

COMMUNICATING YOUR IDEAS

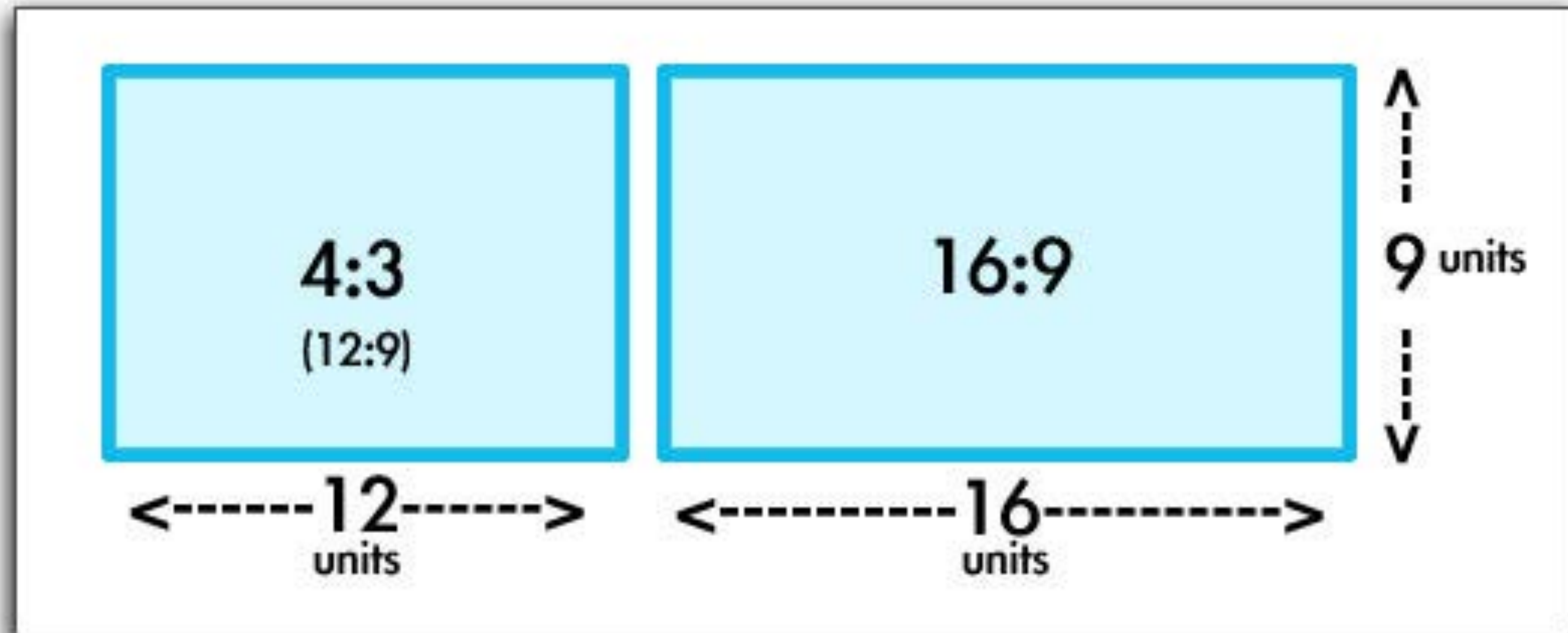
Designing effective presentations

Eric Paulos • Professor Electrical Engineering and Computer Sciences

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

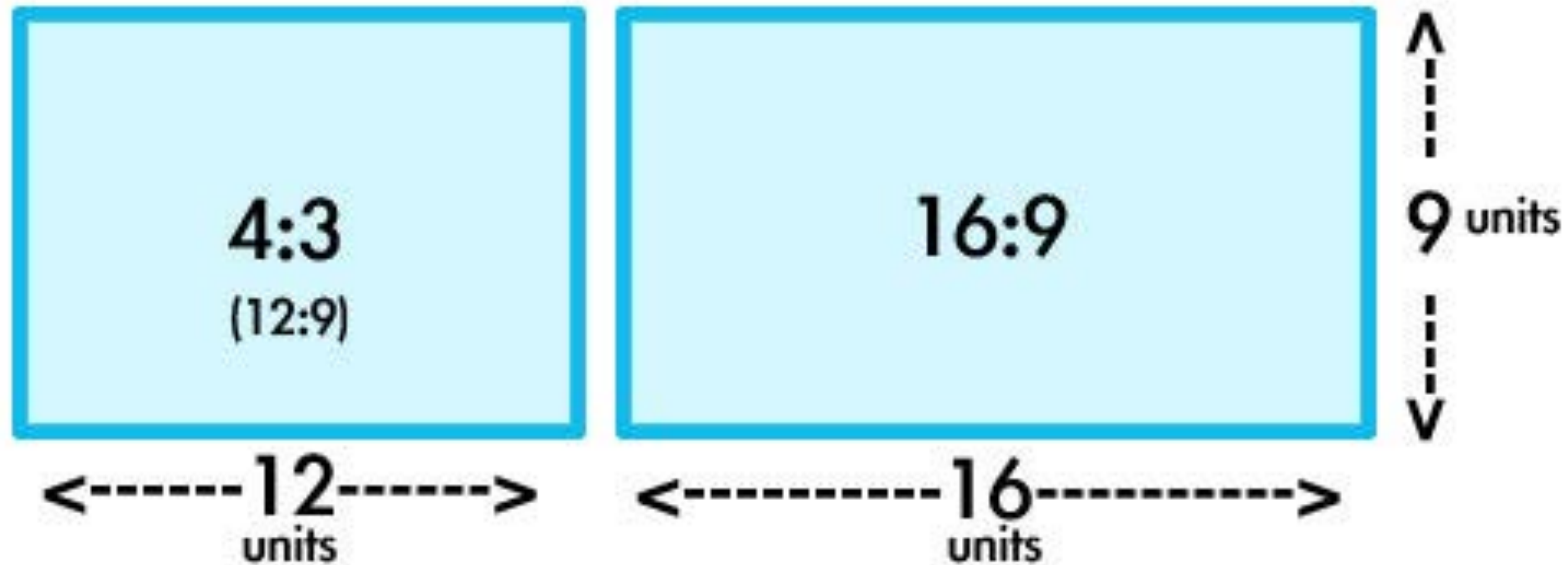
Director, **CITRIS Invention Lab** • Director, **MDes** • **Berkeley Center for New Media** • **UC Berkeley**

USE WIDESCREEN



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

USE WIDESCREEN



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

EVERYTHING

COUNTS

TYPOGRAPHY PLEASE

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

Nice if you also have a variety of 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

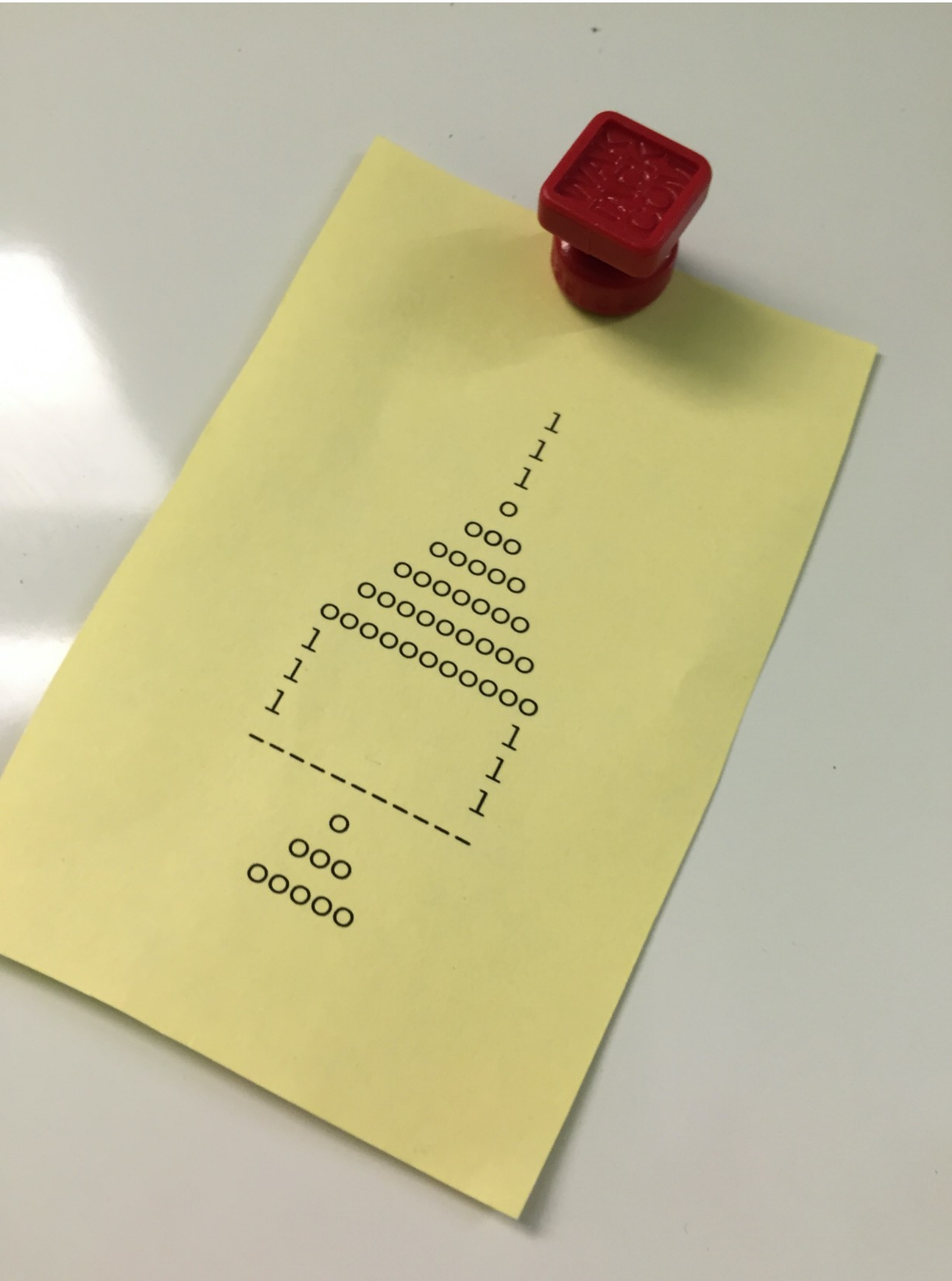
WHAT IS YOUR GOAL?

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?



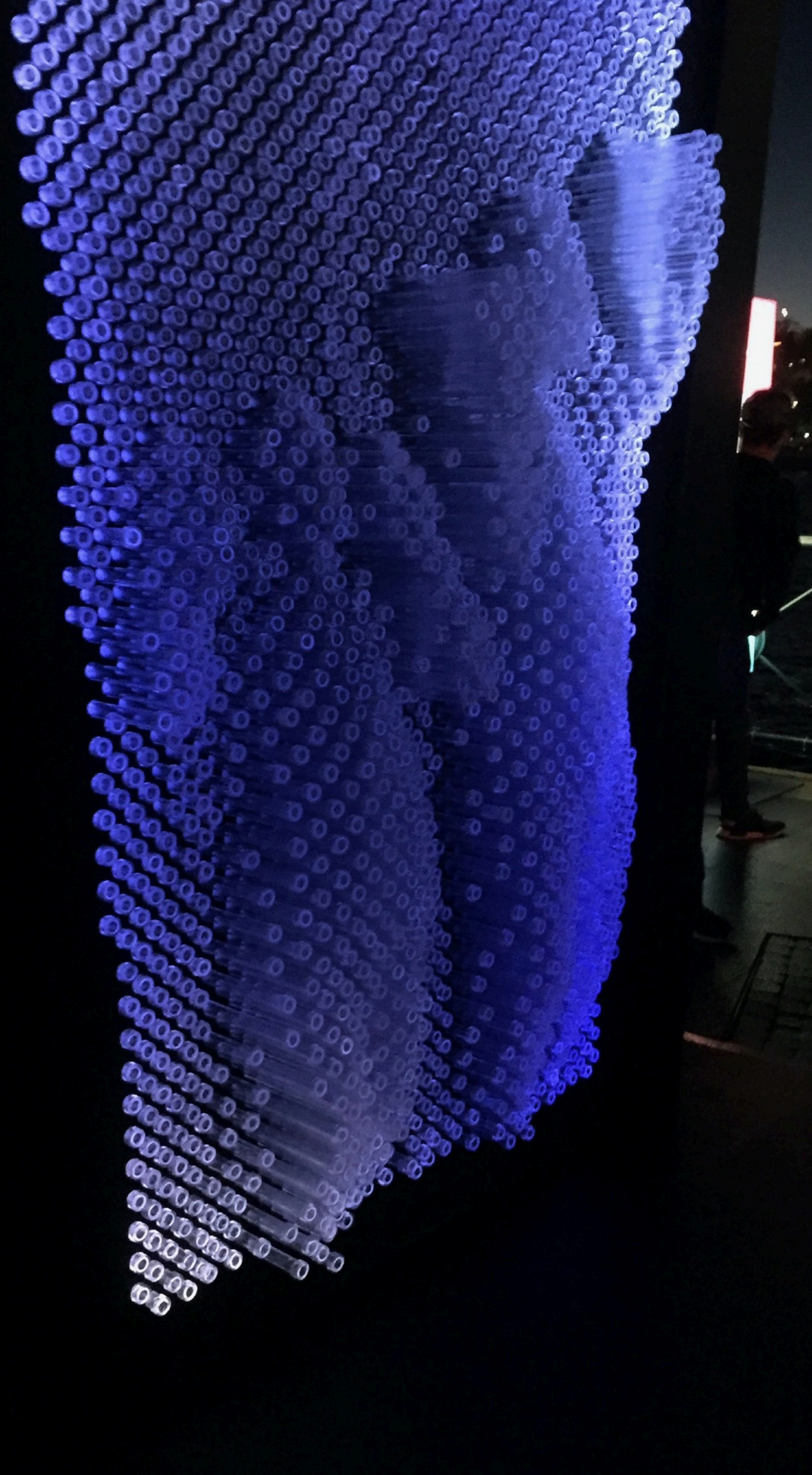
WHO IS THE AUDIENCE?



