MAKING THE PITCH

Designing effective presentations

Eric Paulos

Founder/Director, **Hybrid Ecologies Lab** • Chief Learning Officer, **Jacobs Institute for Design Innovation**

Director, **CITRIS Invention Lab** • Co-Director, **Swarm Lab** • **Berkeley Center for New Media** • **UC Berkeley**

MAKING THE PITCH

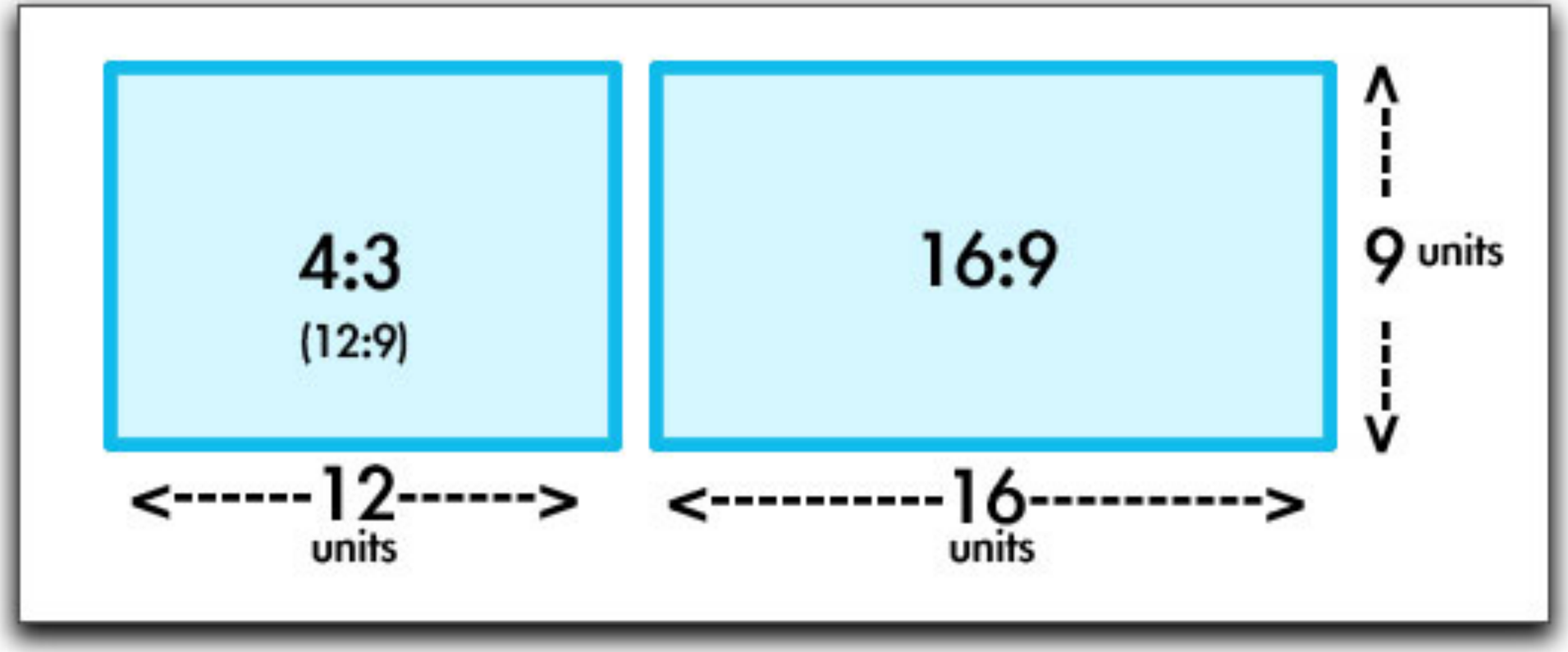
Designing effective presentations

Eric Paulos

Founder/Director, **Hybrid Ecologies Lab** • Chief Learning Officer, **Jacobs Institute for Design Innovation**

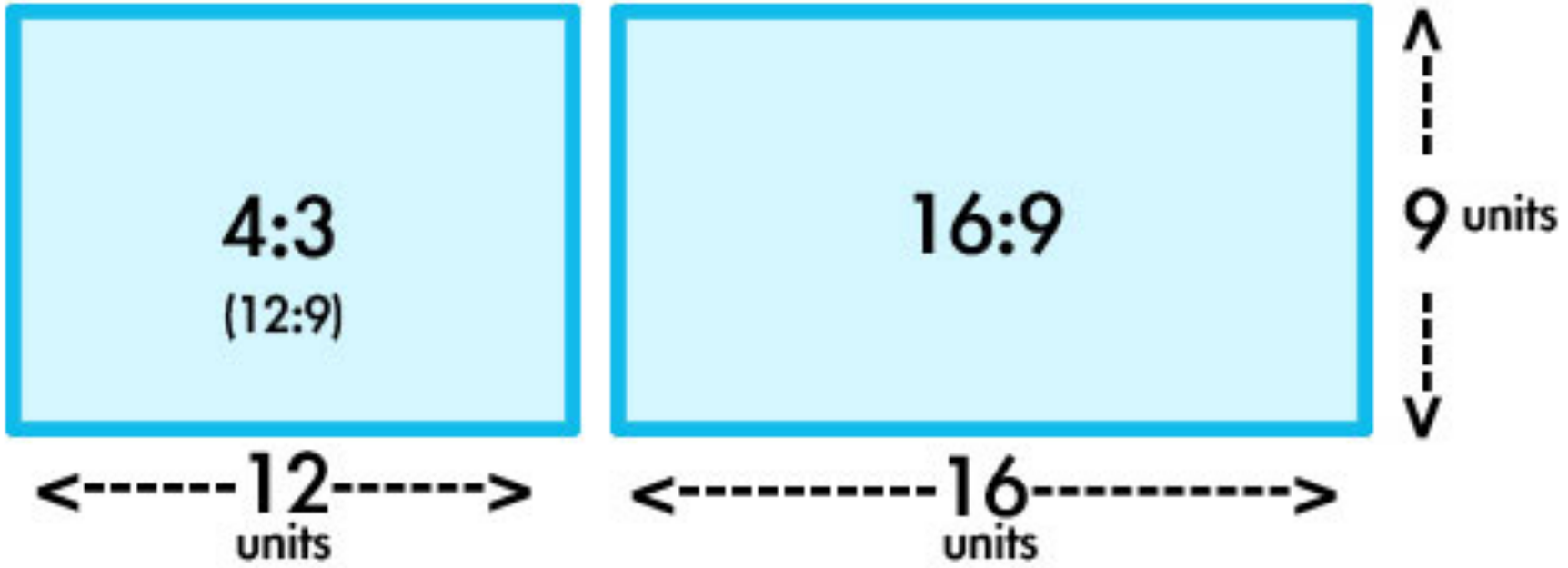
Director, **CITRIS Invention Lab** • Co-Director, **Swarm Lab** • **Berkeley Center for New Media** • **UC Berkeley**

USE WIDESCREEN



This means 16:9 aspect ratio rather than 4:3

USE WIDESCREEN



This means 16:9 aspect ratio rather than 4:3

TYPOGRAPHY PLEASE

This is Helvetica Neue. Use Adobe Type Kit to select good typography and use it.

Nice if you also have a variety if weights to play with.

THIS DEMO IS **LIVE**

DON’T BE AFRAID TO USE COLOR
EVEN DIFFERENT GREY COLORS CAN BE NICE
STAY AWAY FROM SATURATED COLORS

TYPOGRAPHY SIZE

Also watch font size.

In general stay > 30 point

This is 64 point

This is 48 point

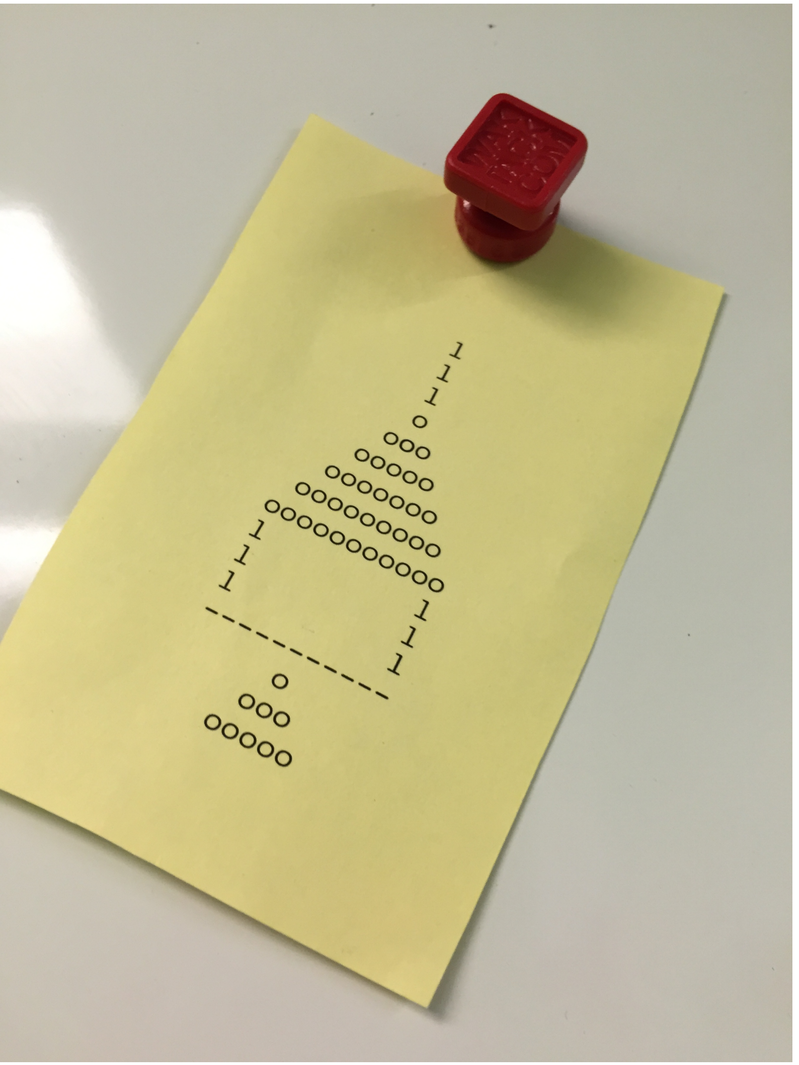
This is 32 point

This is 30 point

This is 28 point

This is 24 point

WHAT IS YOUR GOAL?



What are the 1–3 key things you need to communicate?

What immediate action do I want from the audience I am pitching to?

Why do I want this reaction?

What followup next steps are desired?

WHAT IS YOUR GOAL?

Who am I in relationship to this pitch?

What is my role?

How do I want to be seen in the long term? …my brand…my team

Every presentation is a chance for self promotion

WHO IS THE AUDIENCE?

What do the different groups here want?

…in the short-term and the long-term?

