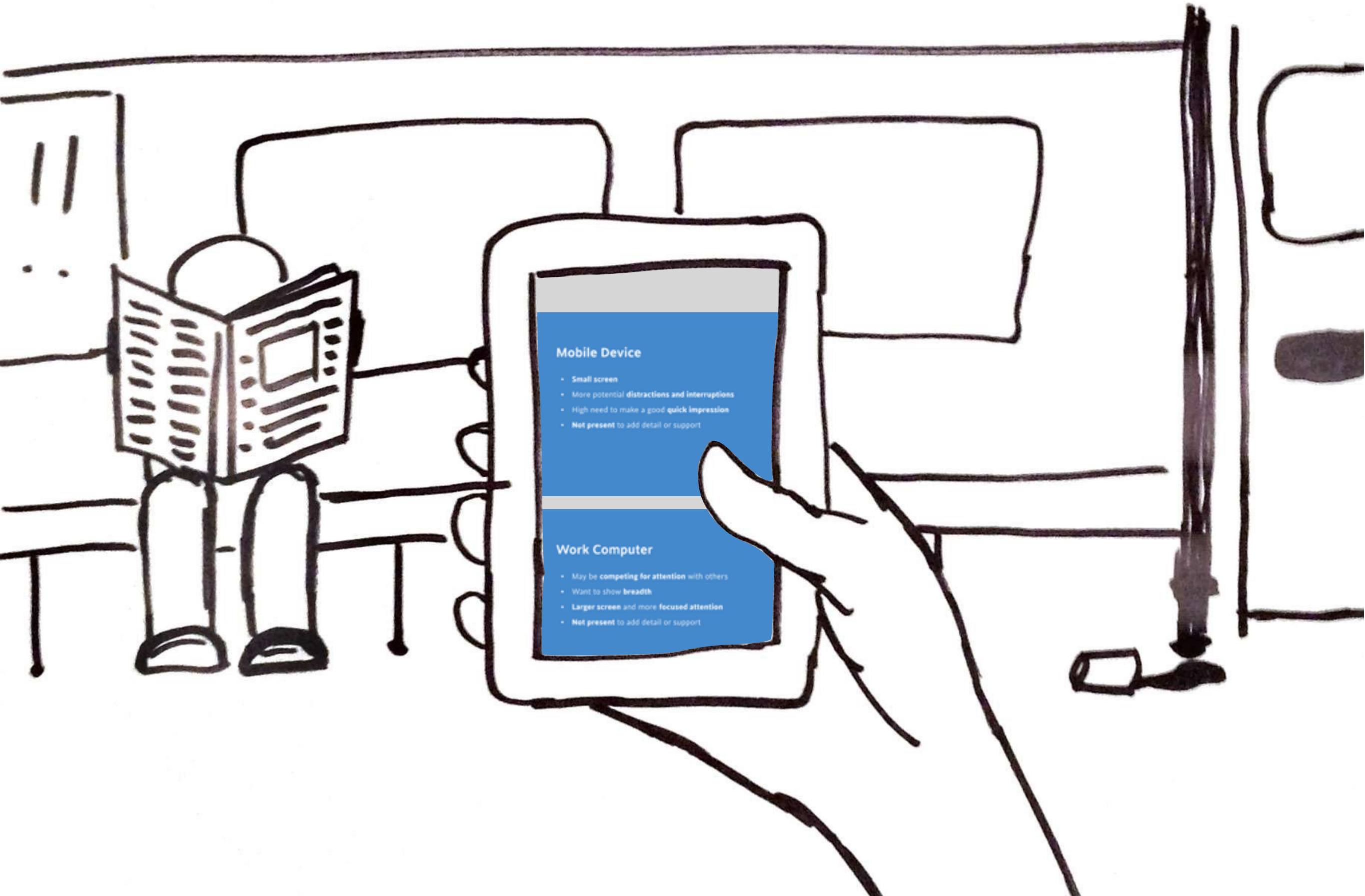
- Physical copy of slides for **perusal and discussion**
- Intimate setting allows for **greater depth**
- Conversation may **jump around**
- **Present** to provide extra impromptu detail



