



PIECING TOGETHER A DESIGN PITCH

Participants learn about the structure and important elements of design presentations.

 **Participants**
Individual / group / class

 **Design skill**
Share ideas

 **Prior design experience**
None

 **Duration**
20 minutes

 **Design step**
Presenting

Description

Design has a distinct language and it is about things that do not exist yet. It's not easy to present a design idea clearly. To learn how to present, participants first watch videos of design presentations from industry.

The participants will then receive a sheet with images from a design presentation video, placed in a random order. They will try to put them in a logical order. Once the puzzle pieces are placed in a sequence, the participants give each puzzle piece a 'label'. Each label describes the function of an element in a design presentation.

A good basic structure, that is used in this assignment, is:

- name of the design
- design problem
- feelings of the person with the problem
- what does the design solution look like
- how does the design function
- feelings of the person using the design solution.



The puzzle assignment gives the participants insight into the structure of a good design presentation. They also discover how each element fits together to form a story. They also learn that a user's emotions play an important role in the presentation. They use these insights to help work out a presentation about their own design ideas.

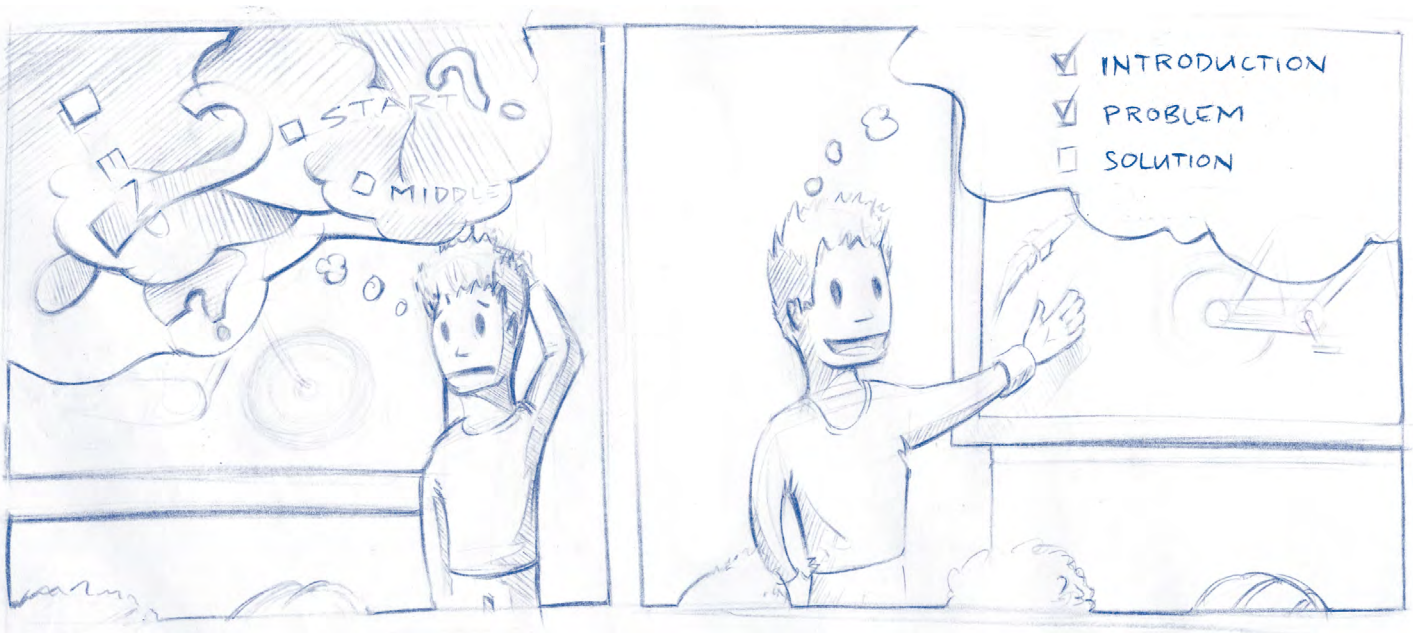


Effect

Analysing sample videos helps participants to discover and recognize the structure and important characteristics of a design presentation. Participants can then make their own presentation faster, better and more independently.