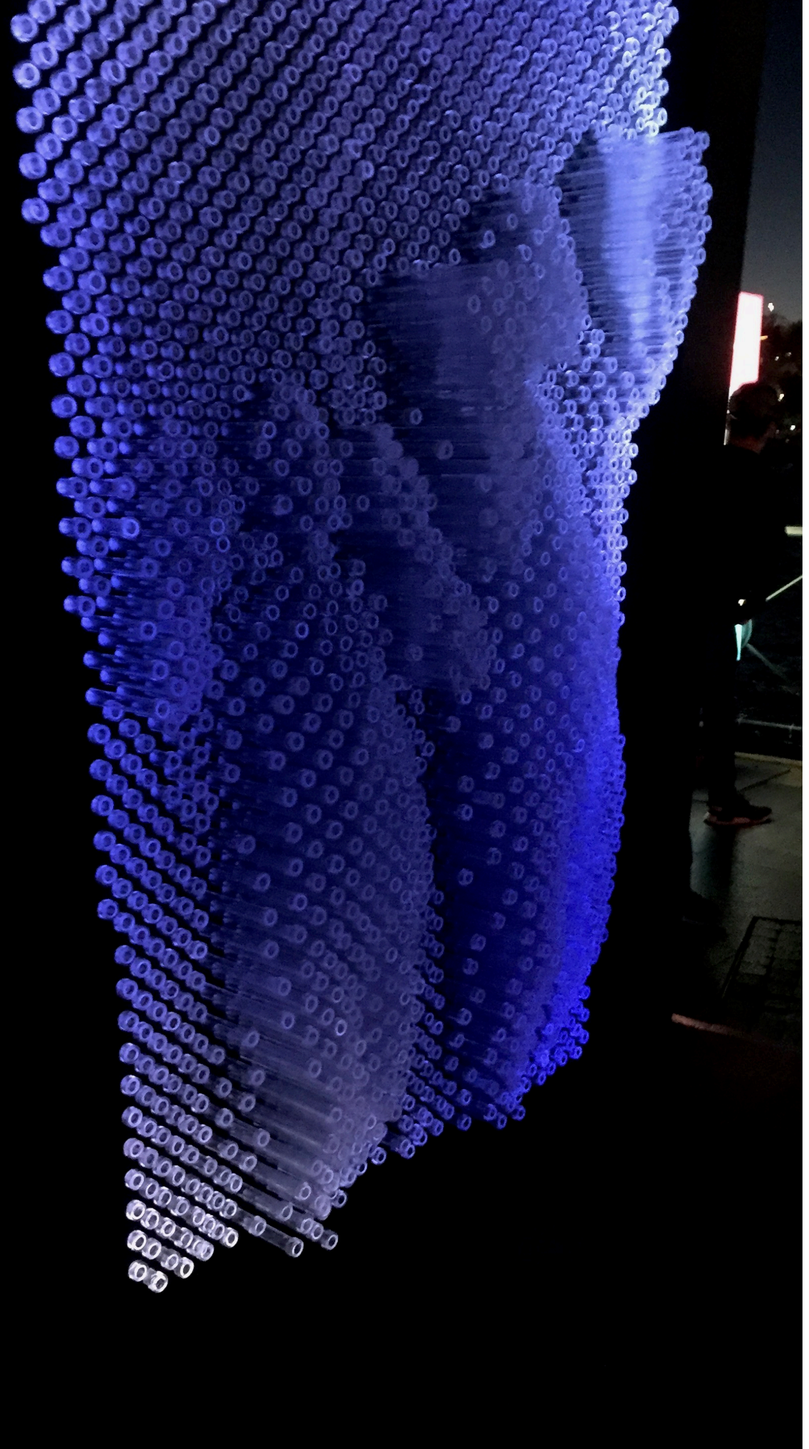
What do they think about me, my team, my department … prior to this presentation?

WHO IS THE AUDIENCE?

What will the initial reaction to my request be?

Are we going in the same direction or do I need to re-direct them?

Be the right person at the right time for the right audience



FRAME THE PROBLEM

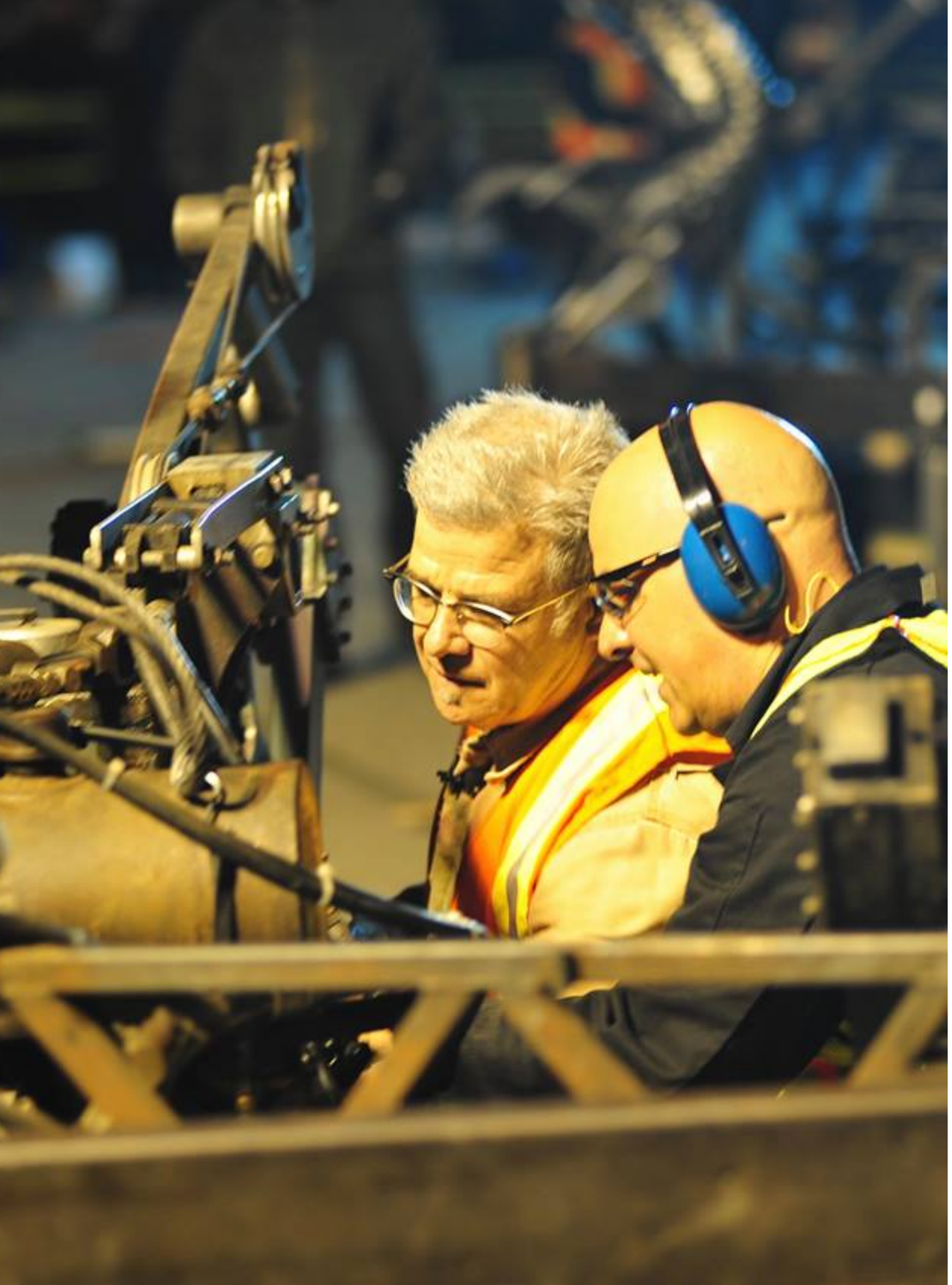
What is the problem or opportunity?

How real/big is it?

What might we do about this?

Do I have a plan?

How can I make them believe I have insights that are valid and novel?



TECHNOLOGY

You are seen as technology experts

Do not struggle with your own tech

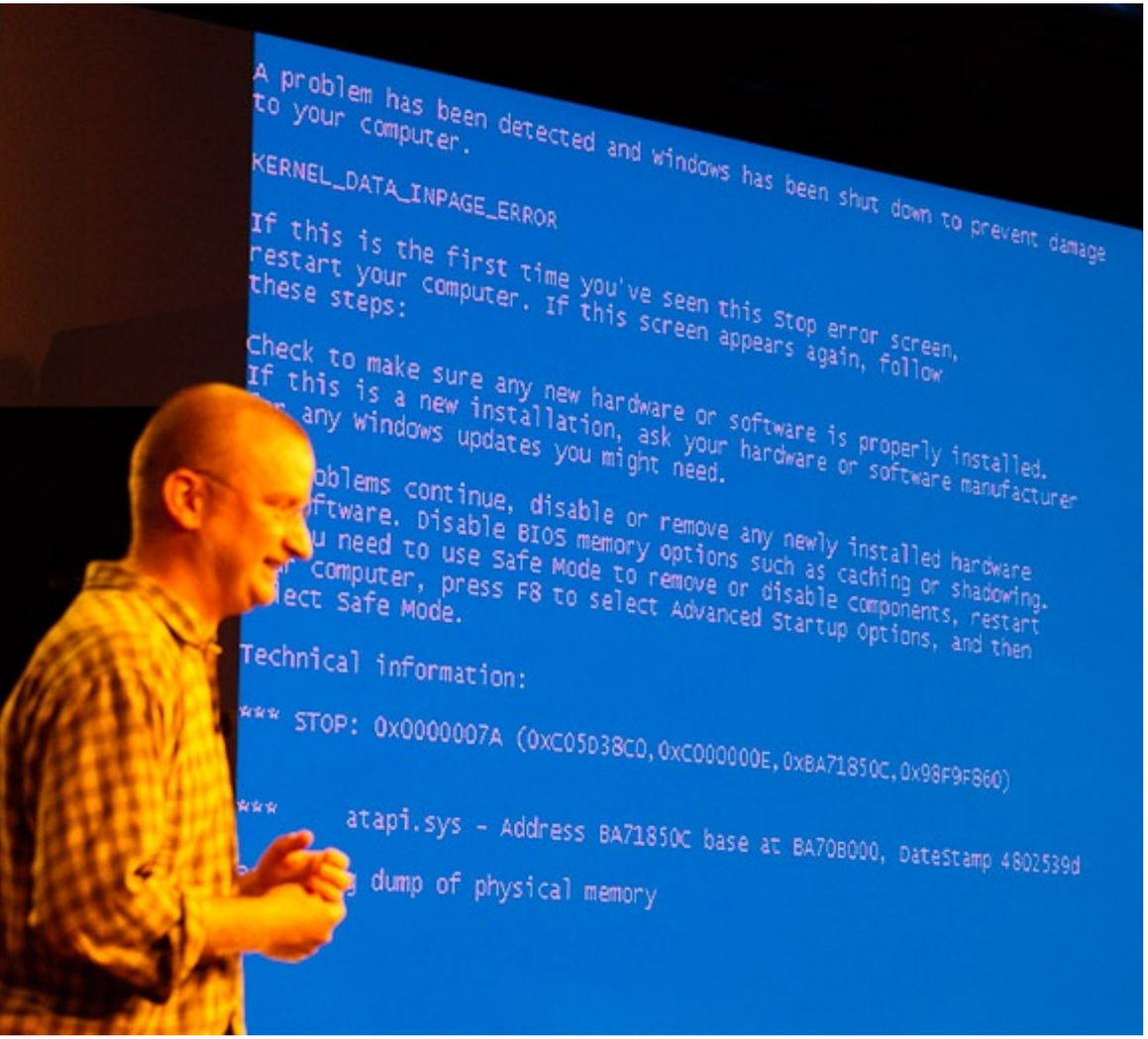
Bring a video adapter

Turn off screensaver

Disable chats and notifications

Play presentation full screen

TECHNOLOGY



Test the audio

Test the screen resolution

Test color gamut

Test background images

Test demos

Have a backup plan

TIMING

Rehearse

Too many people present as if seeing the slides for the first time

Look at audience

Extremely tight timing needs – use PechaKucha

20 slides 20 sec each auto advance = 6:40 min

STRUCTURE

Introduce yourself

Introduce your team

Introduce your audience to each other

Give people “handles” for communicating

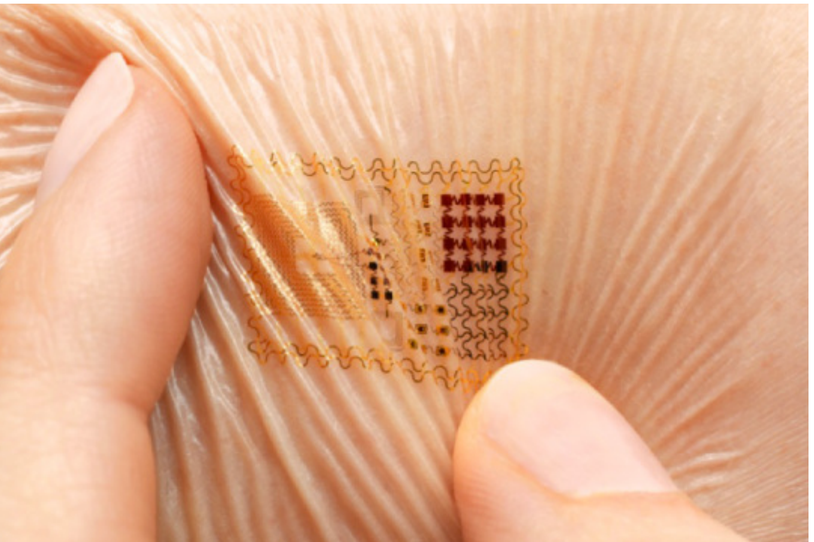
MOTIVATION

Why should anyone care about what you are doing?