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

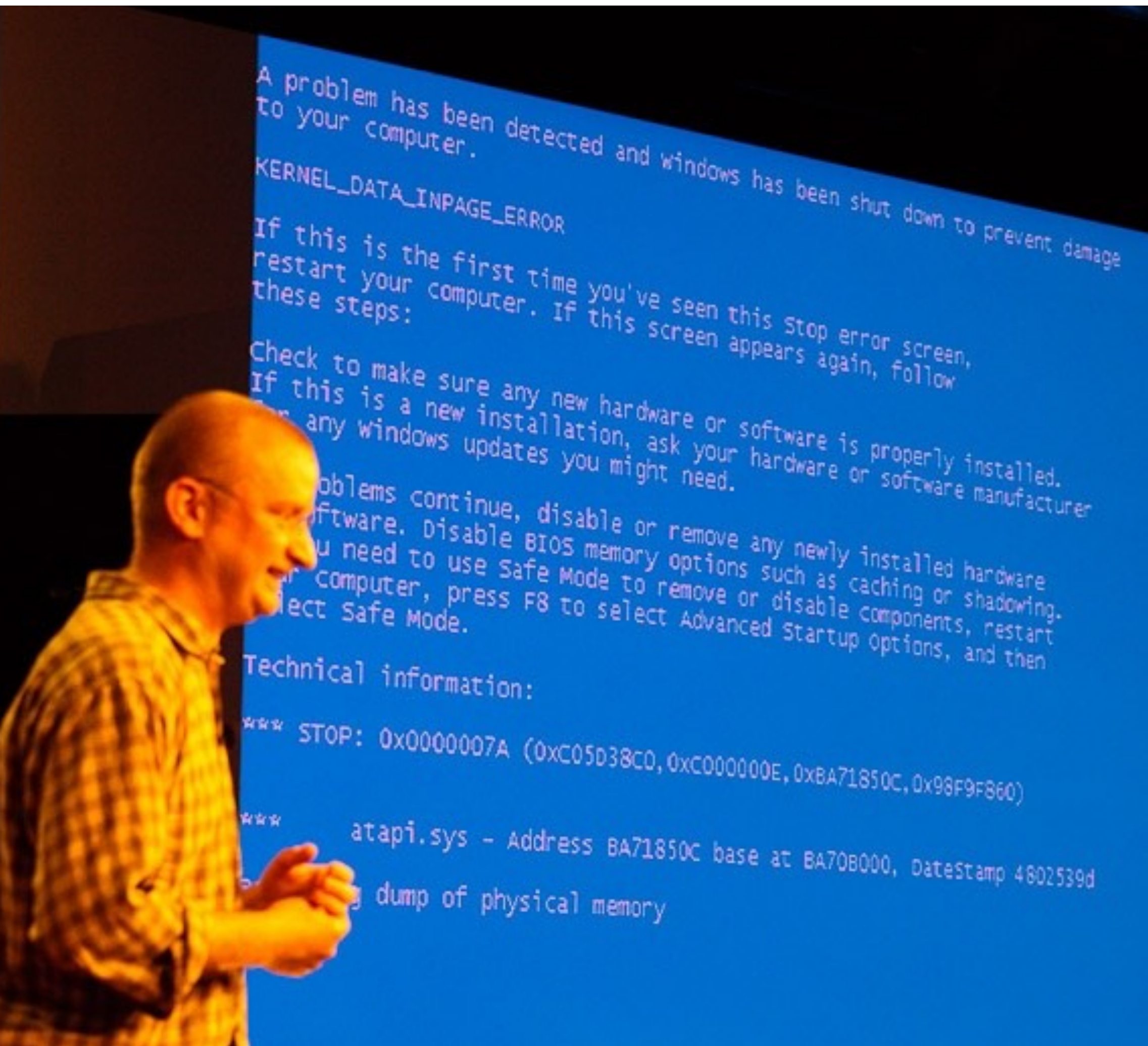
Test the screen resolution

Test color gamut

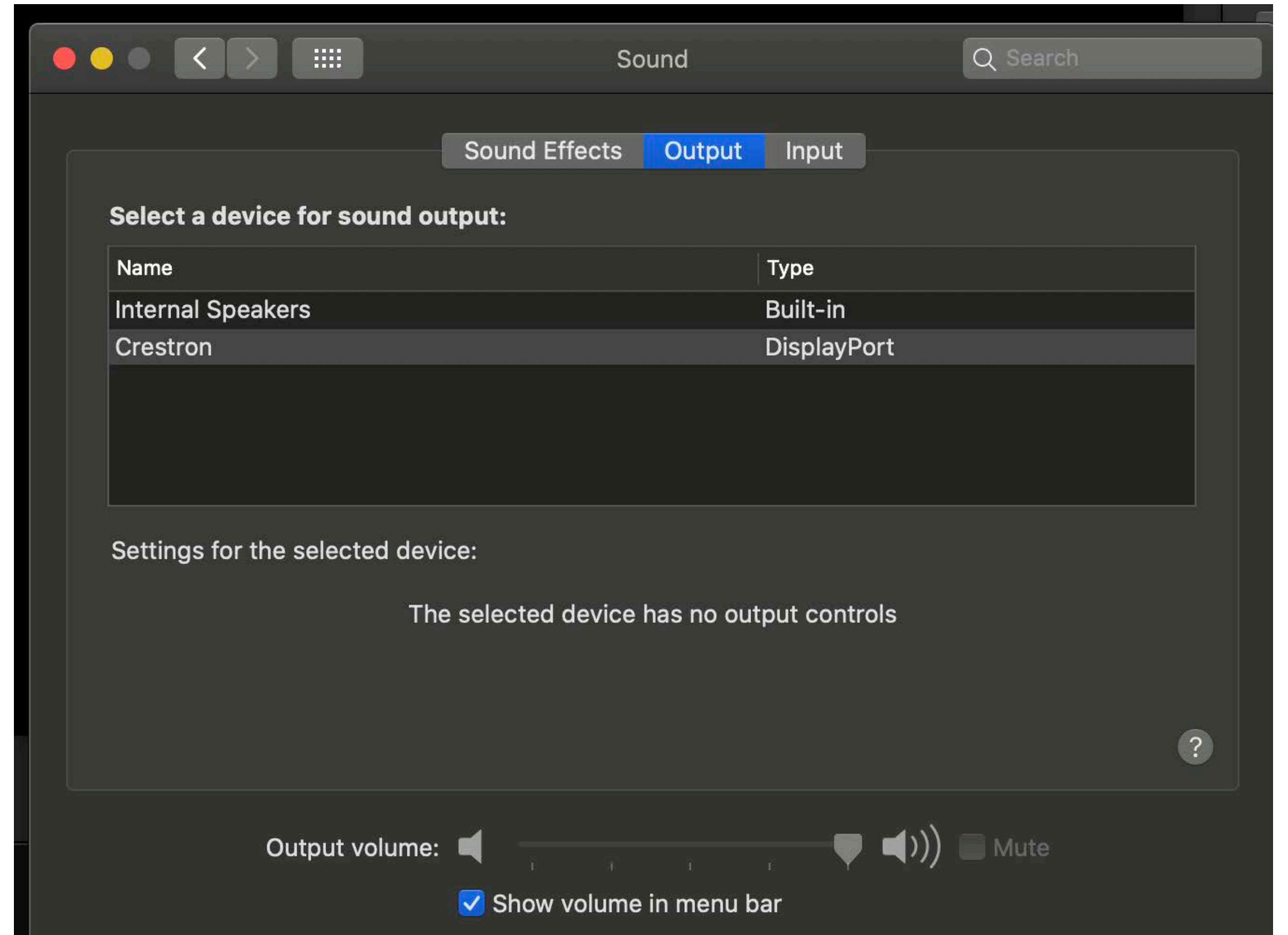
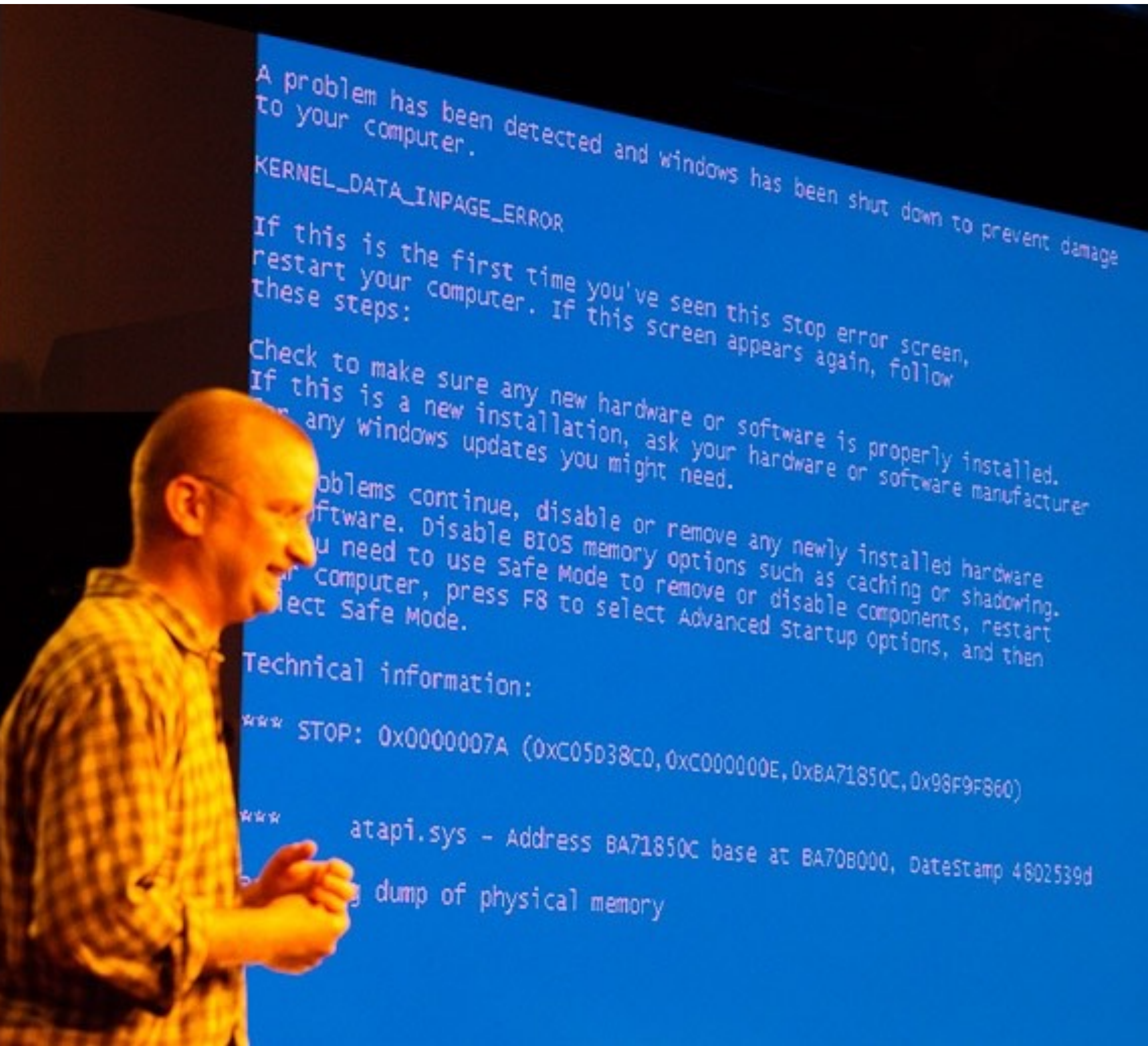
Test background images