Without the Piecing together a design pitch

With the Piecing together a design



pitch

Example

Bilal knew exactly what he wanted to tell the rest of the class with his talk about drones. But he was not so sure how to best explain his invention 'Rotating slide with water cannon.' Fortunately, Miss Brewer had planned to help with this using the 'Piecing together a design pitch' tool. Together with the entire class, they watched how real designers and other students present their ideas.

The example presentations introduced a problem and ended with a solution. The emotions of the users were expressed strongly. You could see that someone was sad because of a certain problem. The solution to the problem, the design, made that person happy! The participants took on board this structure for their own presentations. Bilal benefited greatly from the exercise!

Step by step

- 1 Find design pitch videos on internet – innovation competitions are a good source. Look for a video about a design idea with a clear story structure.
- 2 Print the ‘Piecing together a design pitch’ worksheet for each participant.



- 3 Tell the participants that they will look at an example of a design presentation because they can learn from it. Emphasize that they have to pay attention because they will be given an assignment afterwards.
- 4 Watch a video with the group. Then hand out the work sheet. Have the participants arrange the puzzle pieces in order (assignment 1) and assign labels to each piece (assignment 2).

- 5 Discuss the results and what emotions the participants saw. Ask what else they noticed. Ask why something might be useful for a listener to know.
- 6 Finish with a conclusion about the problem-solving structure and the six elements that help to structure a design presentation.
- 7 Watch another video clip and discuss the six elements or do another puzzle. Tip: this is extra fun if an element is missing or not clear.

Tips

You should try another nice tool!



- ▶ View the videos in advance and try out the puzzle yourself.
- ▶ After watching the video, use the Solution Pitch tool where the six elements appear.
- ▶ The answers to the worksheet are:
 - 1 = name = scene D
 - 2 = problem = scene B
 - 3 = feelings of the person with the problem = scene A
 - 4 = what the design looks like = scene F
 - 5 = how the design functions = scene E
 - 6 = feelings of the person using the design = scene C

Materials

- ▶ Example design presentation video '[piecing together a design pitch](#)' (written texts are in Dutch) and other comparable presentation videos with a clear story structure.
- ▶ Worksheet 'Piecing together a design pitch'



PIECING TOGETHER A DESIGN PITCH

Assignment 1

Look at the different scenes of the video "Drawings binder net". What do you think is the right order of the scenes? Write the Scene number with the corresponding letter.



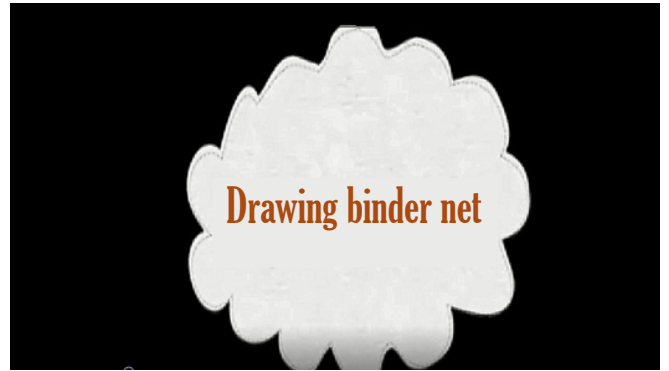
Scene A = ...



Scene B = ...



Scene C = ...



Scene D = ...



Scene E = ...



Scene F = ...

Assignment 2

A design presentation can be viewed as a story with separate chapters. These chapters signify the important elements to be able to present your design properly. In the video above, every scene is a different chapter. Look at the different scenes of the video again. Write the Scene number with the corresponding presentation element

- | | | | | | |
|--|---|-----------|--|---|-----------|
| • Name of the design | = | Scene ... | • What does the design look like | = | Scene ... |
| • The problem | = | Scene ... | • How does the design function | = | Scene ... |
| • The person with the problem's feelings | = | Scene ... | • The person using the design's feelings | = | Scene ... |