Make audience care by building on their personal experiences

Shared pain points and empathy

Make the audience care



EVIDENCE

Show what you did to build belief that the findings are real

Show what you did not expect to be true
…the new insight
…the new perspective

Make yourself seem brilliant … show what you discovered that the audience could never have thought of

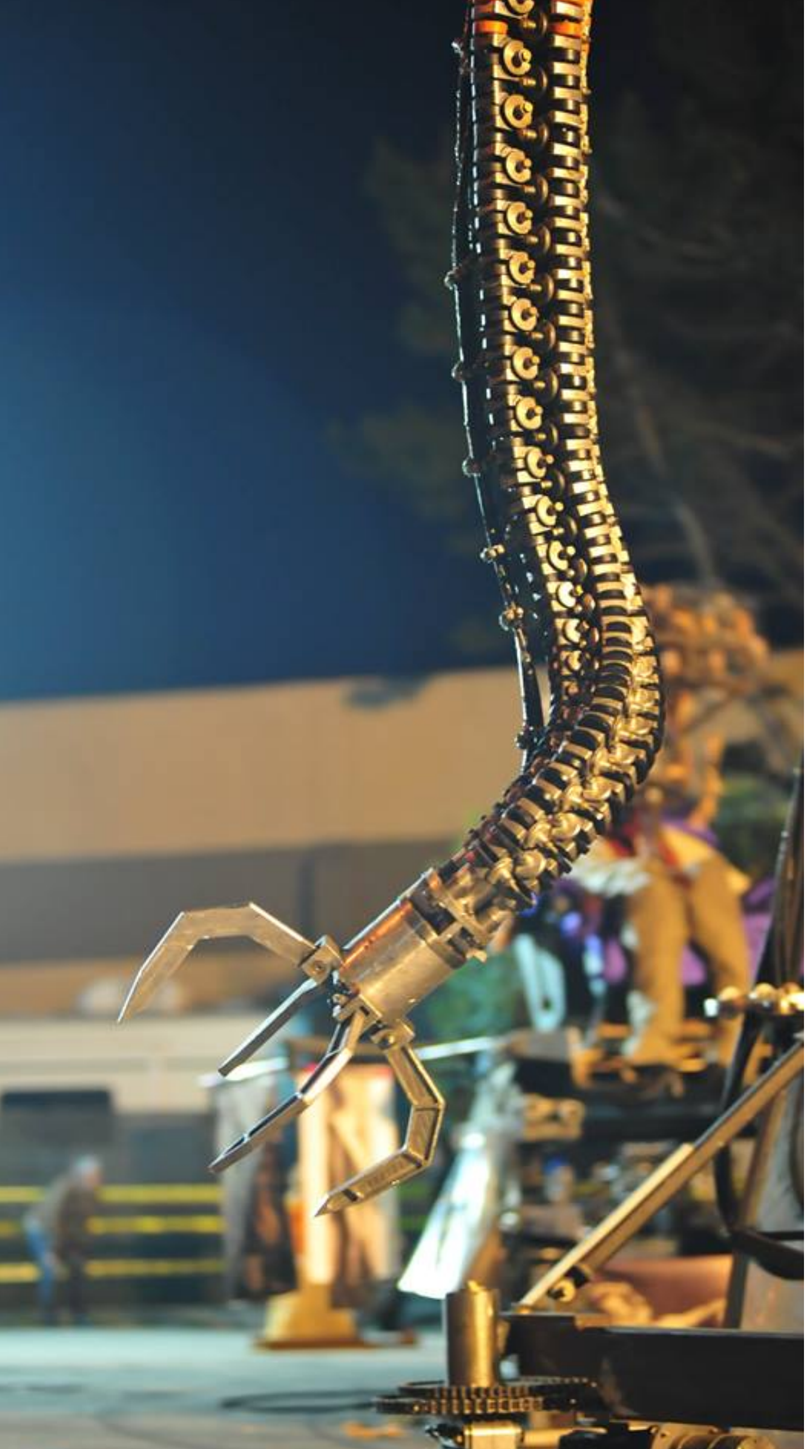
EVIDENCE

Show what you did to build belief that the findings are real

Show what you did not expect to be true
…the new insight
…the new perspective

Make yourself seem brilliant … show what you discovered that the audience could never have thought of

HISTORY AS INSPIRATION



DRAMATIC ARCS

Divide pitch into sections of dramatic arcs

Slowly build and then release tension as you move from one section to the next

Not a chronological story

Not an accurate history of your actions

Use foreshadowing

- **NEW: Active hybrid protection** with
- **NEW: AutostartManager** accelerates
- **NEW:** Completely re-engineered **user**
- **IMPROVED:** New **BankGuard** techn
- **IMPROVED: Behavior monitoring** p
- Hourly updates ensure that even new
- **Resource saving** thanks to fingerpri
- Additional **real-time data compariso**
- **Recommended by gamers:** Top pro
- **Service Center:** We are there to assi
- Protect your **Android™ smartphone**

STORYTELLING

Reveal design through stories

People cannot remember lists of features

People process information and connect via narrative

STORYTELLING

Designers make artifacts

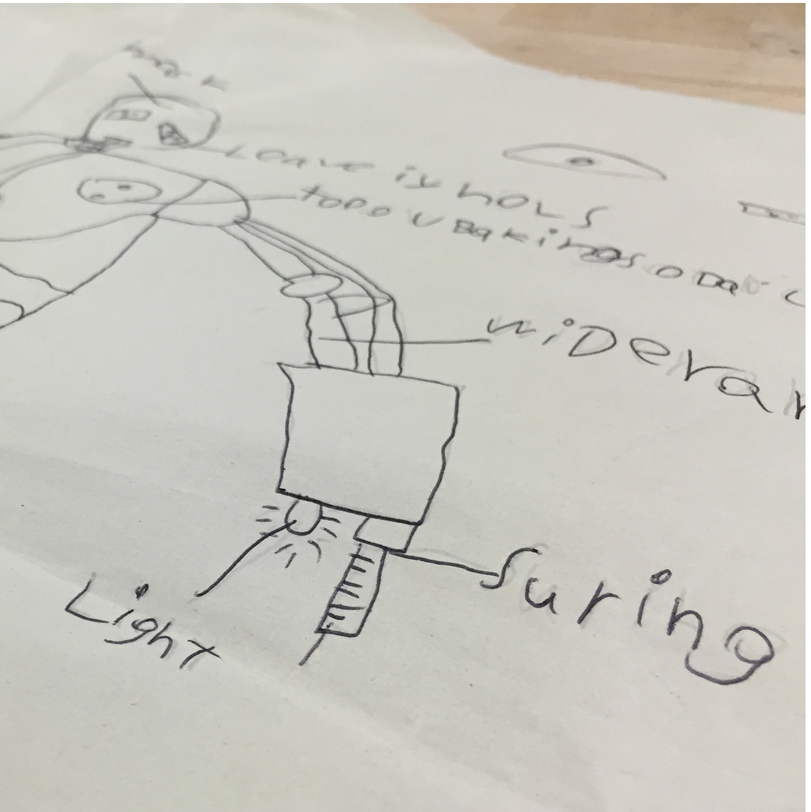
Transform these artifacts to tell your story

Show me … don’t tell me

Bring artifacts to pass out

Tell a story of use that ends with a positive outcome

USE IMAGES



Crop, rotate, and scale image as needed

Does image need callouts?

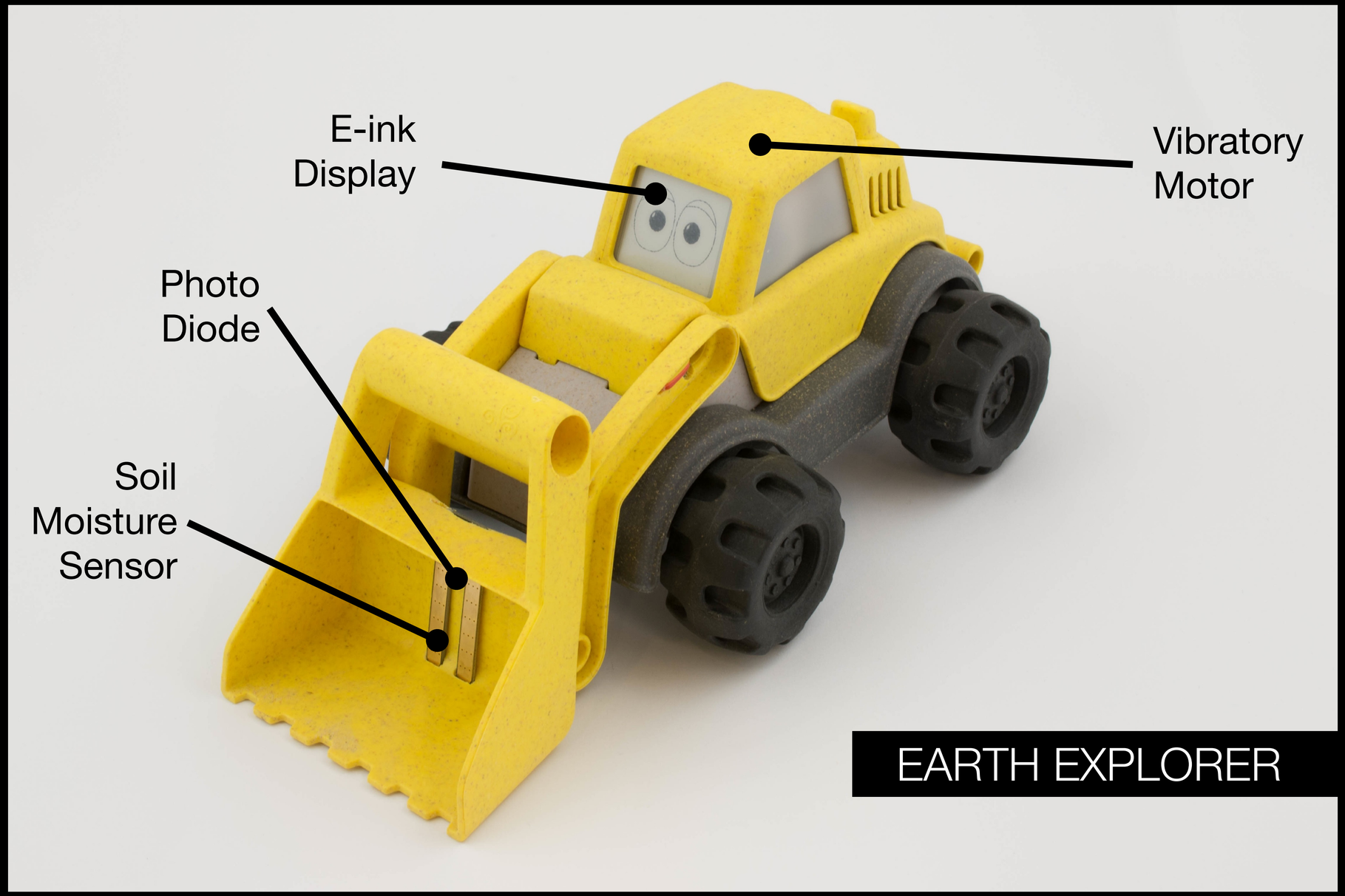
Is image clear and well lit?