Test demos

Have a backup plan



TECHNOLOGY



TIMING

Rehearse

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

Look at audience

Extremely tight timing needs – use PechaKucha

15 slides 20 sec each auto advance = 5 min



STRUCTURE



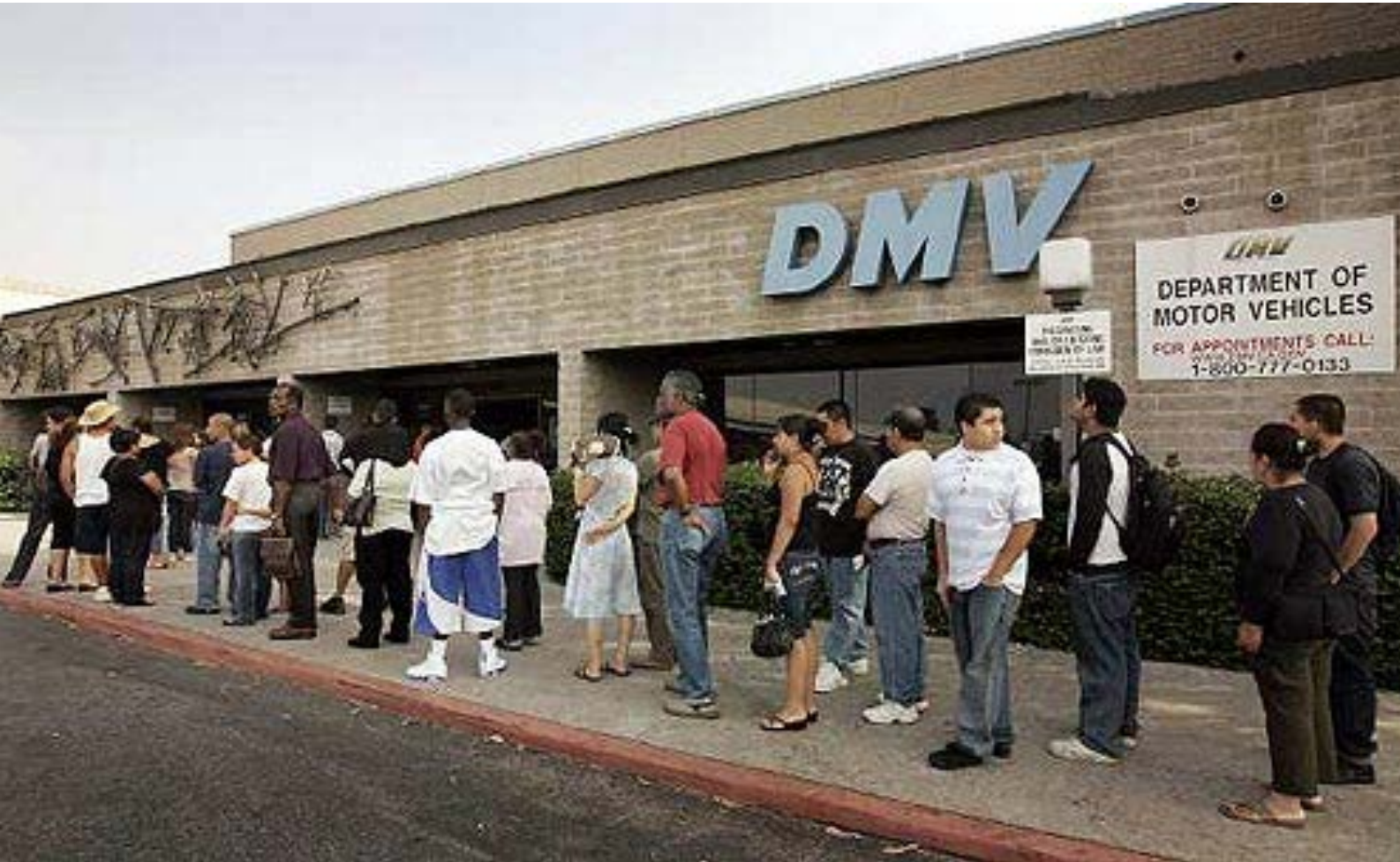
Introduce yourself

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

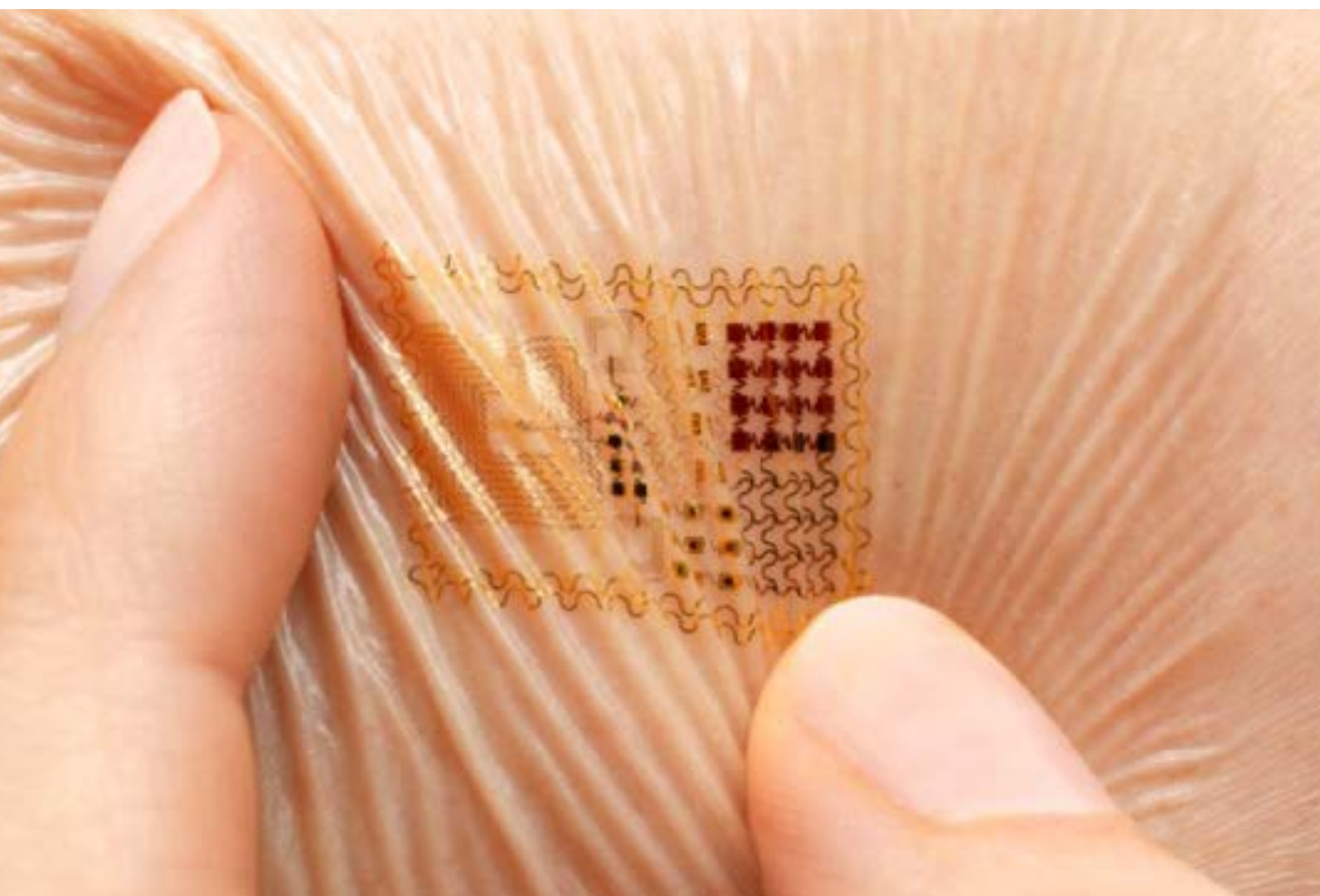


EVIDENCE



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



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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

STORYTELLING

- **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

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

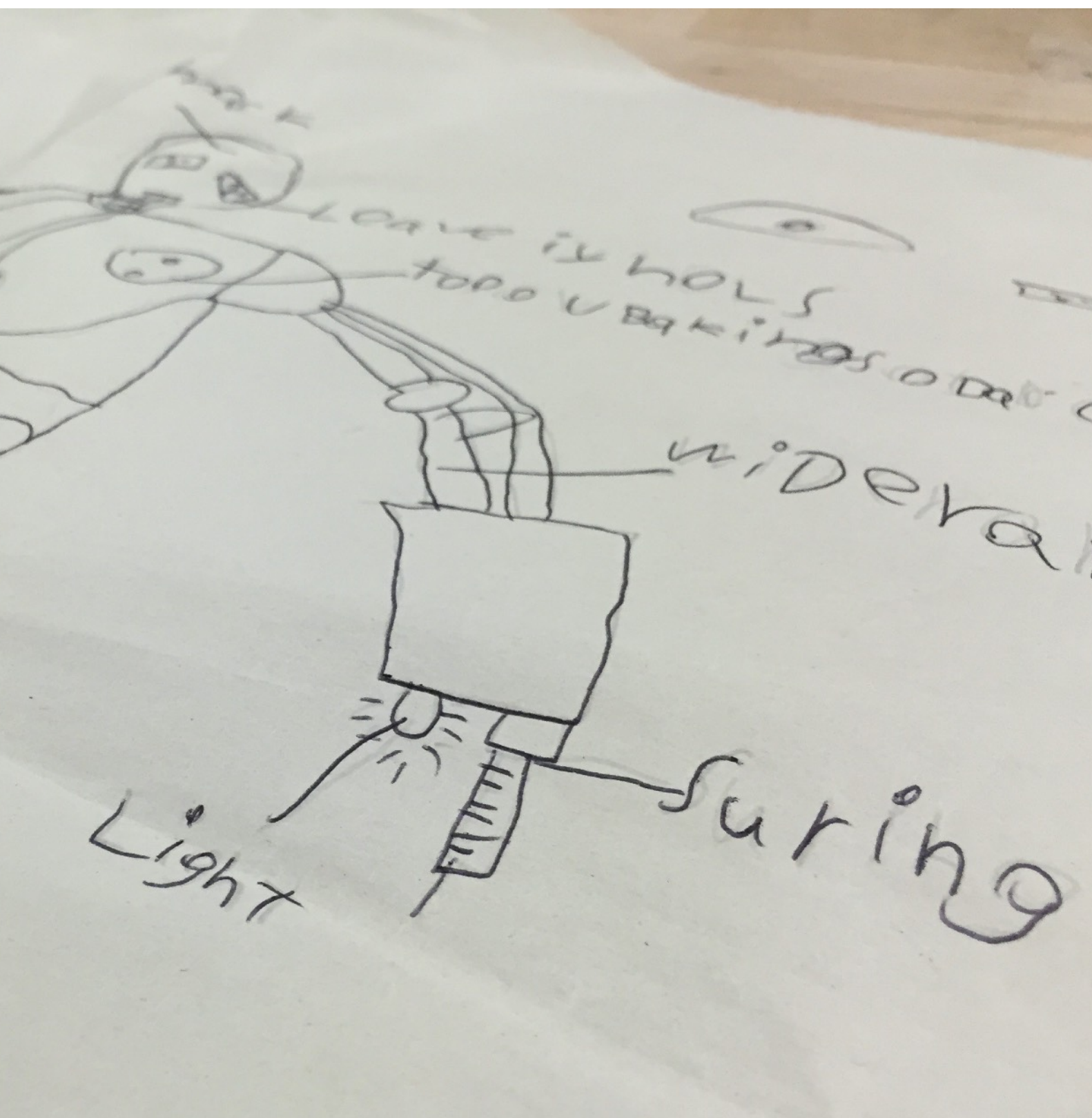
Tell a story of use that ends with a **positive** outcome



USE IMAGES



Crop, rotate, and scale image as needed



Does image need callouts?

Is image clear and well lit?

