Presenting Design Work

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SPECIAL THANKS TO FORREST GLICK

CS 247
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)
You are at your final presentation.
Every Monday+Wednesday

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?
Start in analog
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 P1: 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
Now switch!

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

Experience shouldn’t trump skill in golf

Golf Guru lowers the home course advantage