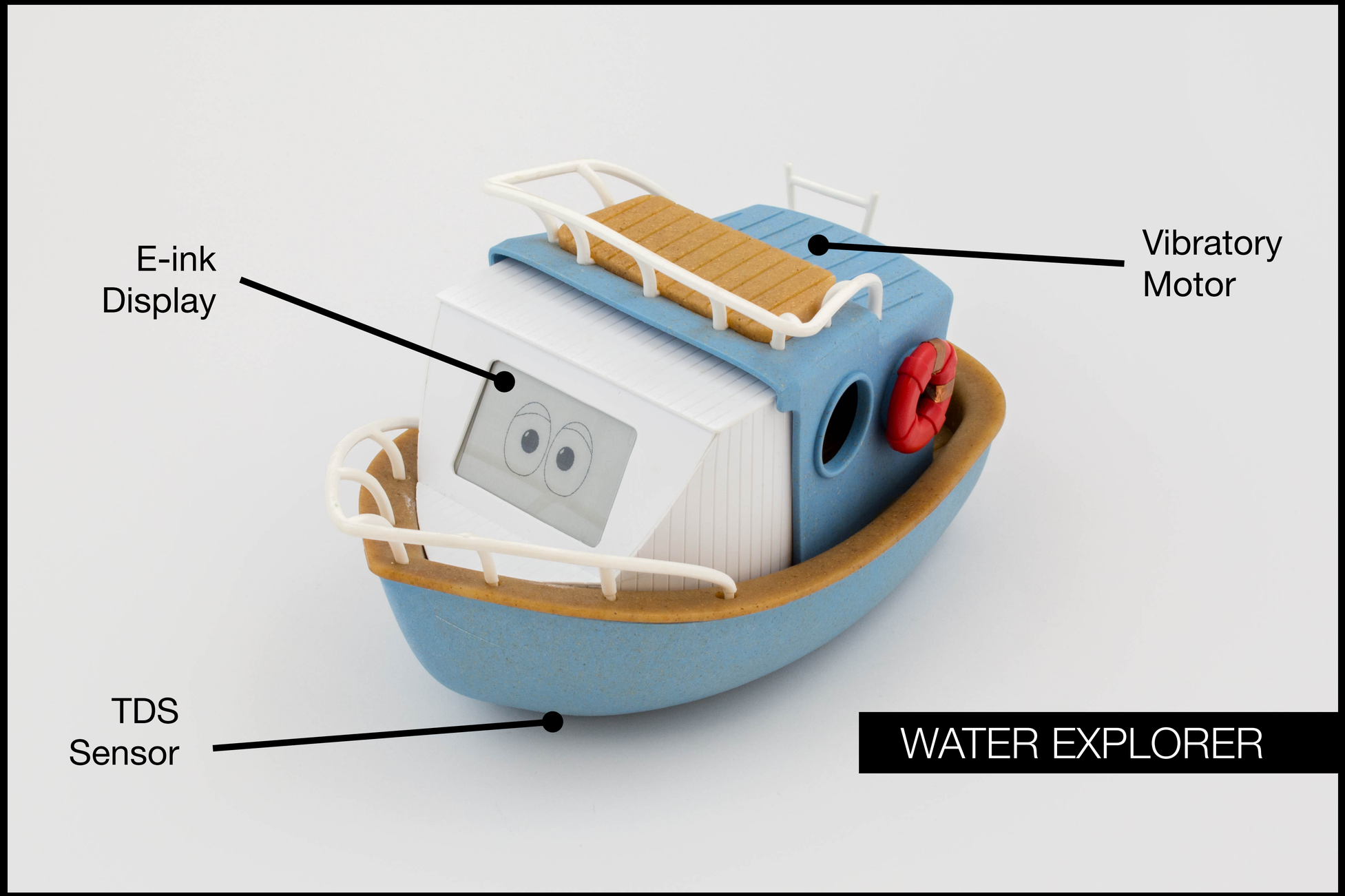
Remove distracting background clutter

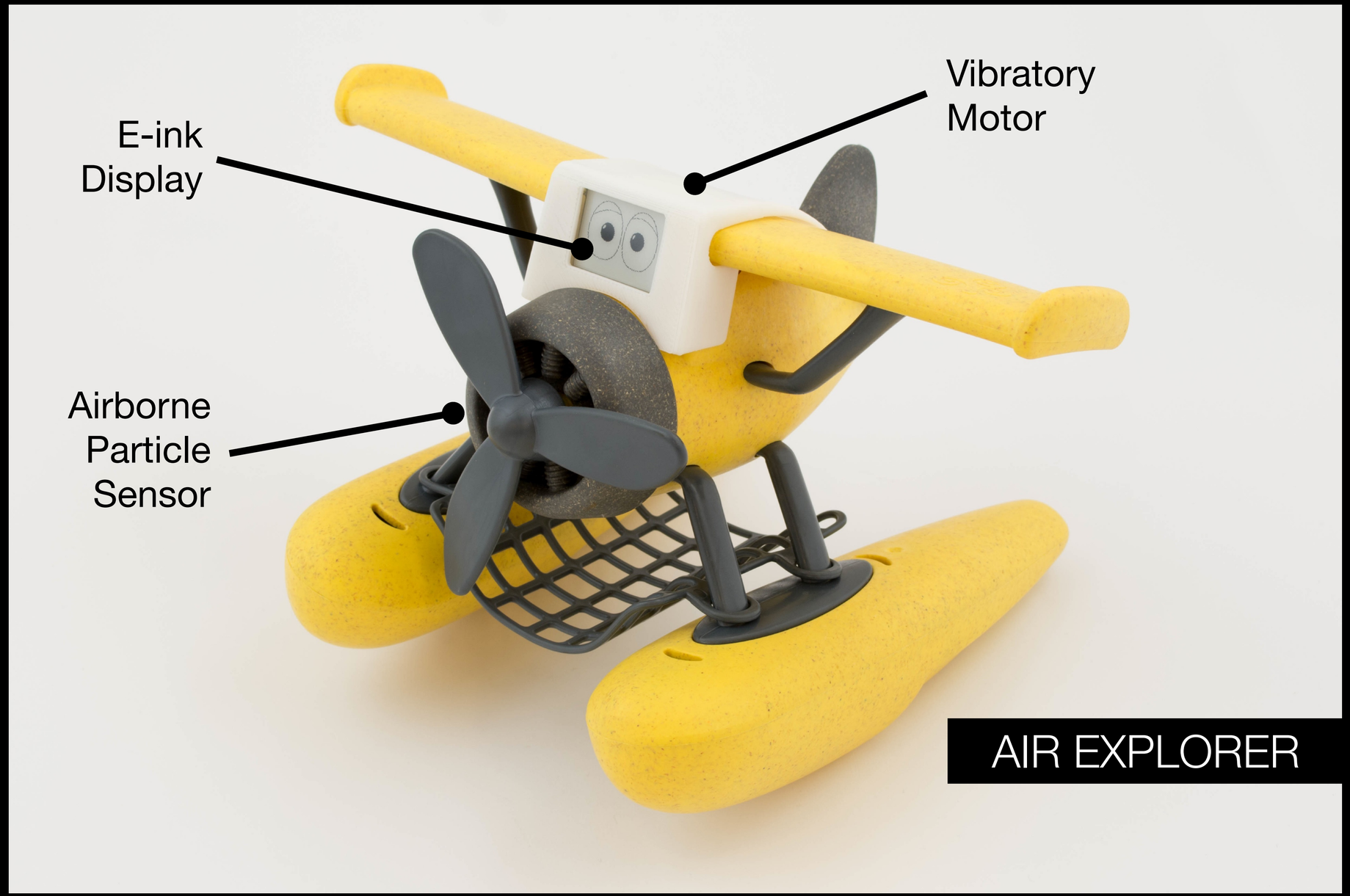
AIR EXPLORER

WATER EXPLORER

EARTH EXPLORER


E-ink
Display
Vibratory
Motor
Photo
Diode
Soil
Moisture
Sensor
EARTH EXPLORER

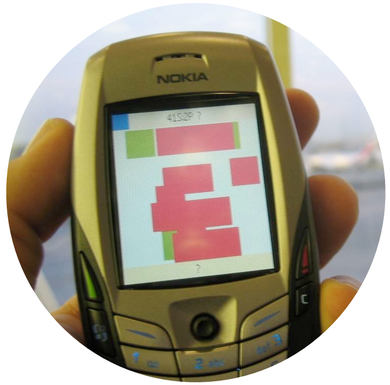

E-ink
Display
Vibratory
Motor
TDS
Sensor
WATER EXPLORER

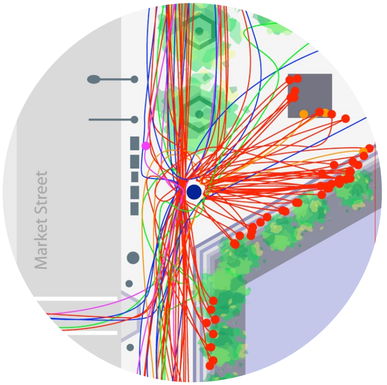

Vibratory
Motor
E-ink
Display
Airborne
Particle
Sensor
AIR EXPLORER

URBAN ATMOSPHERES

Eric Paulos
Chris Beckmann
Elizabeth Goodman
RJ Honicky
Ben Hooker
Tom Jenkins
August Joki
Chris Myers
Ian Smith
Parul Vora

intel Research


NOKIA


Market Street

i hate
PORTLAND
i love
PORTLAND

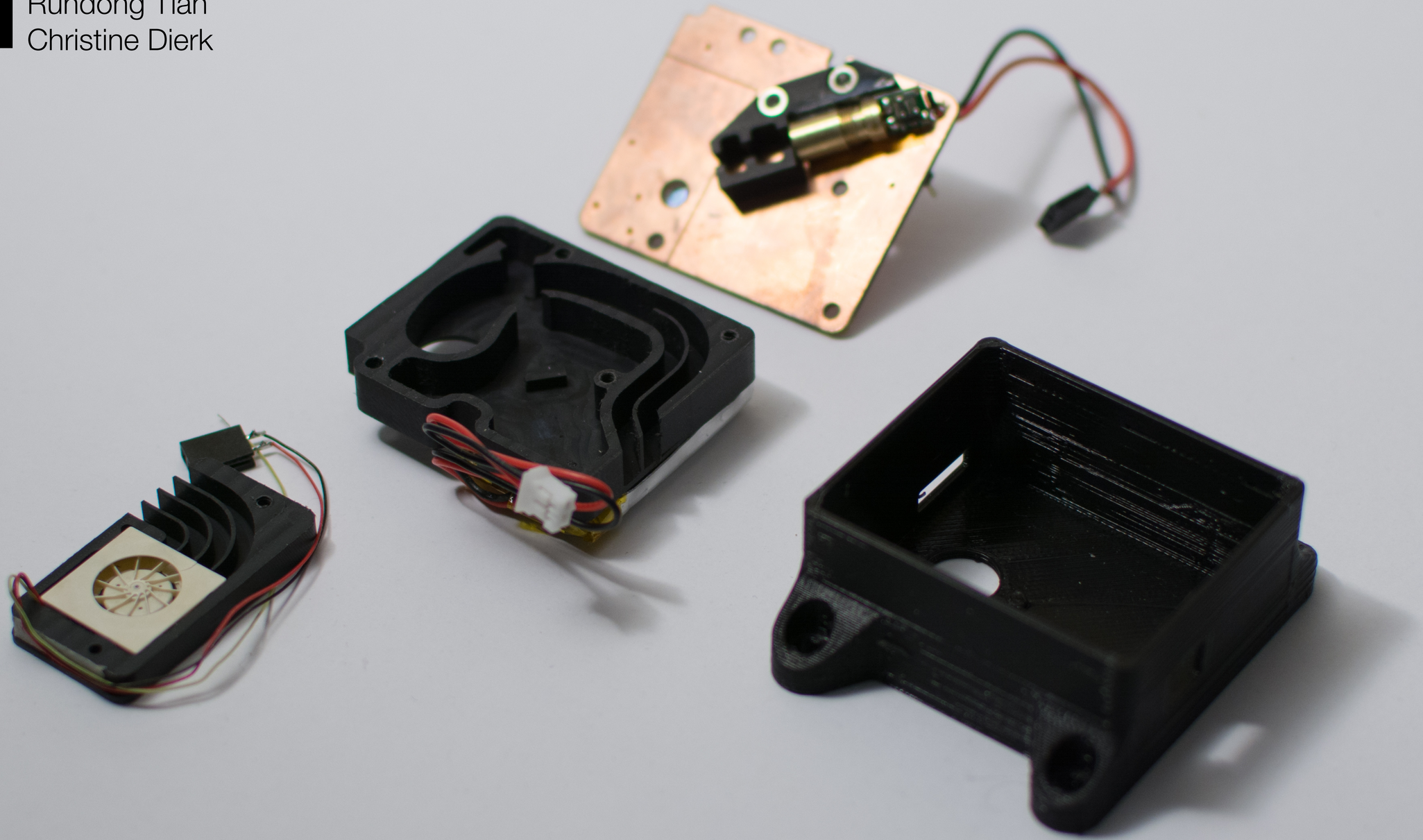
042

FEELS LIKE...?