Remove distracting background clutter



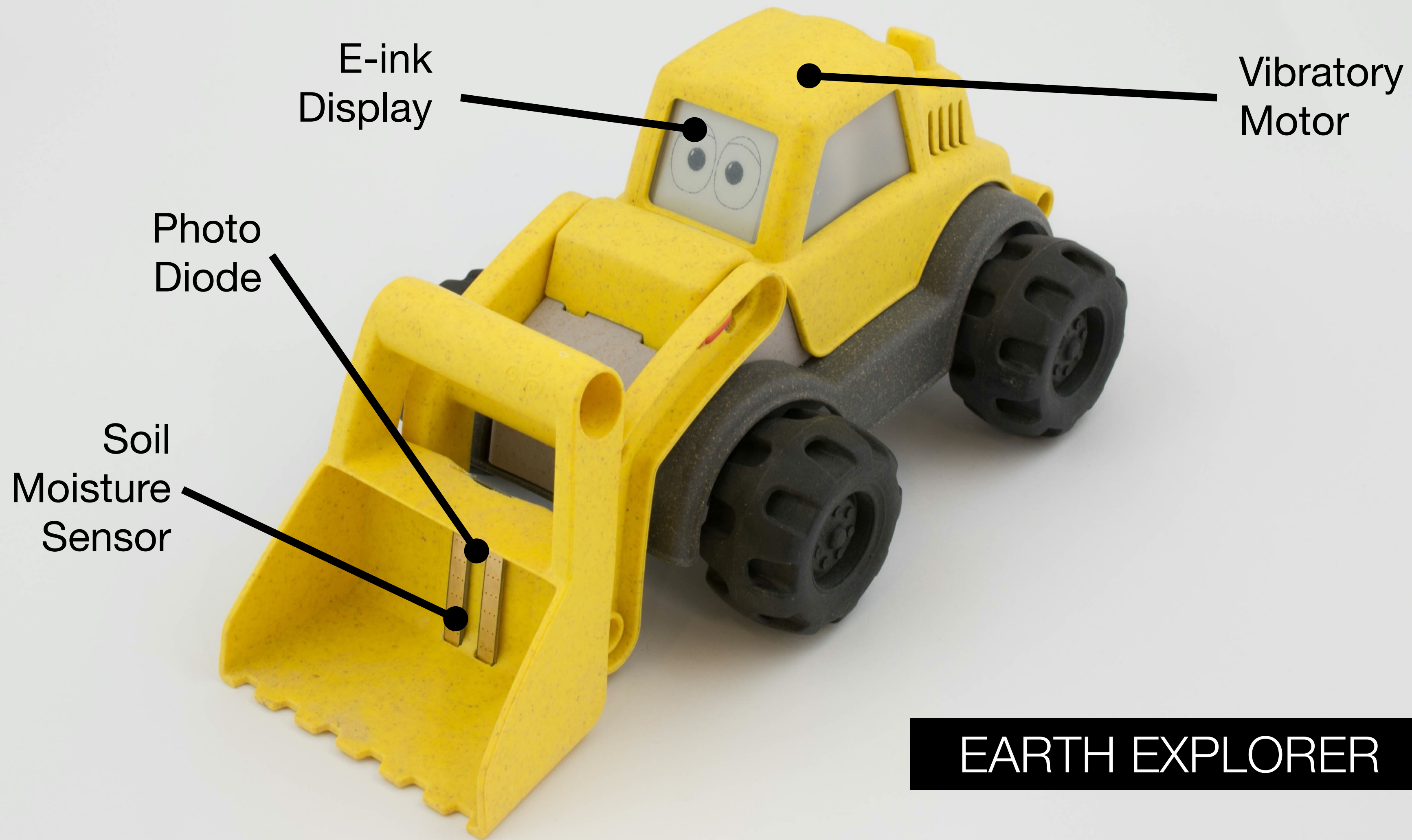
AIR EXPLORER



WATER EXPLORER



EARTH EXPLORER



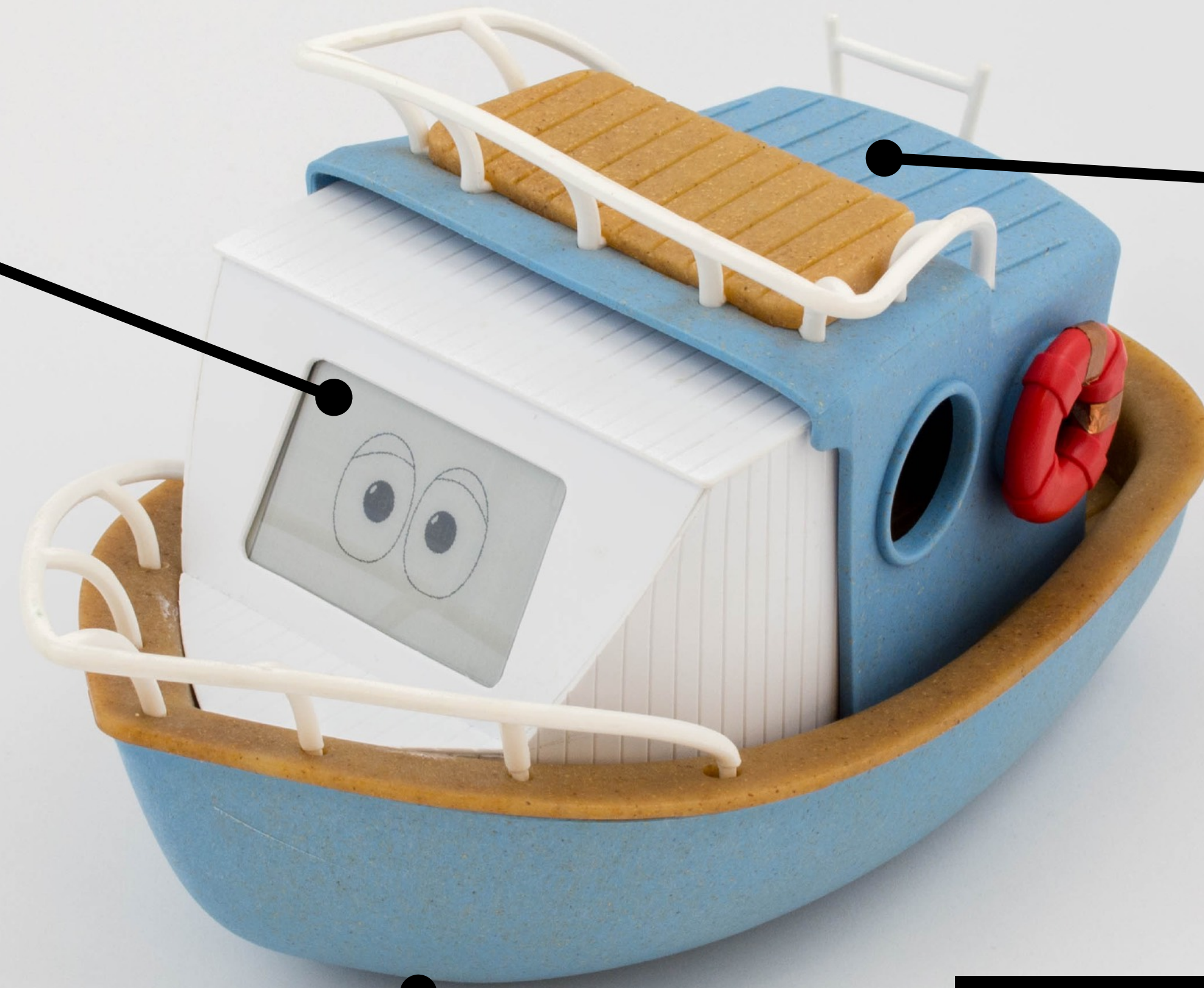
EARTH EXPLORER

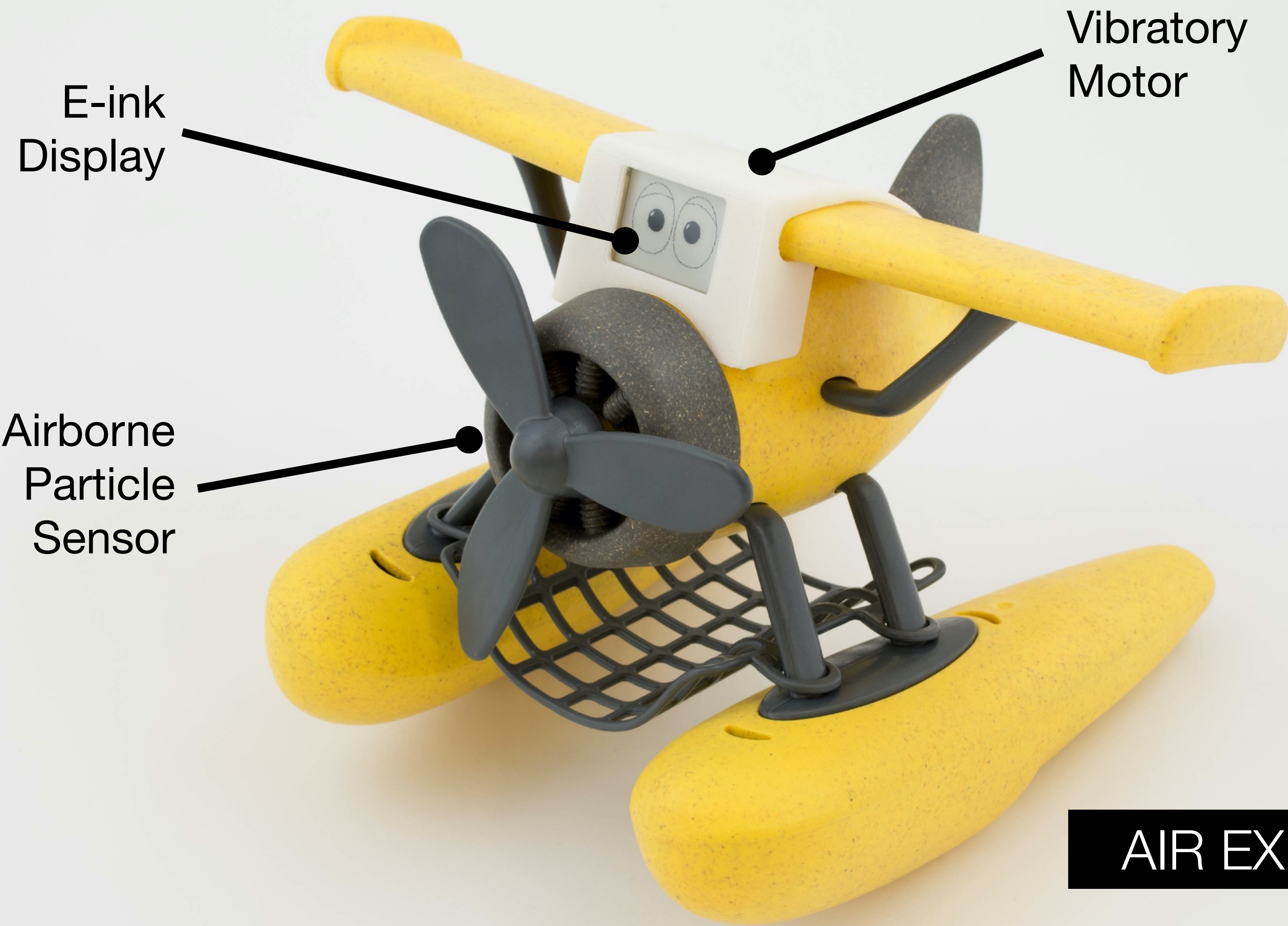
E-ink
Display

Vibratory
Motor

TDS
Sensor

WATER EXPLORER



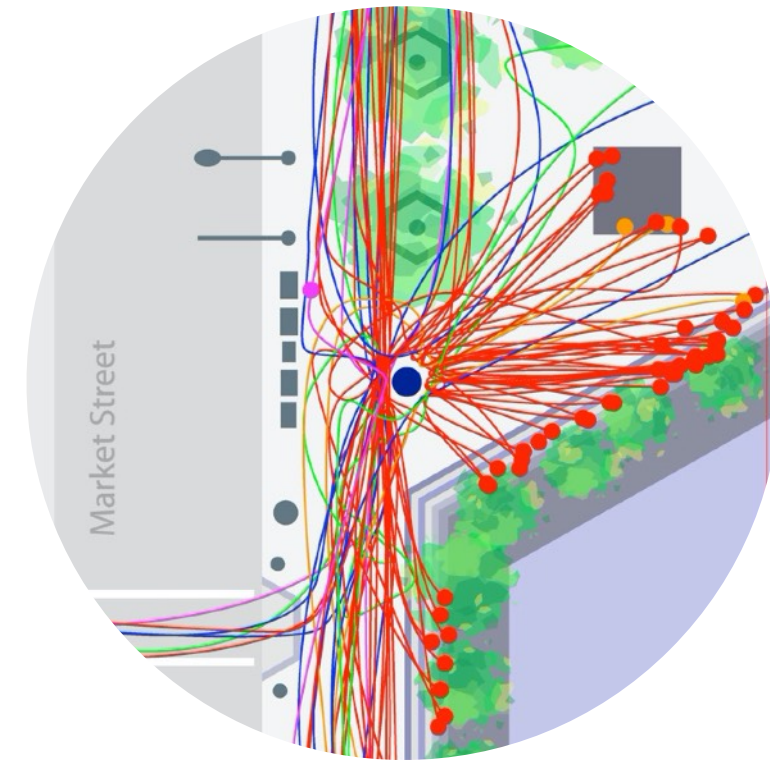
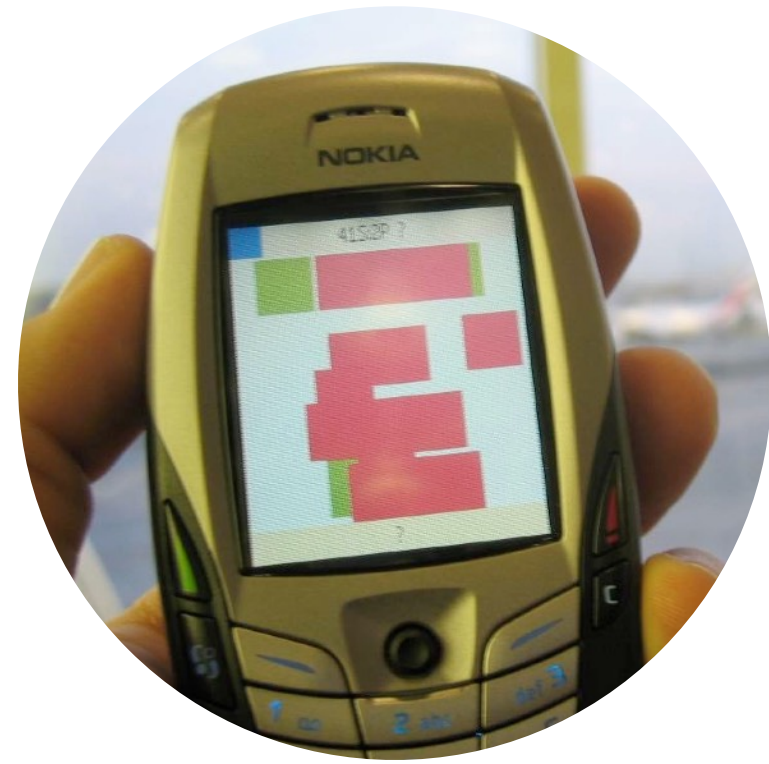


AIR EXPLORER

URBAN ATMOSPHERES

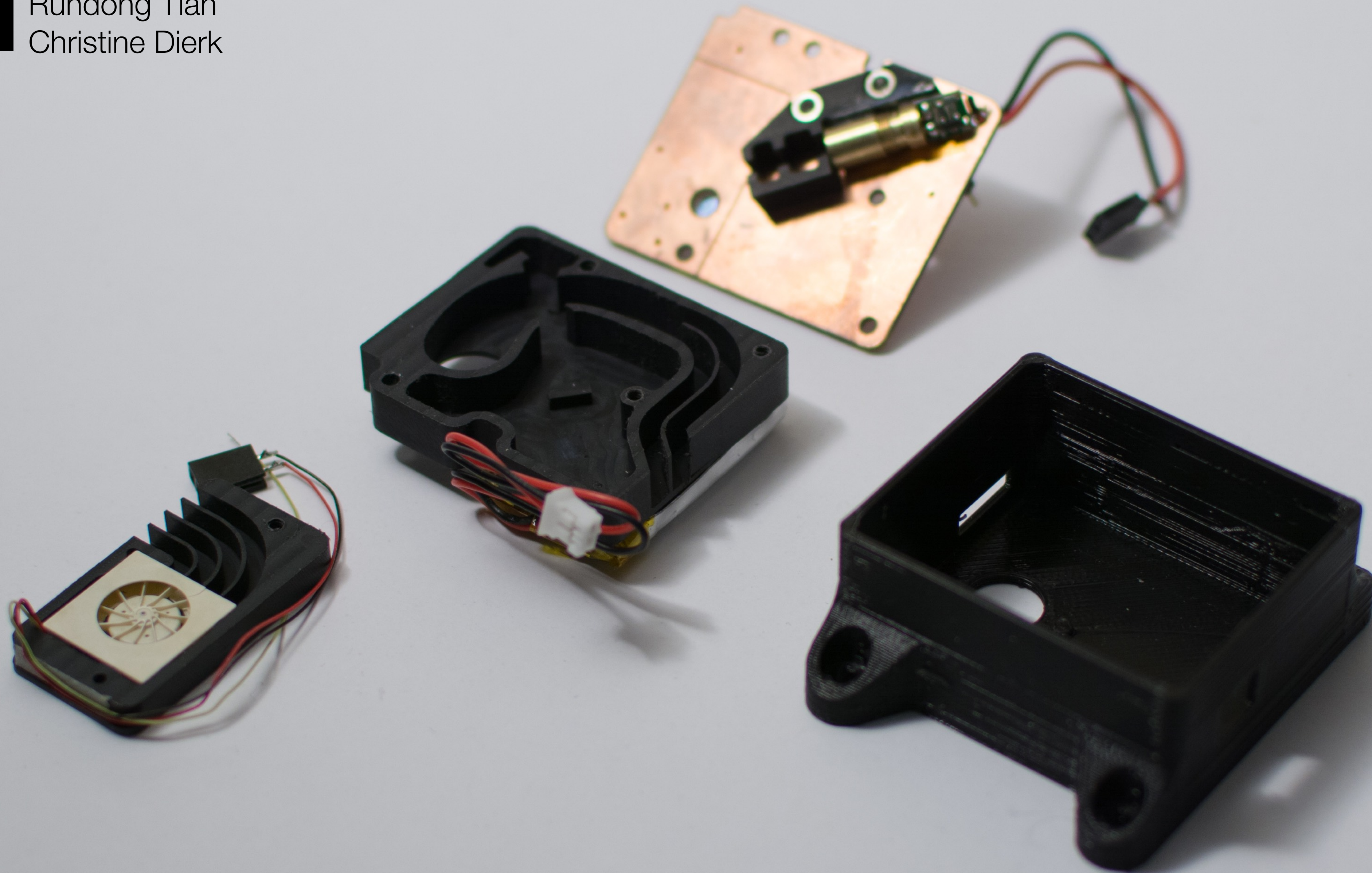
Eric Paulos
Chris Beckmann
Elizabeth Goodman
RJ Honicky
Ben Hooker
Tom Jenkins
August Joki
Chris Myers
Ian Smith
Parul Vora

