

Design Research & Synthesis: Class 13

Presenting Design Research

Tuesday, October 18, 2010

First off - assume your audience knows nothing of what happened from proposal to where you are now.

This is a great opportunity to highlight the key steps in the process - touch on your research approach, why you made decisions you made, what tools you used and why.

Your research presentation should inspire people to give you money. It should also provide a compelling reason for them to trust you with their money.

You need to do 2 things before you start preparing your presentation:

- have all of your synthesis complete, and your themes well articulated
- determine 1-3 key themes/areas of focus which you are most passionate about and which yield the most interesting and compelling opportunities.

Presenting your research and ideas is just like presenting anything else...

There are many ways you can do it, however it's most compelling as a narrative.

Narratives are awesome for a few reasons:

- They easily establish context

- They can build a story onto itself

- They allow you fairly complete control of the audience's focus

Visual Narratives are even more awesome, because they can employ graphical and time-based techniques to amplify the benefits from the previous slide :)

Presenting Design Research: Visual Narratives



But as we learned with research, a focus is always necessary.

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Visual narratives are a great tool to use when you are presenting an idea or concept.

Using visualizations with limited or no text will bring the focus on you, the presenter, and the story you're telling.

They provide additional context to what you are saying, without distracting the audience.

The style and execution of a visual narrative should enhance the content, not distract.

You've probably seen some fantastic examples of visual narratives that describe design solutions. But we're not there yet, so let's look at how else you can use them.

[Here's one for the Girl Effect.](#)

Yes We Can - Barack Obama Music Video <http://www.youtube.com/watch?v=Ei6JvK0W60I>

World Peace and other 4th Grade Achievements http://www.youtube.com/watch?v=0_ihrNohVGs

The Girl Effect: The Clock is Ticking <http://www.youtube.com/watch?v=1e8xgF0JtVg>

Wavin' Flag - Grannies for Drugs http://www.youtube.com/watch?v=LUTm9_Fk0bl

Beauty Pressure <http://www.youtube.com/watch?v=Ei6JvK0W60I>

<http://www.storyofstuff.com/>

<http://comment.rsablogs.org.uk/videos/>

<http://www.nikebetterworld.com/>

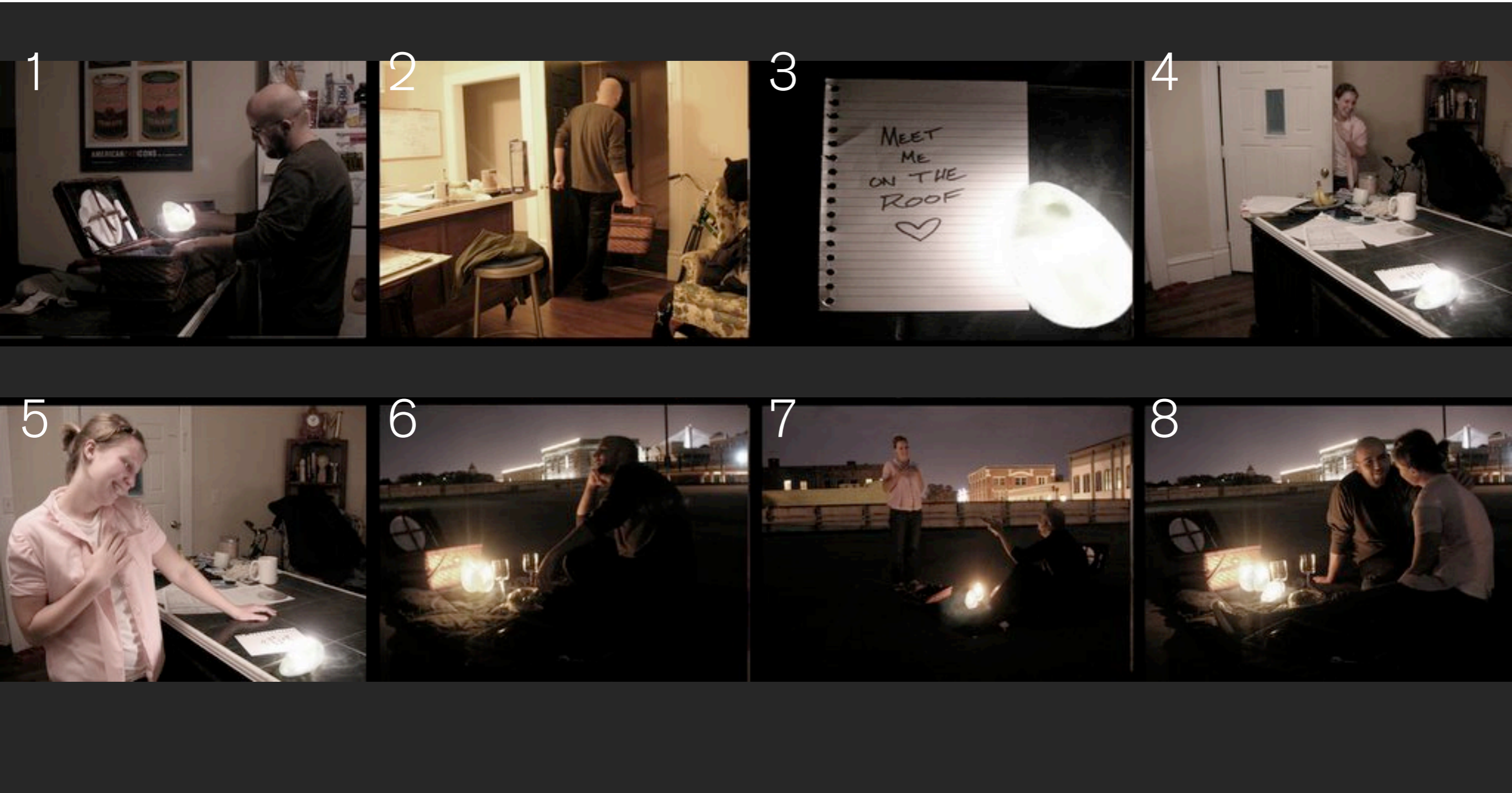
<http://ryanhubbard.org/radical/>

Kinda hi-fidelity, right?

Well, here's one frog did for The Well Project.

Here's an even lower-fi one I made in college (albeit, describing a design solution)

Presenting Design Research: Visual Narratives



More Examples (design focused):

[IDEO News Flash from the Future](#)

[Frog Future of Healthcare](#)

[Frog - Your Life in 2020](#)

[Frog - Urban Food Systems of the Future](#)

[Common Pitch](#)

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Wavin' Flag - Grannies for Drugs http://www.youtube.com/watch?v=LUTm9_Fk0bI

Beauty Pressure <http://www.youtube.com/watch?v=Ei6JvK0W60I>

For your final presentation, your team should describe your themes, opportunities and focus area via a narrative.

It should:

- be focused
- be descriptive
- be provocative
- clearly indicate what you need
- clearly indicate your next steps

Presentation:

- A 10-15 minute presentation outlining the work you've done through a narrative
- End with opportunity area and next steps

Report:

- A complete document of all the work you've completed