Spectacle Computing

MyPart

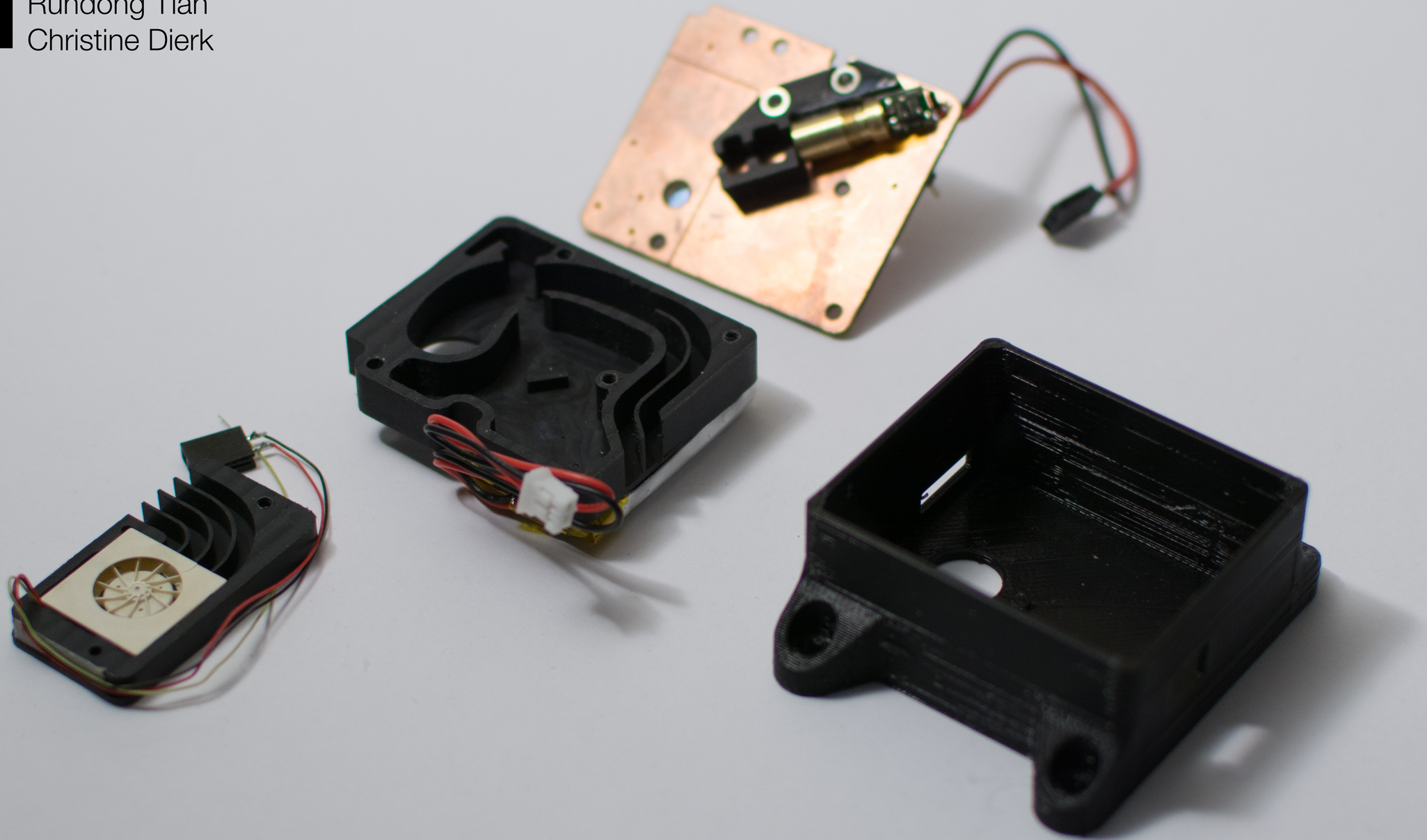
Rundong Tian
Christine Dierk



Rundong Tian, Christine Dierk, Christopher Myers, and Eric Paulos. 2016. MyPart: Personal, Portable, Accurate, Airborne Particle Counting. In *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems* (CHI '16).