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### Mobile Device

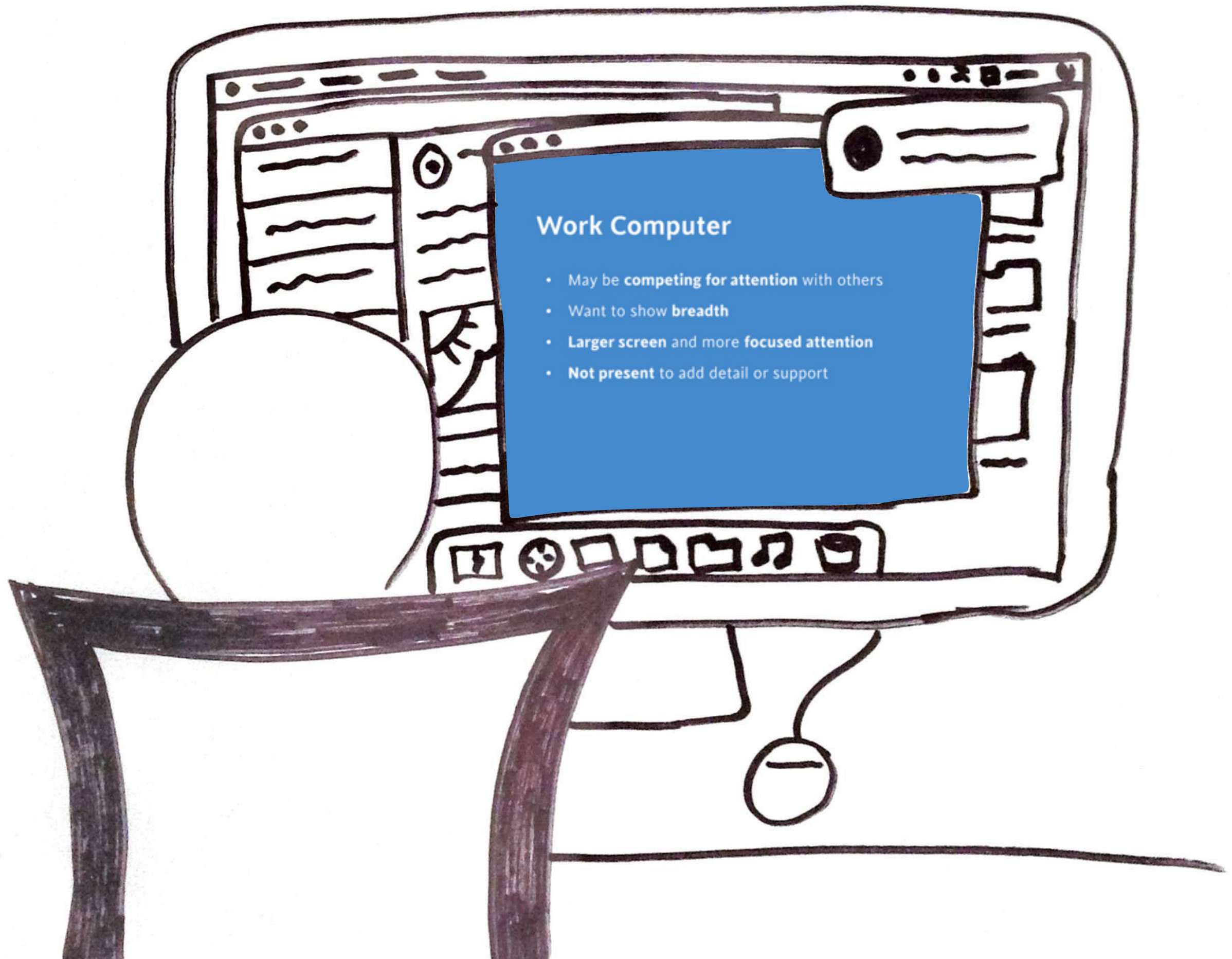
- Small screen
- More potential distractions and interruptions
- High need to make a good quick impression
- Not present to add detail or support

### Work Computer

- May be competing for attention with others
- Want to show breadth
- Larger screen and more focused attention
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# Worst Case Scenario

- Give readers the ability to **skim for breadth**
- Provide more detail for **extra depth** when not present
- Keep slides easy to understand at **small sizes** and **from a distance**
- Treat designer's presence to **deliver or discuss** presentation as an **enhancement, not a requirement**

# Goals

1. Show the **process** and **quality** of the work
2. Keep it **brief** and to the point
3. Imbue **personal style** to stand out
4. Express the **value of design decisions**
5. Make the content accessible by **avoiding jargon**
6. Provide clear **next steps**
7. Give readers the ability to **skim for breadth**
8. Provide more detail for **extra depth** when not present
9. Keep slides easy to understand at **small sizes** and **from a distance**
10. Treat designer's presence to **deliver or discuss** presentation as an **enhancement, not a requirement**

**Thanks!**