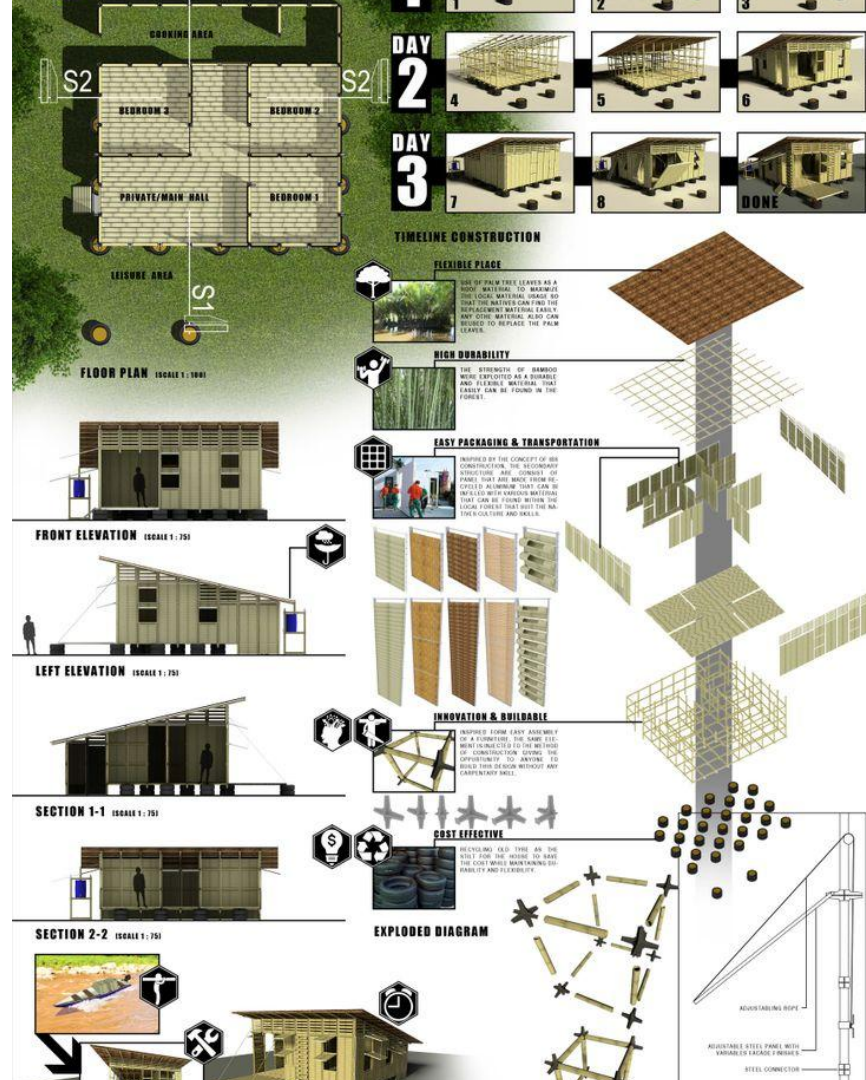




Year 11 DVC

Presentation



Why bother with presentation?

Presentation is the key to a good sales pitch. When product designers spend hours on a design developing and refining it to perfection, they must compliment their design efforts with a well thought out presentation of that design.

In business, presentation of the product at the sales pitch can be the difference between a sale and no sale.

Think about a bottle of water - are you inclined to buy a well designed bottle or a basic boring bottle?



Which do you prefer? Why do you think that is?

What makes a good presentation?

The written information is clear and easy to understand.

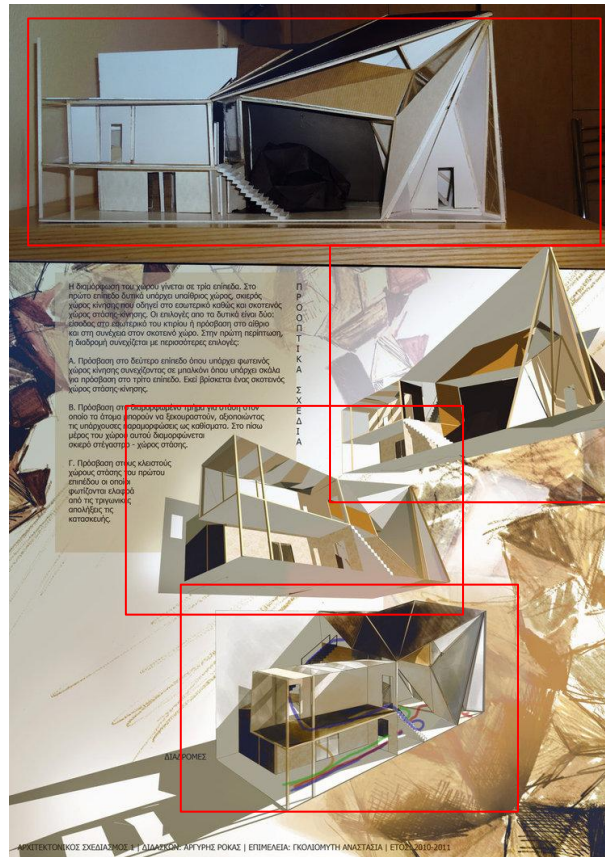
- *This can be done by using a title and small explanation of the project and process.*
- *Remembering to keep the information in small easy to read amounts is vital.*



What makes a good presentation?