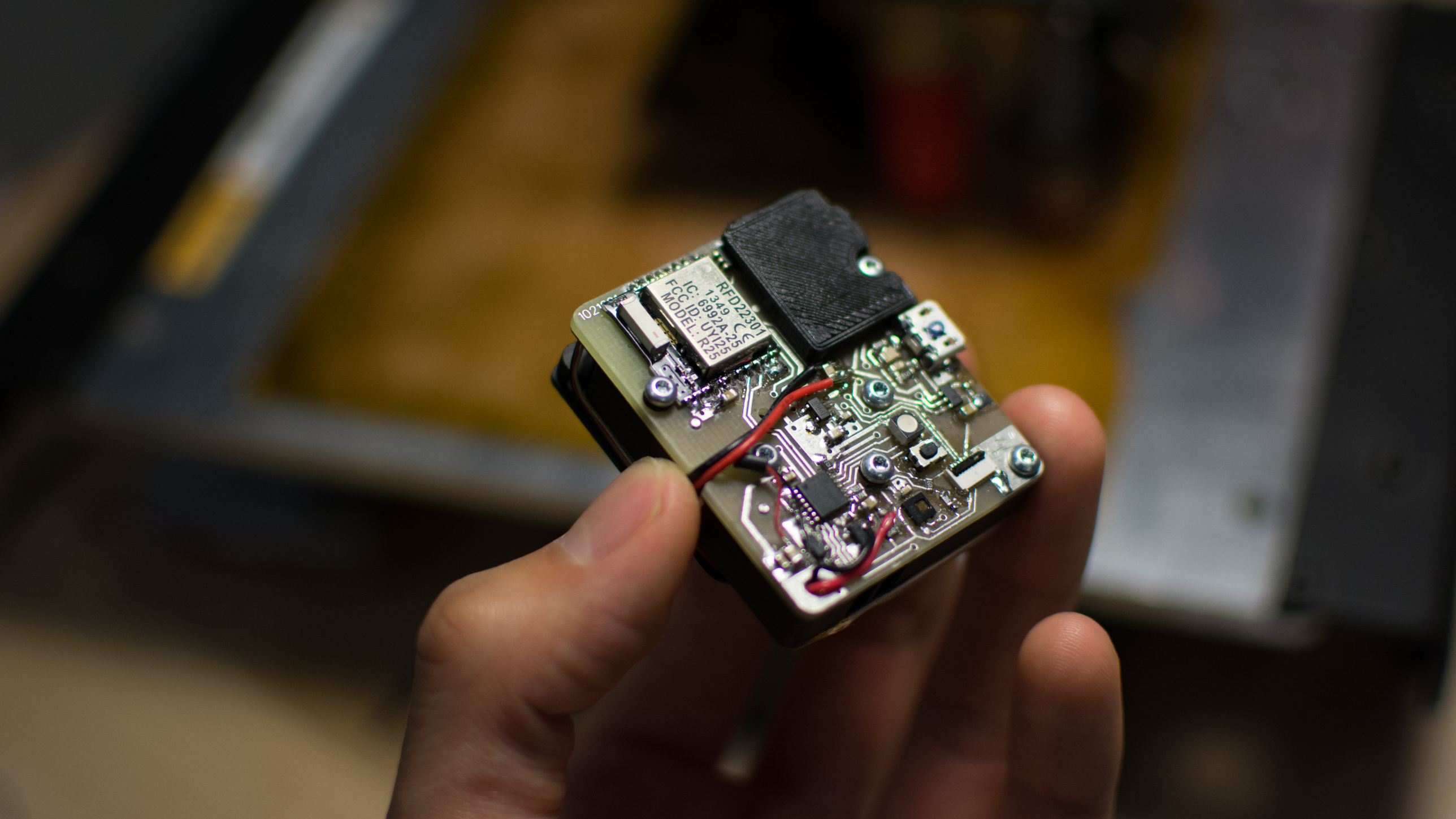
MyPart

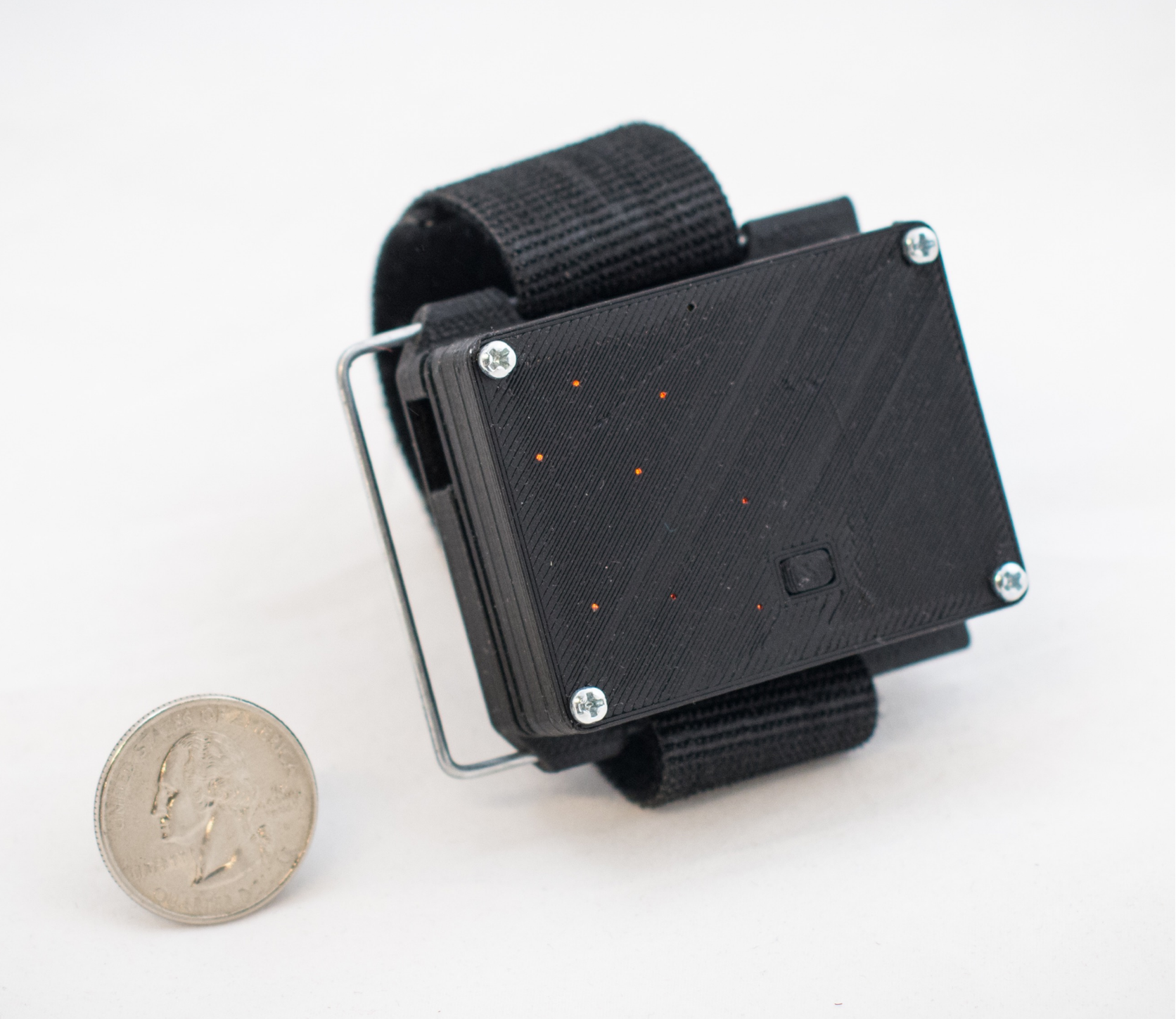
Rundong Tian
Christine Dierk

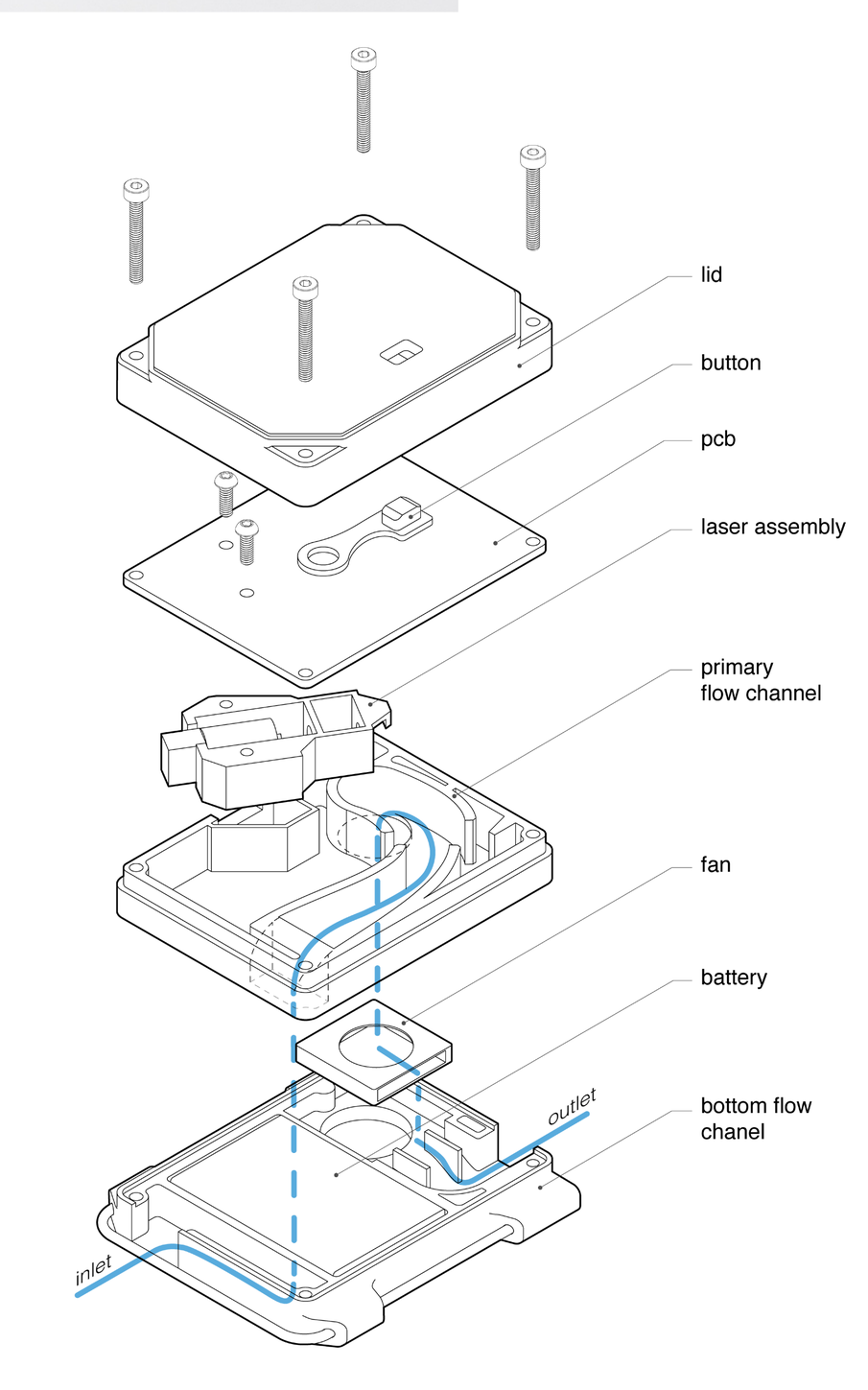


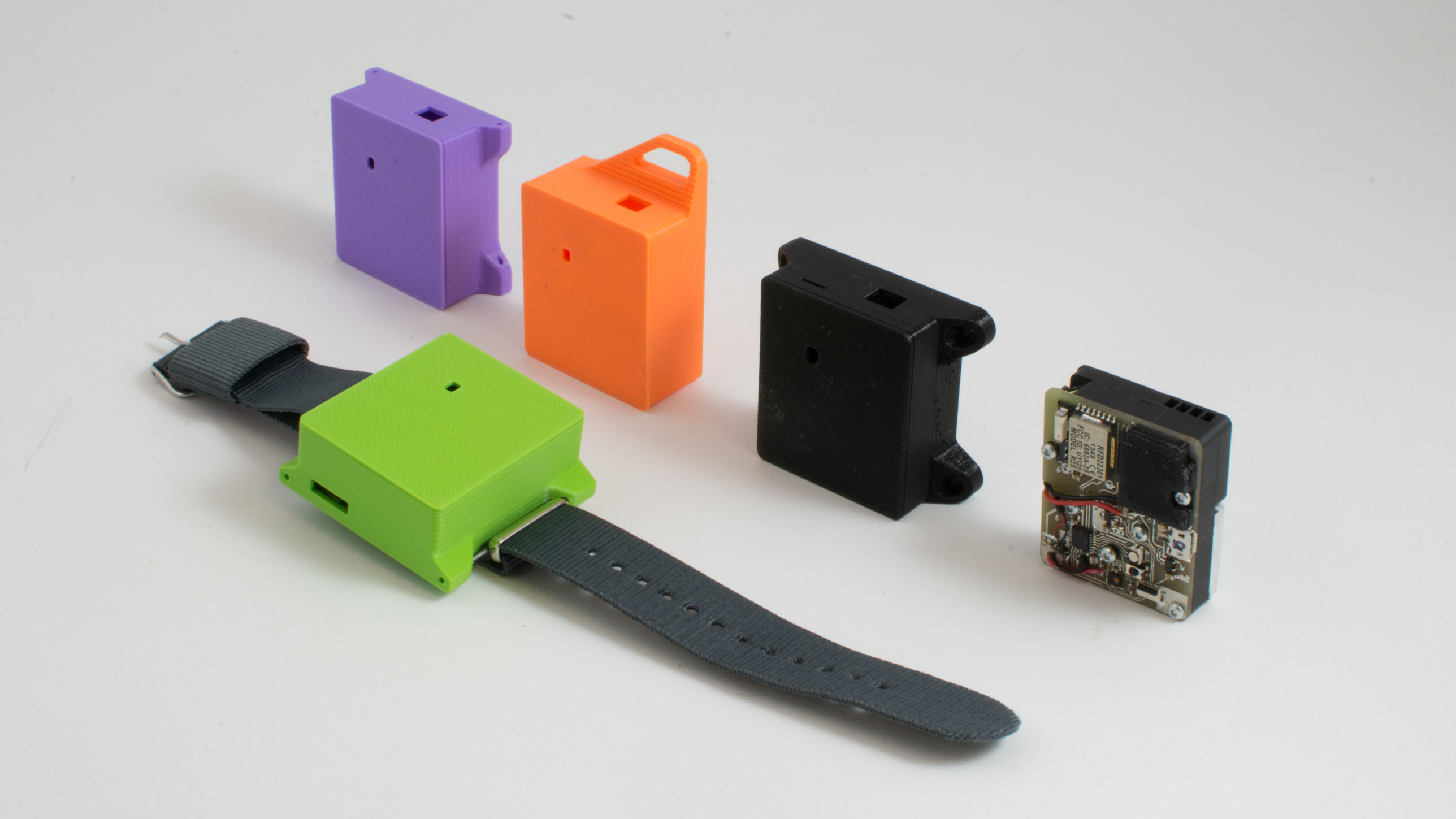
CHI 2016 Best Paper Award

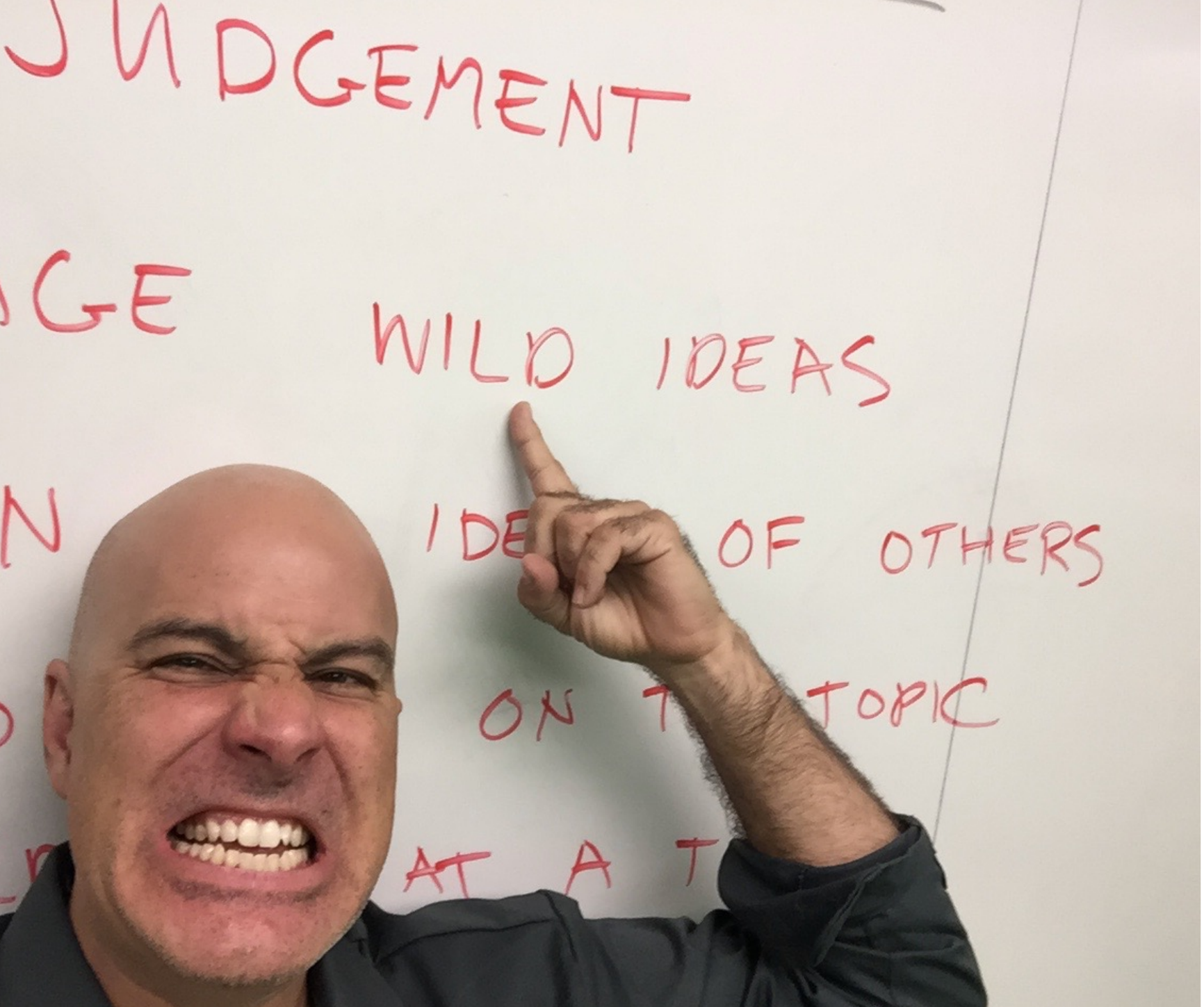
$300 USD
Dylos
MODE
SELECT
Dylos
air quality moni
POWER
F1
F2
F3
F4
Met One
HHPC - 6
AIRBORNE PARTICLE COUNTER
$4000 USD
Met One