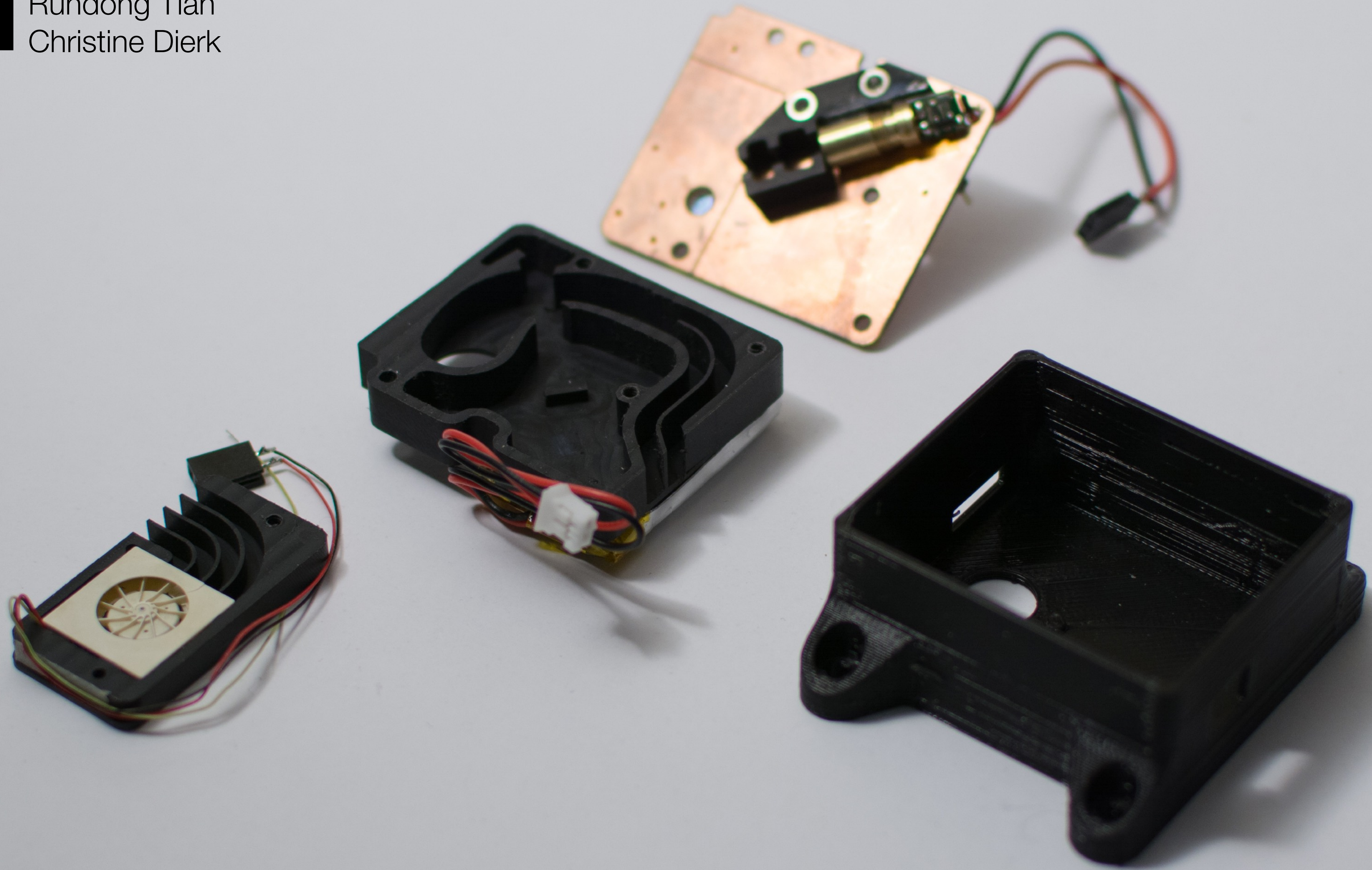




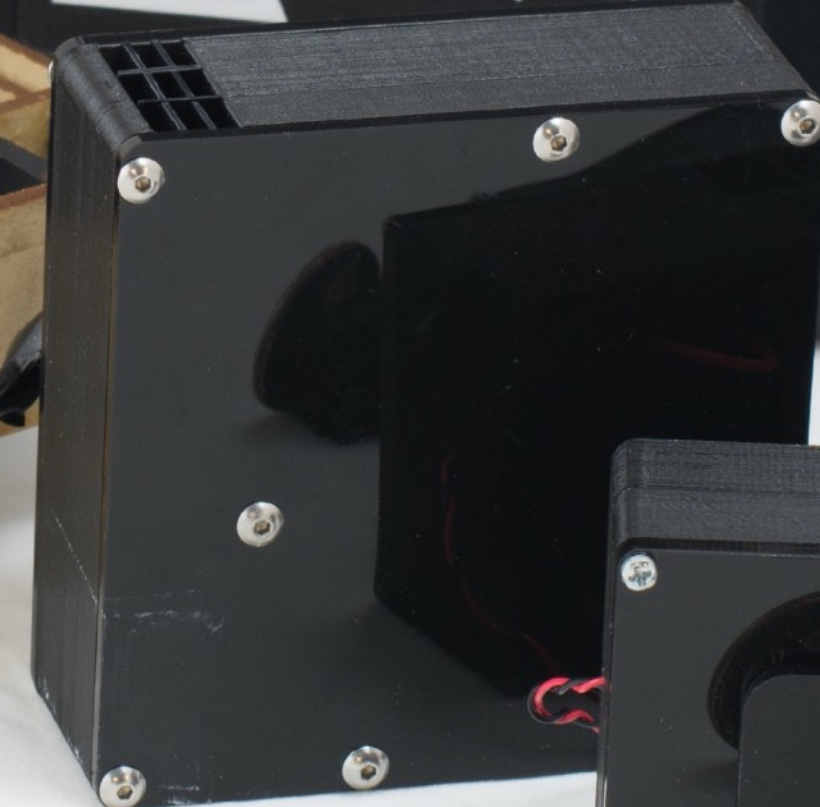
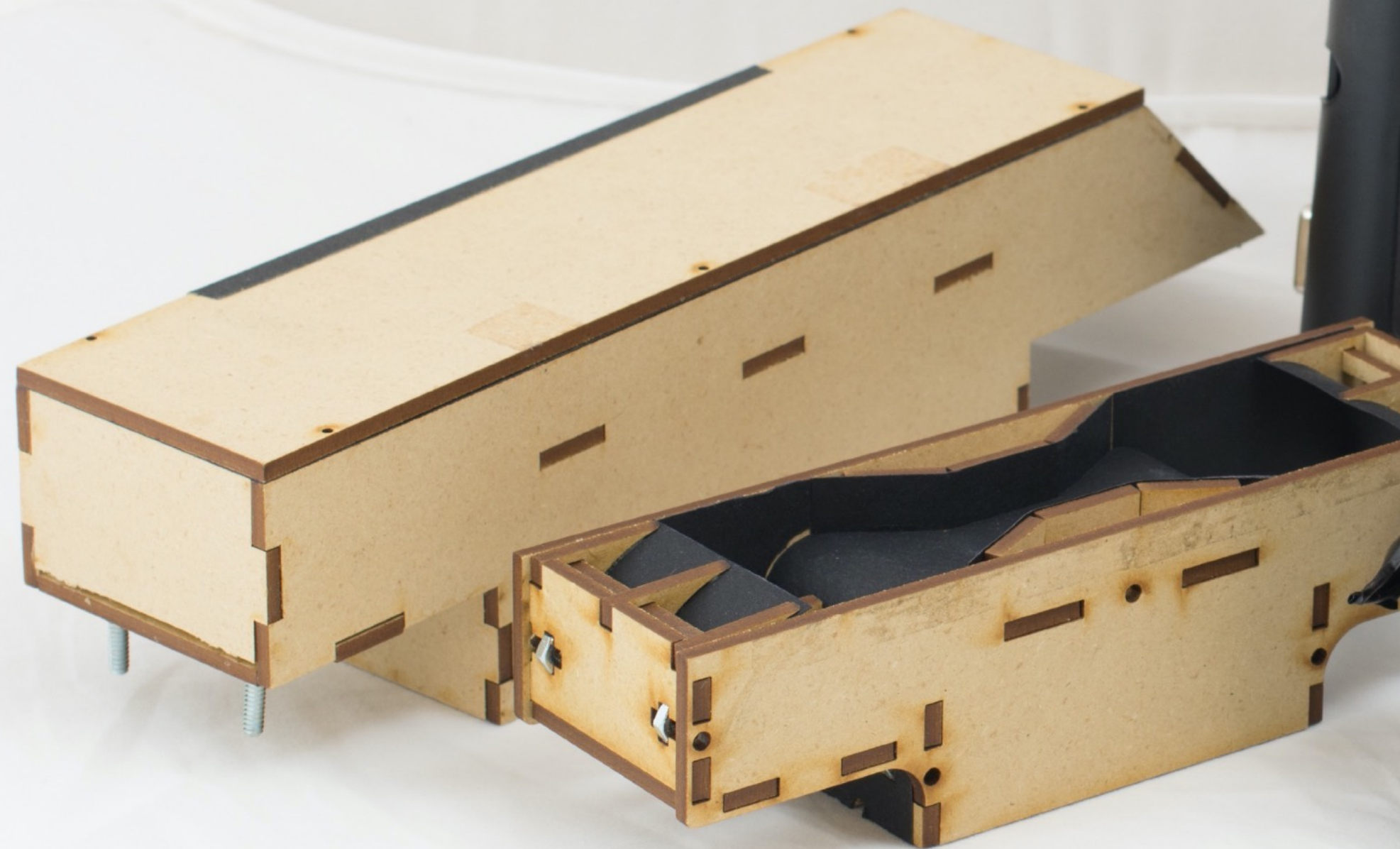