The visuals are presented in more than one graphics mode.

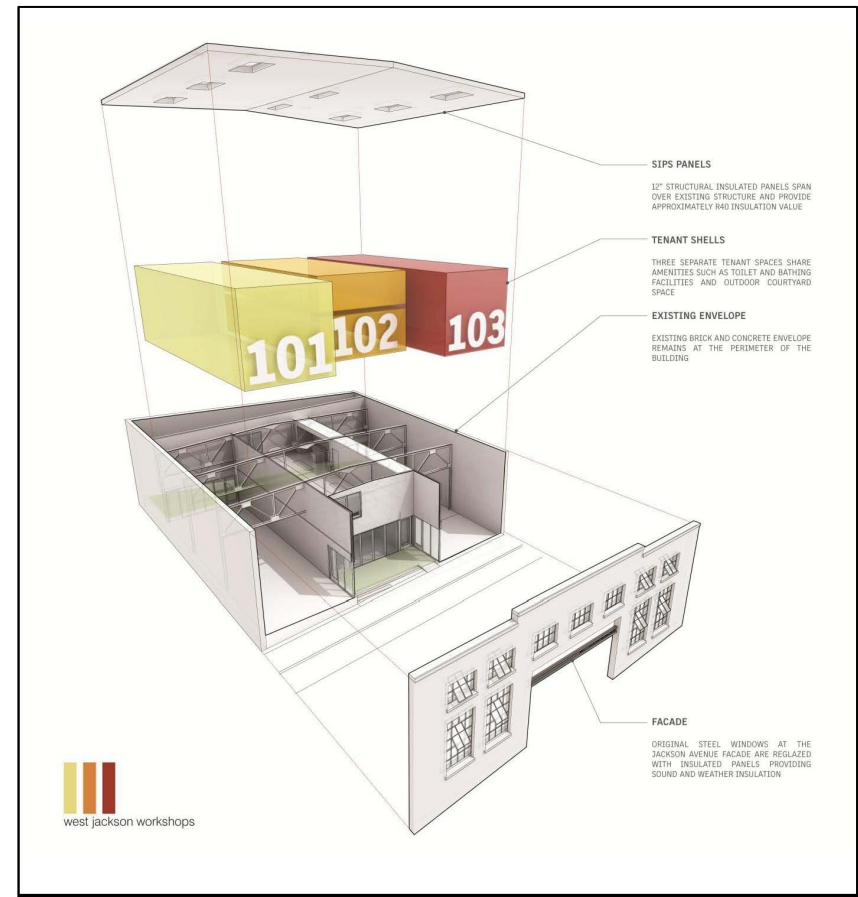
- *This is done by using modes such as drawing, photography, sketchup imagery, models, collage etc.*



What makes a good presentation?

There is a visual (drawing, photo, sketchup image) with each piece of written information.

- *The visuals should always be larger than the text. People are drawn to imagery more than mountains of writing.*



What makes a good presentation?

The **message** of the presentation is clear.

- *This is done using clear imagery and text.*



What makes a good presentation?

The **message** of the presentation is clear.

- *This is done by using a clean layout.*



Carlos Smith

PERFORMINGcommunity

What makes a good presentation?

The **message** of the presentation is clear.

- *This is done by using a limited colour scheme.*



Carlos Smith

PERFORMINGcommunity

What makes a good presentation?

The **message** of the presentation is clear.

- *This is done by selecting and using informative imagery you have made.*



Carlos Smith

PERFORMINGcommunity

Background:

You have created a design for the Horowhenua bird conservation project, now it is time to formally present your solution.

Brief:

Create a presentation of your bird house which clearly shows your design process using computer software for the practice exhibition at Waiopehu College.

Stages:

1. Review of your own work

Before beginning this assessment activity, you have produced an organised body of design work in response to a design brief - your bird house for Horowhenua Lake.

- Review your body of work select the best images for use.
- Clearly identify the audience to which you will communicate your design to - who will be looking at your work at the school exhibition?
- Create a file that has all of your chosen images ready to use for the presentation.

Stages:

2. Research Presentation Techniques

Look at a range of graphic design presentations (posters, exhibitions, videos, books, websites etc) and evaluate their design features in terms of visual communication techniques and principles of composition. You could use presentations from any source, including reference books, marketing brochures, advertisements and/or the internet.

Stages:

3. Initial Ideas (4x minimum)

On a planning sheet, record a range of layout ideas for organising and presenting your message. You could use thumbnail sketches.

As you plan each of your initial layout ideas, determine the main features you will include and consider whether these features will have a strong visual impact on your intended audience.

Stages:

4. Idea Development

Develop a flat presentation that effectively promotes your design to your intended audience. You may find that you need to modify your design as you work.

Stages:

5. Final Presentation.

There will be an exhibition where your work will be shown to an audience. Your presentation needs to be completed and mounted when handed in.