RFD22301
IC: 1349 6992A-25
FCC ID: UV125
MODEL: R25




lid
button
pcb
laser assembly
primary
flow channel
fan
battery
bottom flow
chanel
outlet
inlet



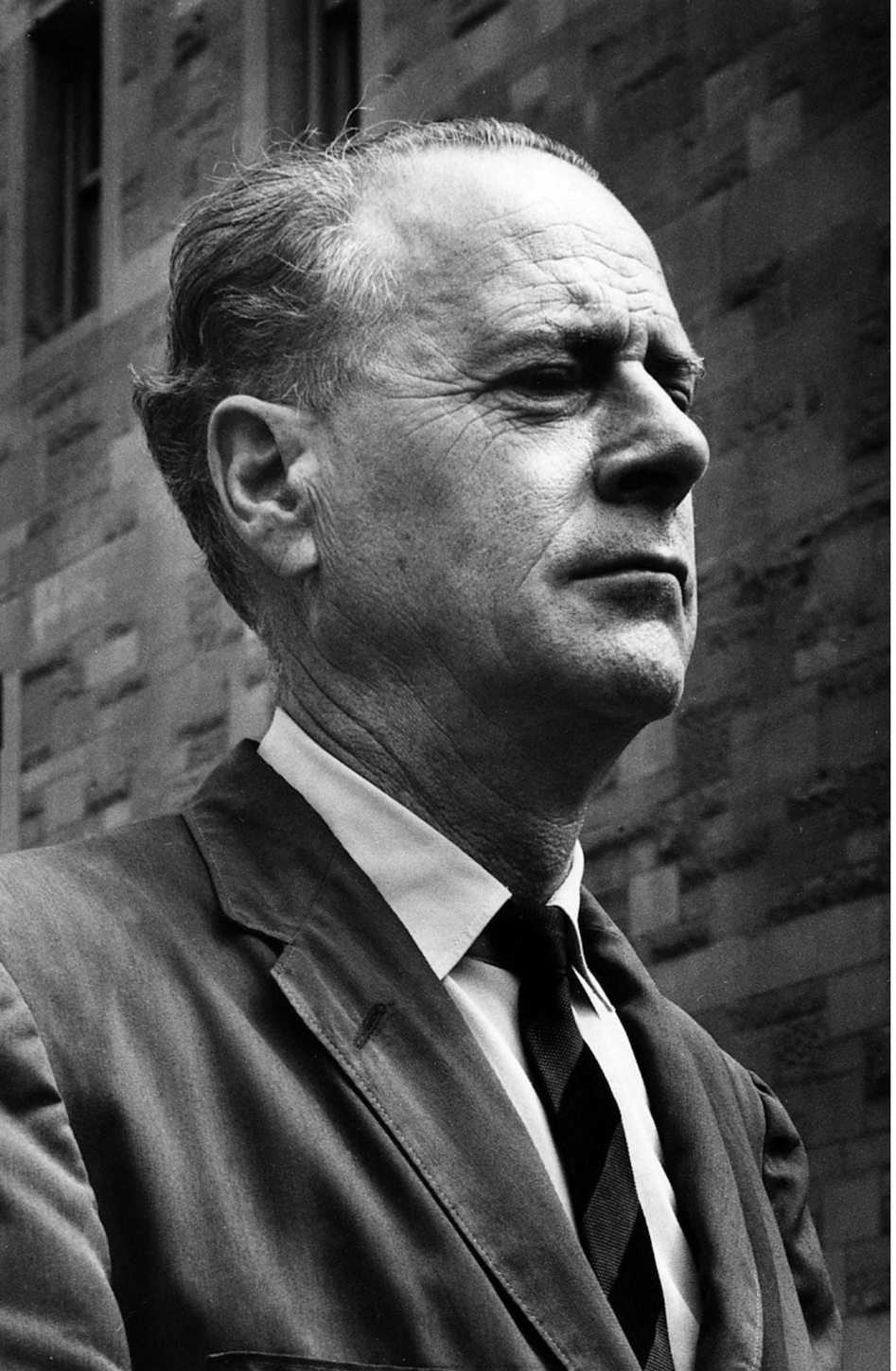


QUOTES

Keep them short

Read them

Or highlight and read excerpts

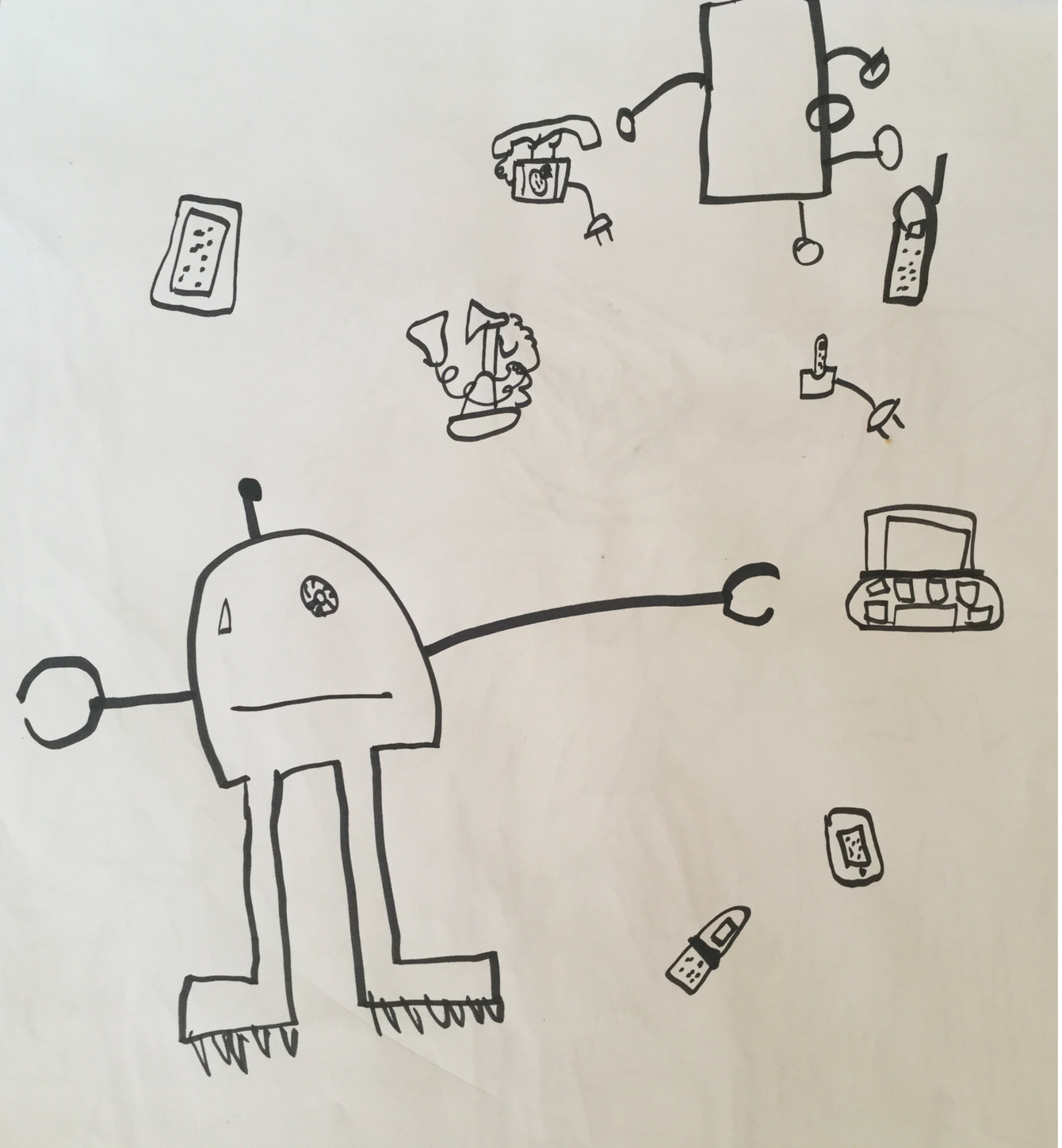


Artist show us how to ride with the punch, rather than taking a knock out on the chin

– Marshall McLuhan

Everything moves continuously. Immobility does not exist. Don't be subject to the influence of out-of-date concepts. Forget hours, seconds and minutes. Accept instability. Live in Time. **Be static – with movement**. For a static of the present movement. Resist the anxious wish to fix the instantaneous, to kill that which is living.

– Jean Tinguely



DRAMA

It’s a performance

Think about staging

Lightning

Sound

Visibility

Vary pacing

HUMOR

Great for defusing tension … at beginning

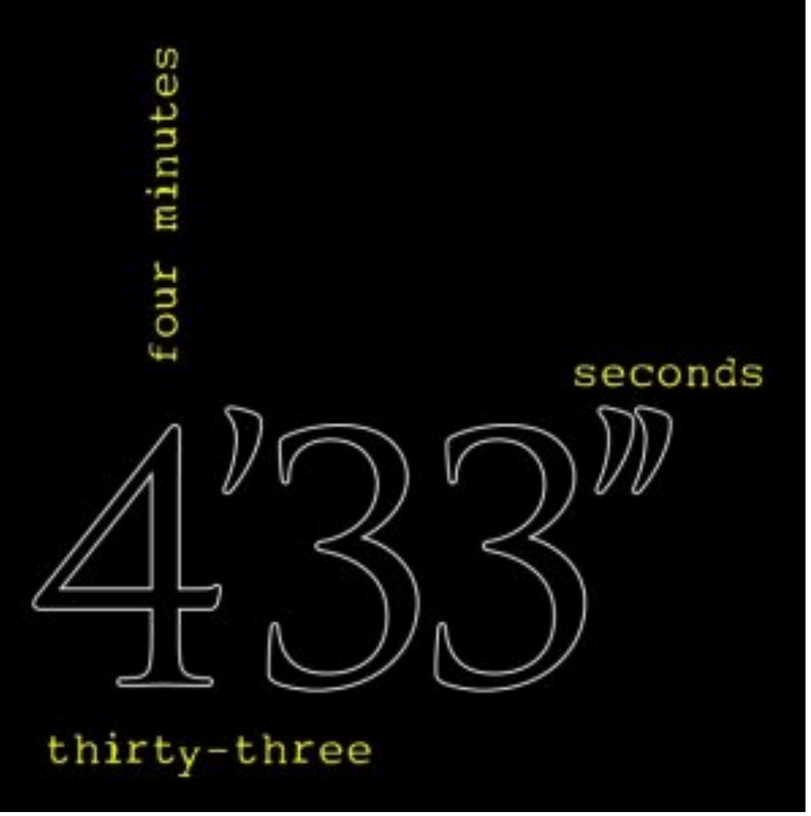
Make fun of yourself but not your institution