Spectacle Computing

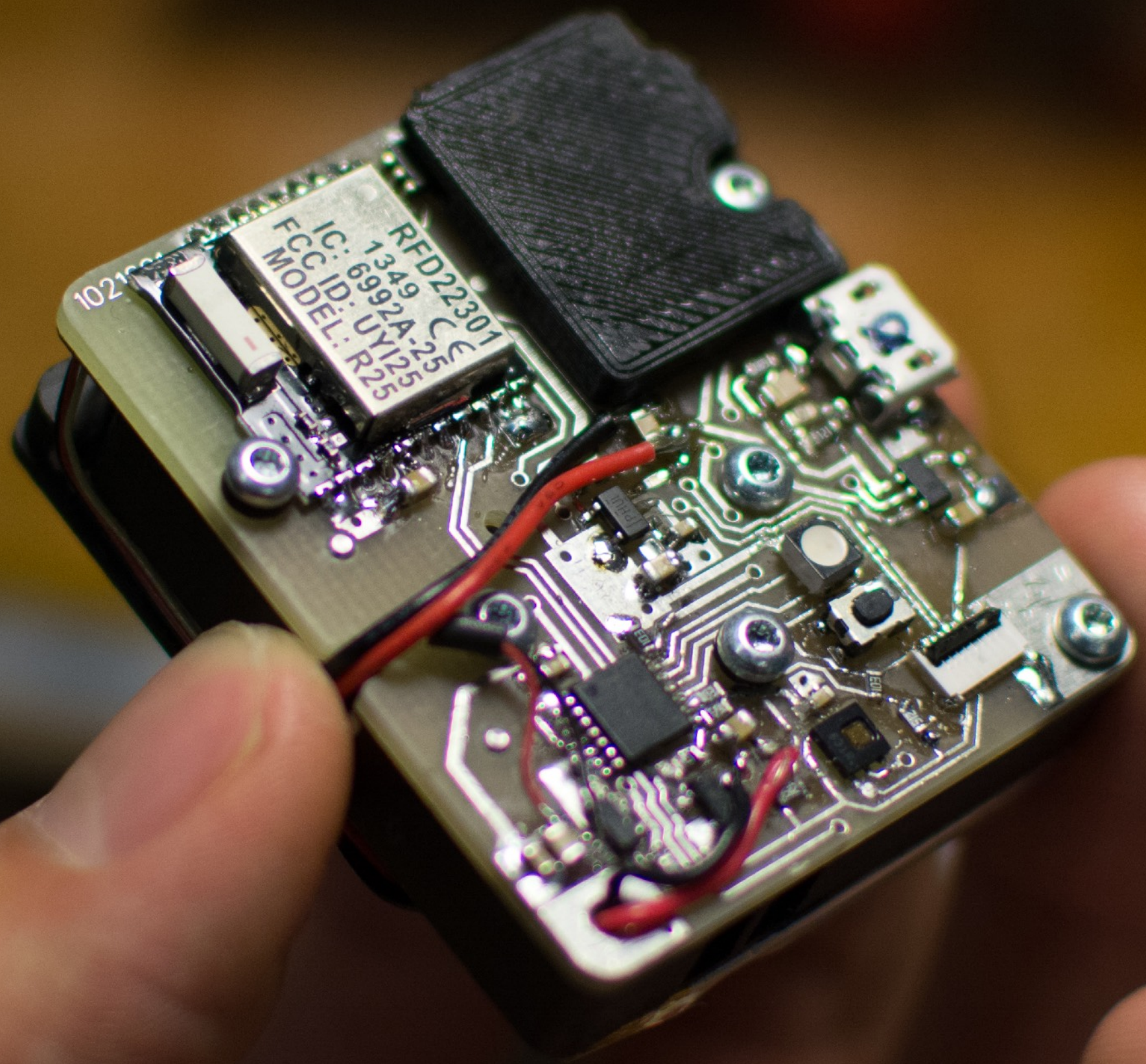


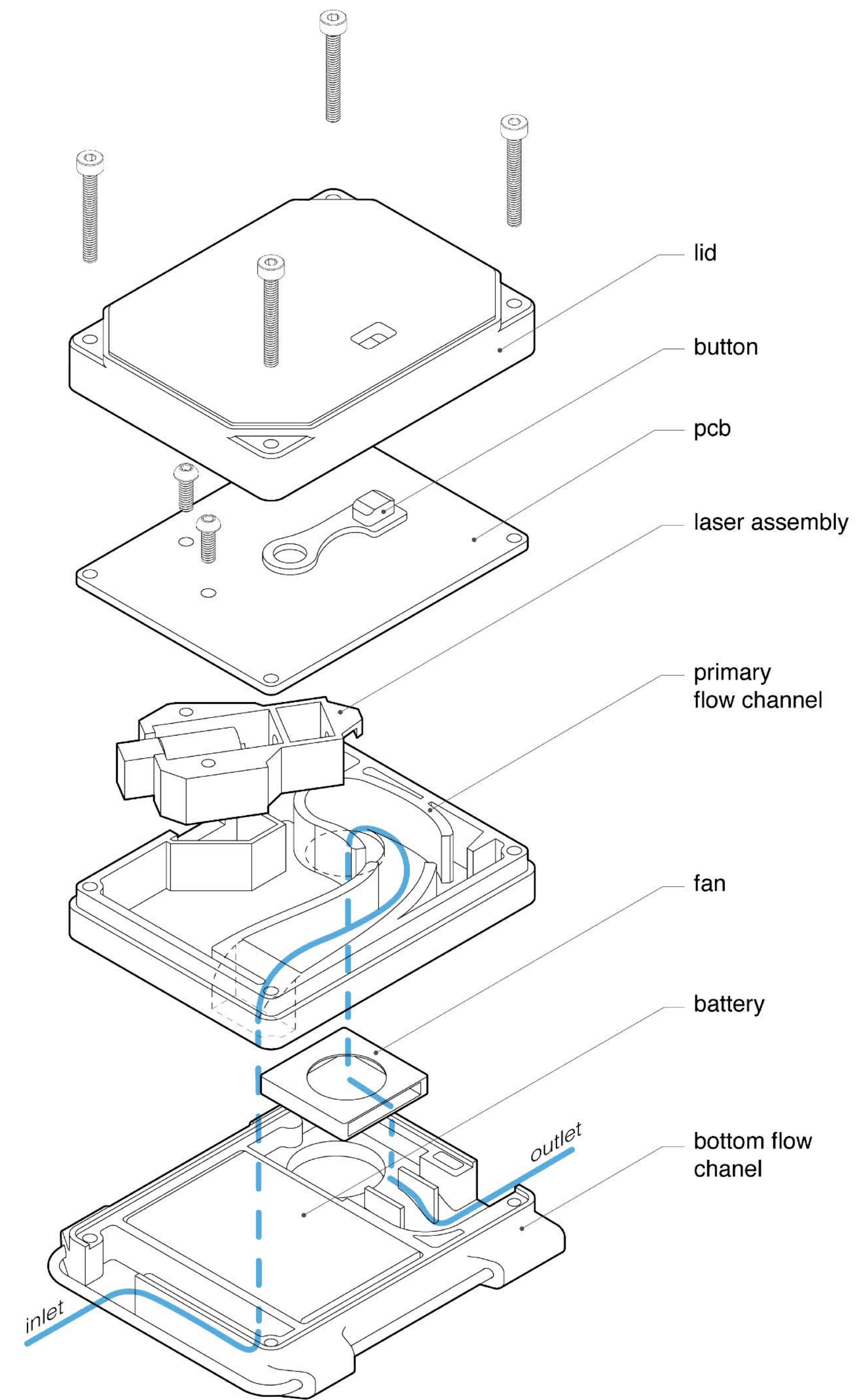
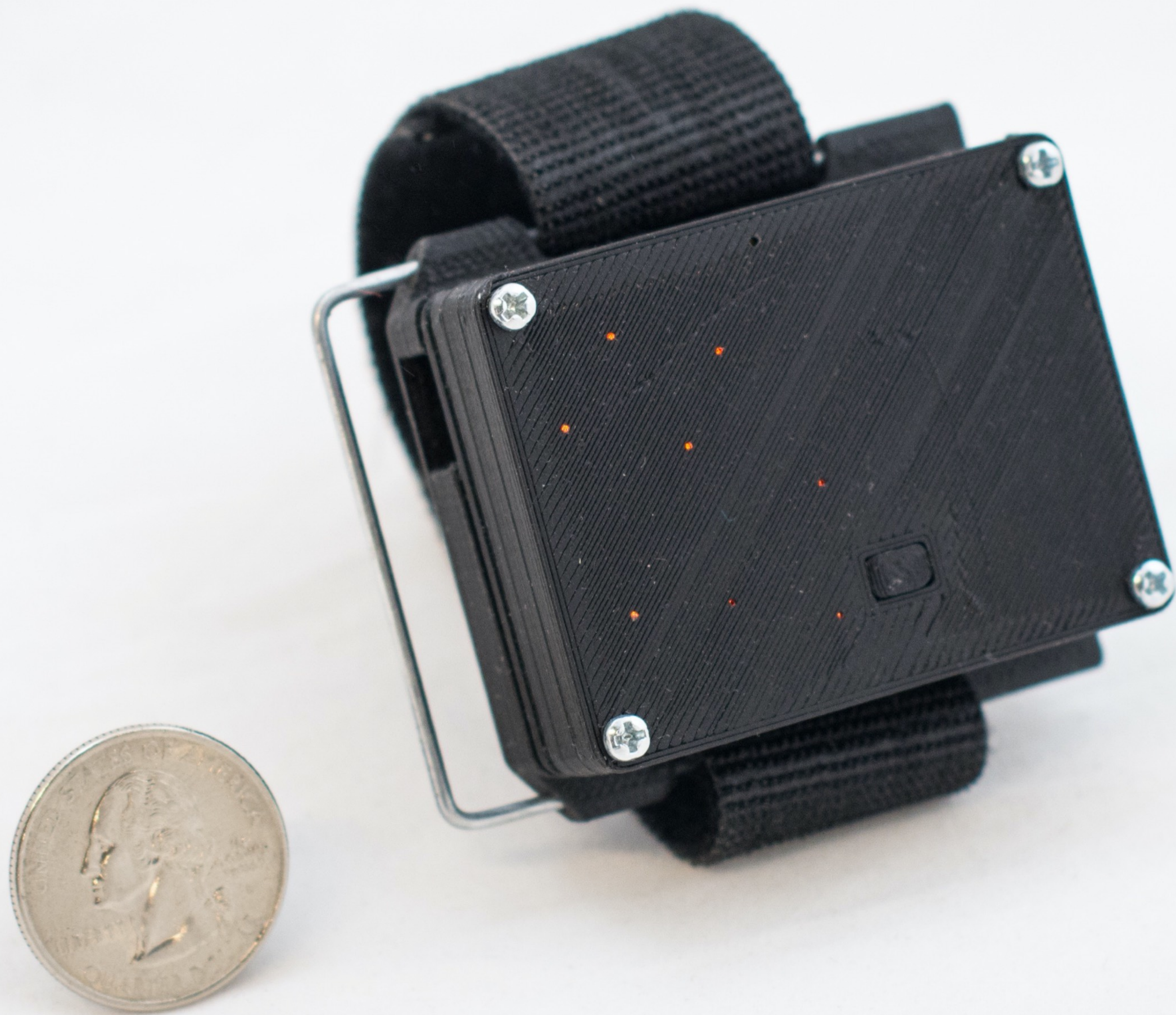


\$300 USD
Dylos



\$4000 USD
Met One









JUDGEMENT

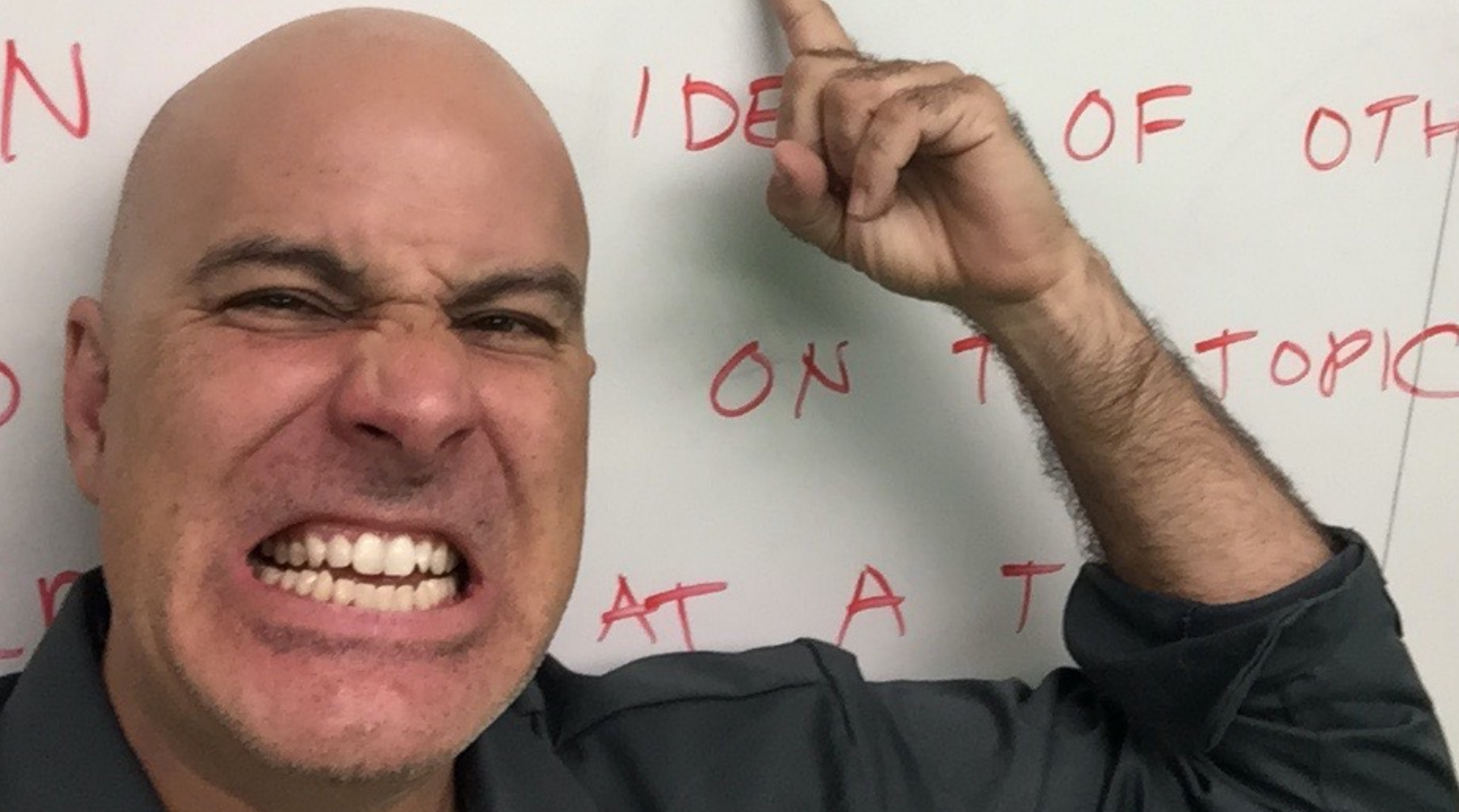
GE

WILD IDEAS

IDEAS OF OTHERS

ON THE TOPIC

AT A T



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

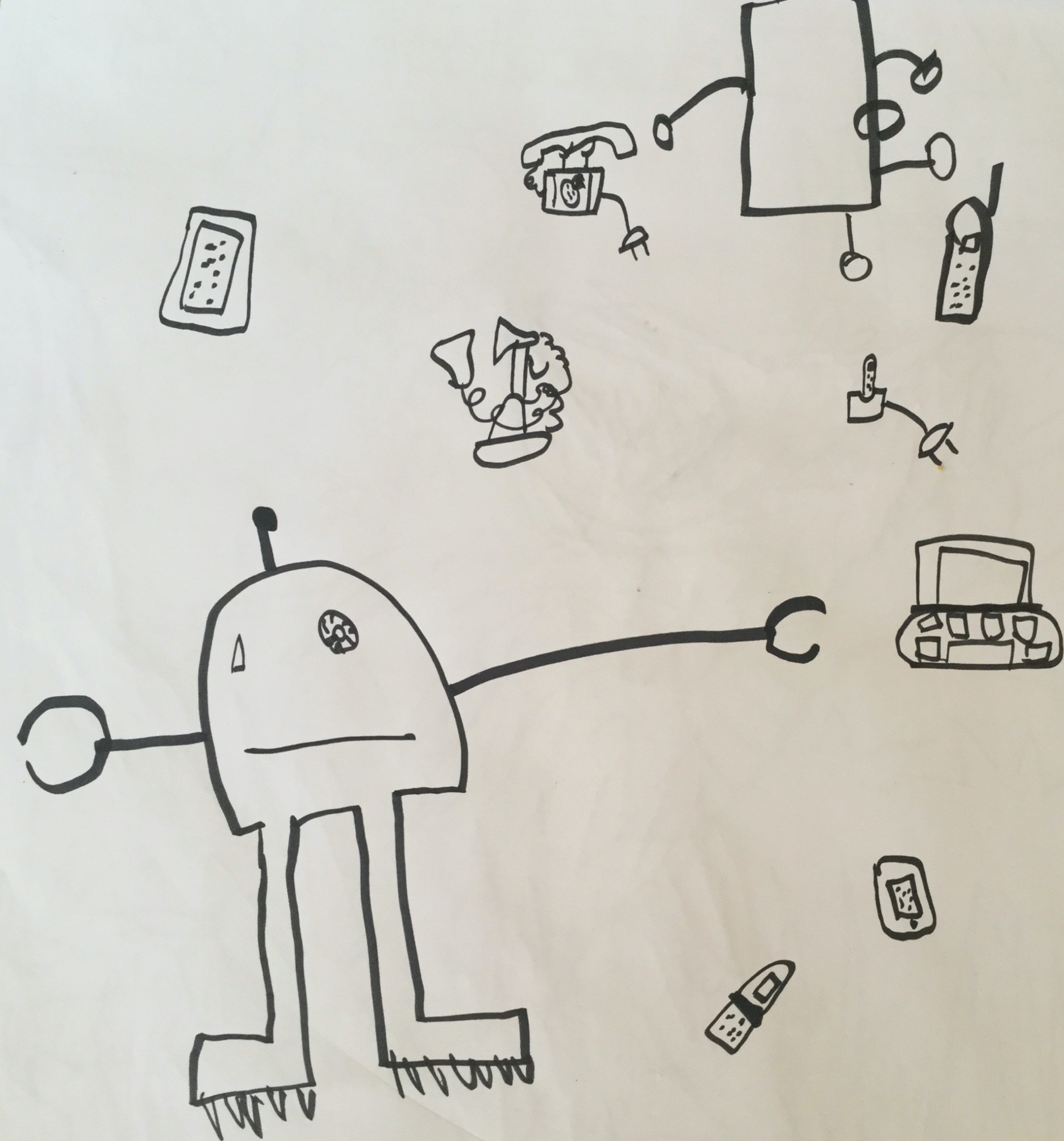
Think about staging

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 & JANELLE GRIMS 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