Keep humor in speech, not on screen

Maintain control

Humor does not work across cultures

NGEETA MEHROTRA STUDIO
MICHAEL & JENELLE GRIMES LABORATORY



SILENCE

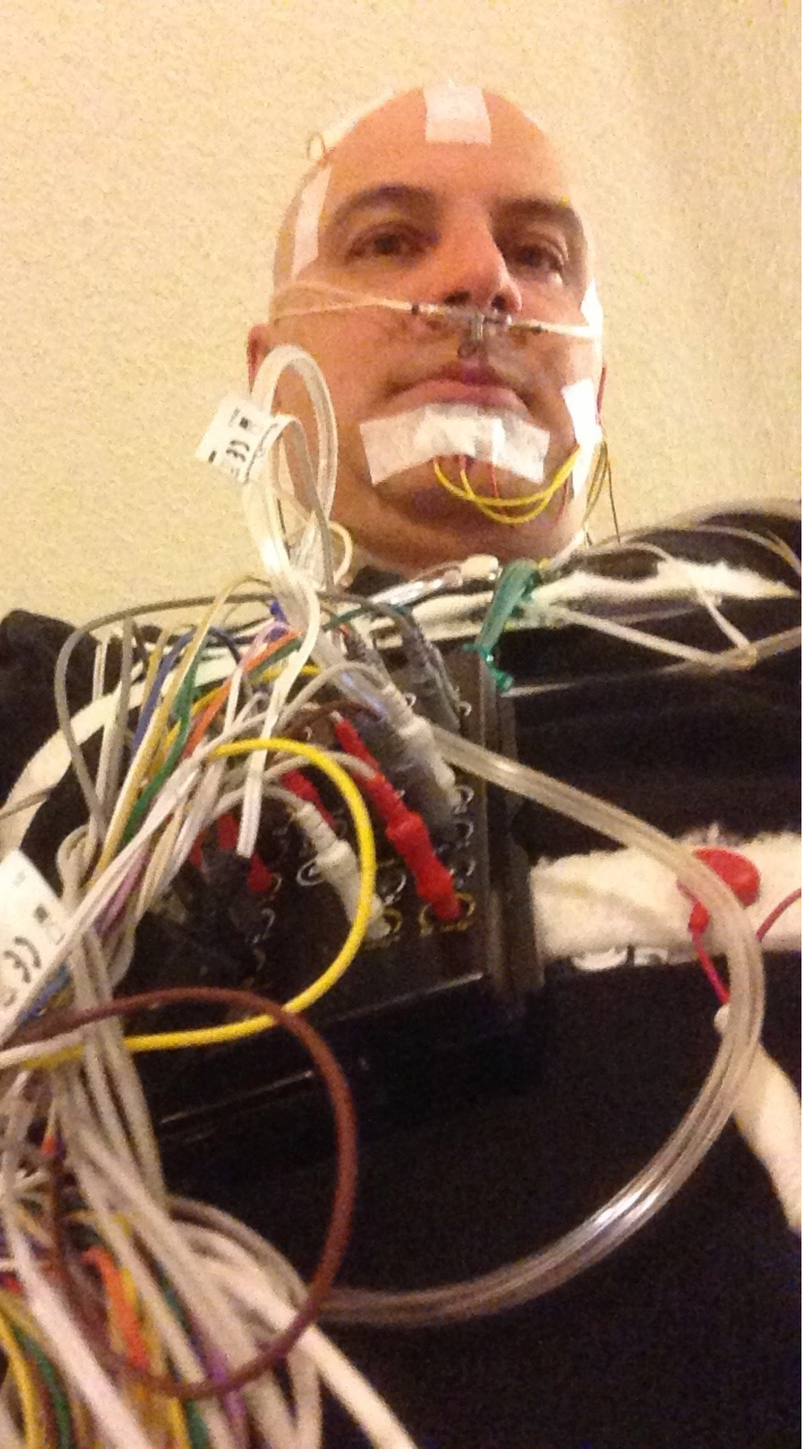
Use silence creatively to build tension

Wait until you have attention to begin

Use silence between section to let people process

Build anticipation

Anticipation is pleasurable!!!



STAY IN CONTROL

Build credibility

Do not PANIC!!!!

Do not derail

Make use of the time

Acknowledge what is happening

DIRECT THE FOCUS

Plan and rehearse your blocking

Who goes where and when

Throw focus on speaker – you can move!

Motivate speaker changes

Do not stare at your slides

Use body tension to demand focus

THE BIG FINISH

Build to a peak

End on a high note

Build to the long-term outcome of life after repeated use – put into broader context

Audience should feel when you are done

Do not end with “Questions?” slide

Joanne Lo

Christine Dierk

Sarah Sterman

Molly Nicholas

@epaulos

César Torres

Kevin Tian

Chris Myers

NSF

CENTER FOR INFORMATION TECHNOLOGY RESEARCH IN THE INTEREST OF SOCIETY

CITRIS

Google

Adobe

CITRIS INVENTION LAB

SWARM LAB

UC BERKELEY

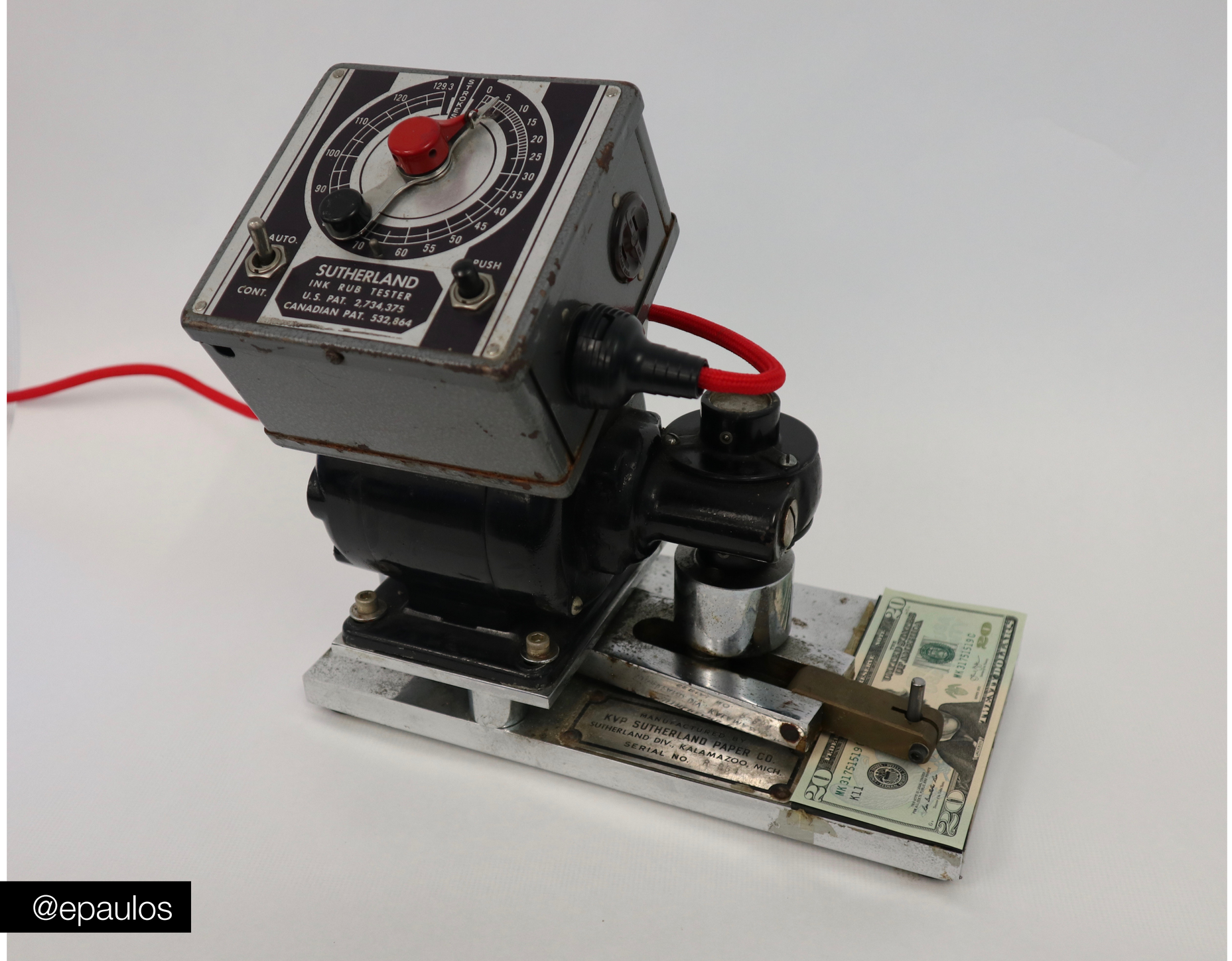
JACOBS INSTITUTE FOR DESIGN INNOVATION

COLLEGE OF ENGINEERING, UC BERKELEY

Berkeley

UNIVERSITY OF CALIFORNIA

Berkeley Center for New Media


AUTO.
CONT.
PUSH
SUTHERLAND
INK RUB TESTER
U.S. PAT. 2,734,375
CANADIAN PAT. 532,864
KVP SUTHERLAND PAPER CO.
SUTHERLAND DIV., KALAMAZOO, MICH.
SERIAL NO.

@epaulos

@epaulos

HANDELING QUESTIONS

Acknowledge asker … thank them

Don’t answer questions you cannot answer

Decide how important a question is …
deflect “offline”

Do not say “NO”, do not fight

If someone says something rude,
acknowledge it…remain in control

VIDEOS

Setup video

Direct focus

Decide if you will talk over or play video

Don’t spend time scrubbing — trim video

Download videos to local presentation

Do not try to swap around to play videos

Play videos as large as possible

Remove any autoplay features

youtube.com

PT2 Unexpected Destruction of Elaborately Engineered Artifacts Austin TX 1997 Survival Research Labs - YouTube

YouTube Search

PT2 Unexpected Destruction of Elaborately Engineered Artifacts Austin TX 1997 Survival Research Labs

1,502 views

17 0 SHARE

Genuine Survival Research Labs
Published on Sep 7, 2011

SUBSCRIBE 1.8K

Part 2 of large scale SRL show staged in Austin TX in 1997 at the Longhorn Speedway. Video Edited by Alan Kelley, Directed by Dave Scardina.

Up next AUTOPLAY

Mark Pauline: terrorism as art
The Verge
18K views

Survival Research Lab Show, Austin Texas March 1997
PuzzlingEvidenceTV
3.2K views

SRL Promo Video Various Shows 1979-2006
Genuine Survival Research Labs
1.1K views

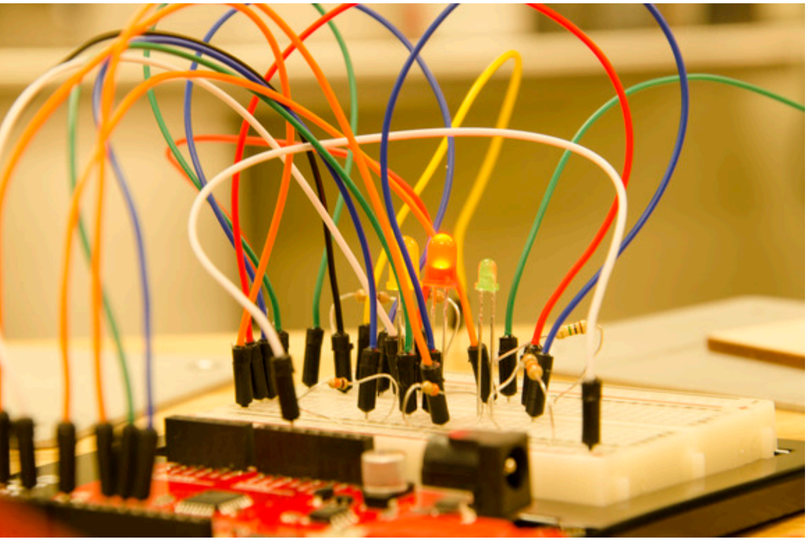
Random Things I Saw at Burning Man 2013
Rick
62K views

An Epidemic of Fear...SF Ft. Mason 1984 Survival Research
Genuine Survival Research Labs
3.8K views

"Failure to Discriminate" Survival Research Labs Show in
Genuine Survival Research Labs
2.8K views

Survival Research Labs in Tokyo

SUMMARY

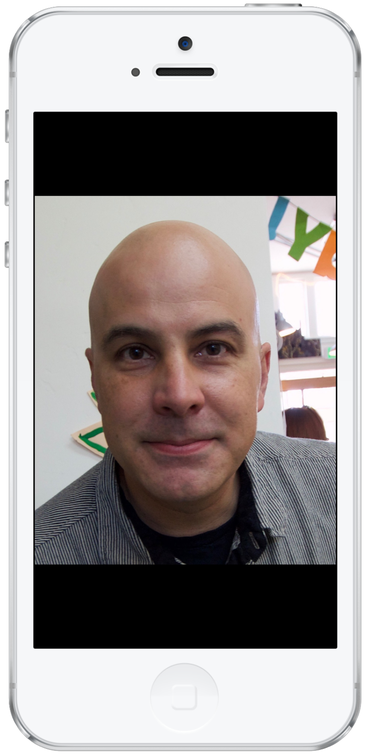


Planning … know what you want and what audience wants

Tell a story that shows how your design benefits people … that audience can identify with

Take and give control

Design your presentation/performance as you design your product



VIDEOS

Landscape Please!

Usually, day in the life not product list or unboxing

Mockup phone display for closeups

Tripod — avoid handheld shots

Lighting, lighting, lighting!

Sound

VIDEO EXAMPLES