Acknowledge who you are

...and who you are not









ENLIGHTEN DA







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



César Torres



Christine Dierk



Kevin Tian



Sarah Sterman



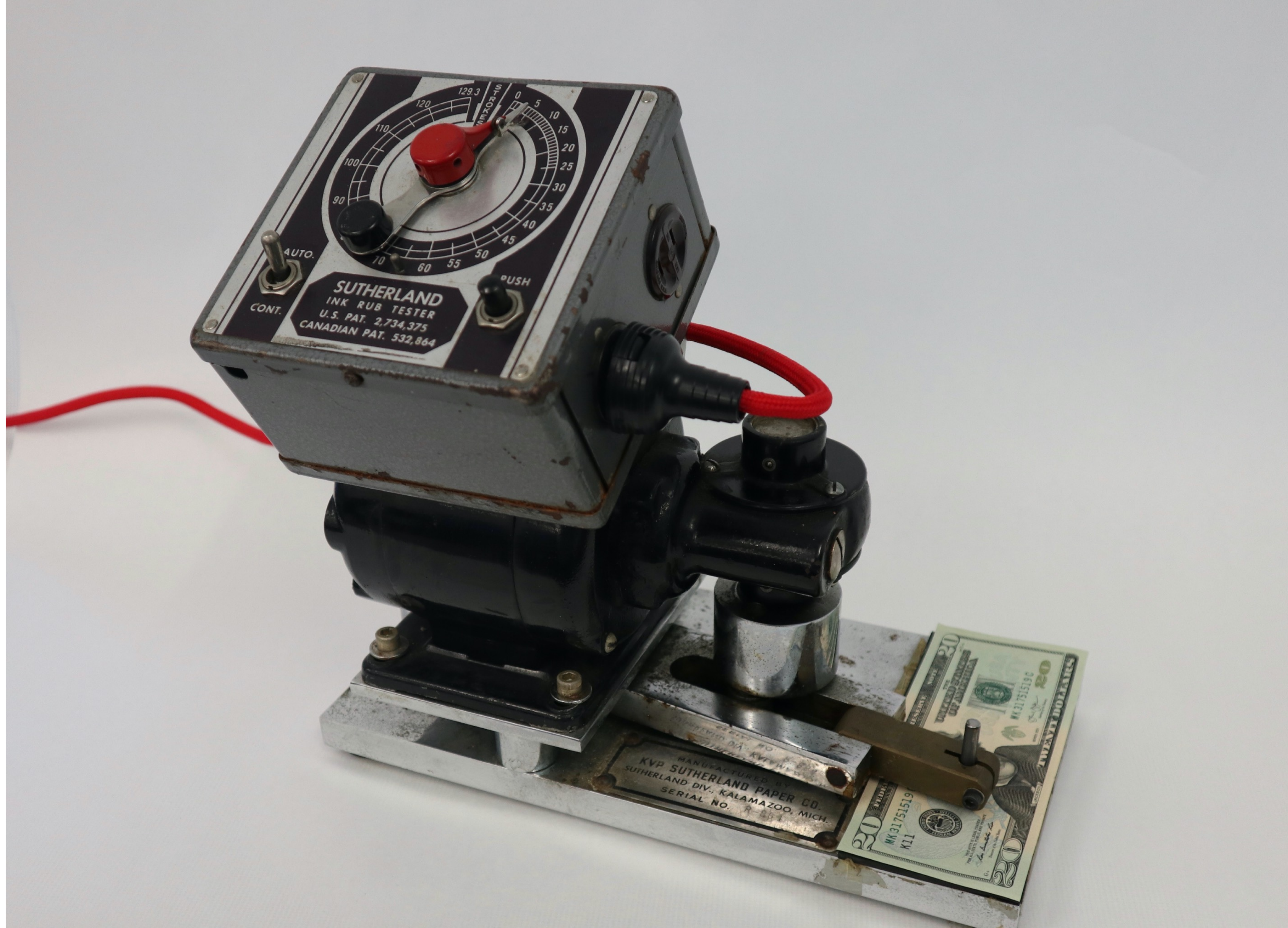
Chris Myers

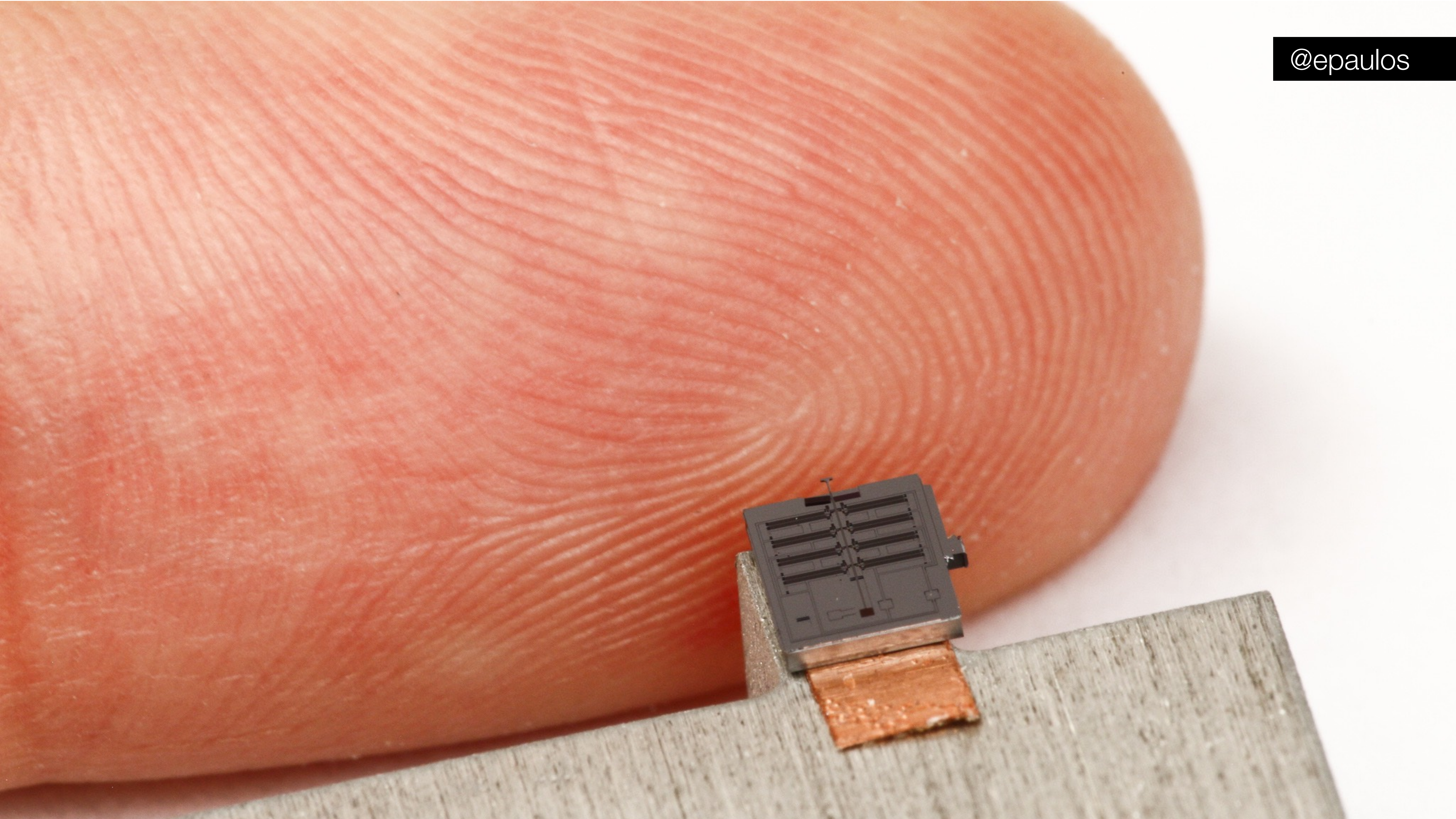


Molly Nicholas

@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





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

1,502 views

17 likes 0 comments 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

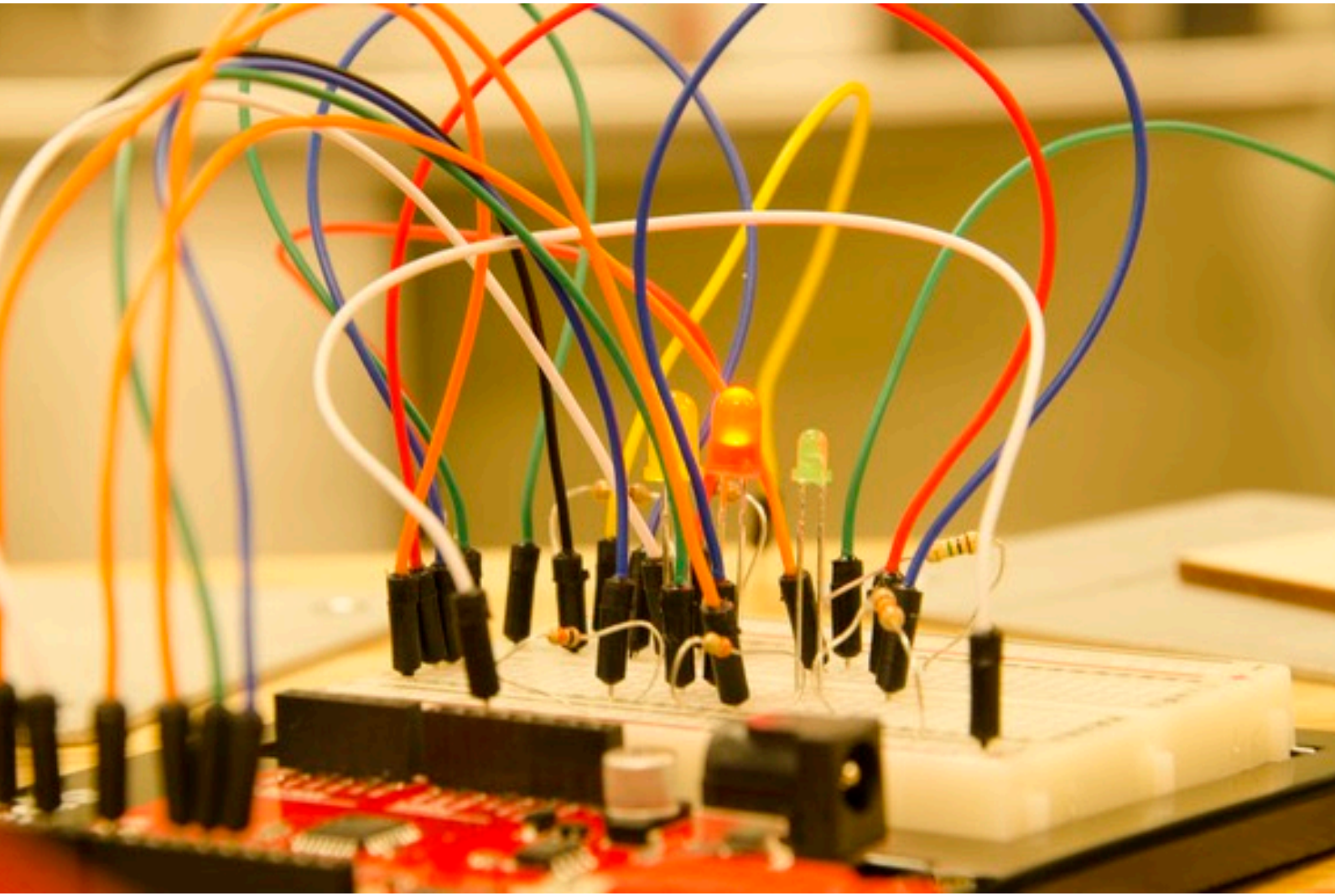
Genuine Survival Research Labs

2.8K views



Survival Research Labs in Tokyo 1999 Part 2

SUMMARY



Planning ... know what you want and what audience wants

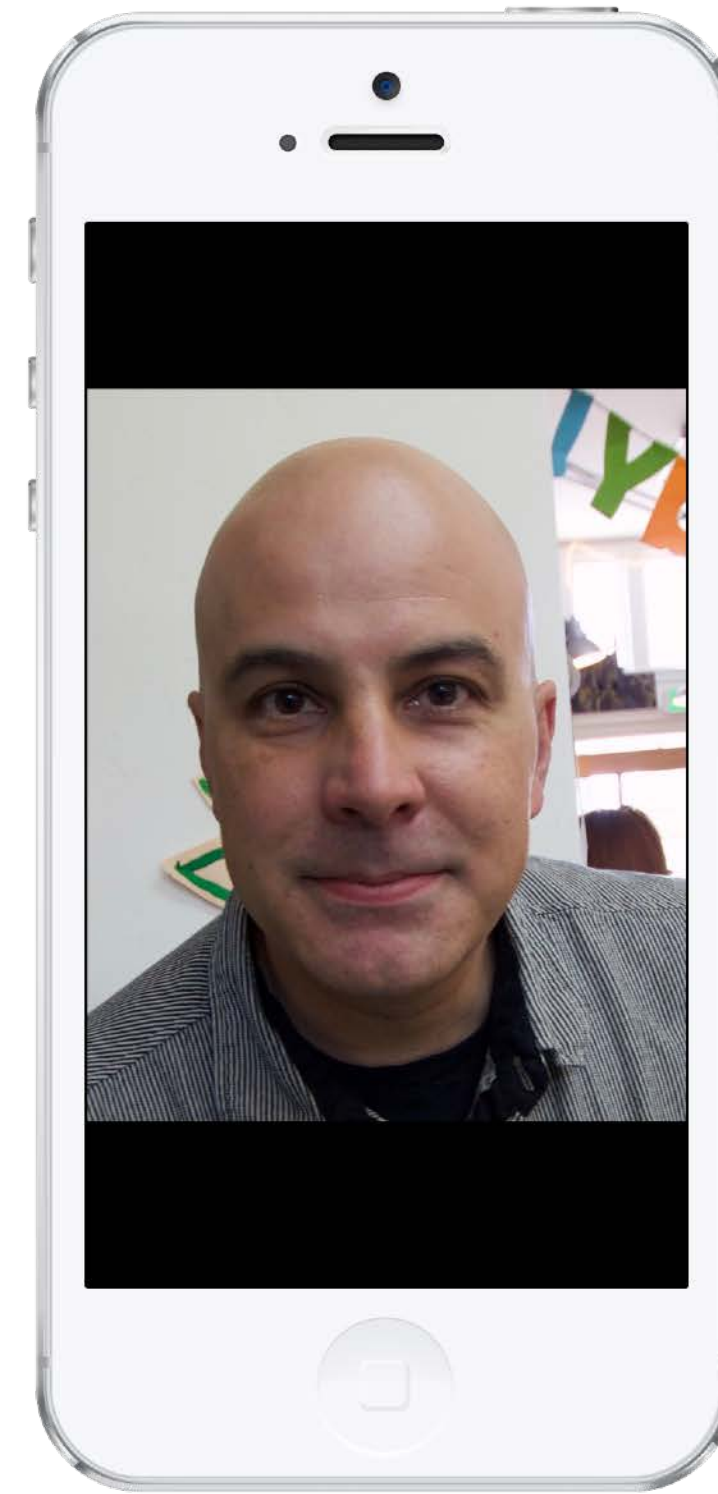
Tell a story that shows how your design benefits people ... that audience can identify with

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

