



## **T46 Slide Show Evolves-Solutions for Visual Presentation Design**

**04/30/09 2:00 p.m.–3:30 p.m.**

1.5 LUs-Intermediate Level

As visual communicators, architects' presentations are critical to the successful advancement of building design and technology. This session considers the methods of communication available to architects and analyzes the benefits of concise visual presentations. The session will use real-world examples to demonstrate programming, green technologies, and high performance.

### **Learning objectives:**

- Identify the benefits and liabilities of visual presentations
- Identify the scope of information required to convey the message successfully in a visual presentation
- Evaluate visual presentations that cover a range of topics relevant to today's architectural practice

**Speaker:** Jason A. Silva, AIA, LEED AP

**Provider:** Dreyfuss & Blackford Architects

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The world of Visual Thinking is taking off. We've been doing this forever, but with the proliferation of easy to use tools, presentations of all levels are growing.

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What is communication?

### Types of communication

External

Internal (training)

Internal (collaboration)

Ultimately, graphic communication is needed to make a decision or lead up to one.

The message must convey the content.

It is an expression of your credibility.

### 3 parts of your presentation

you – the primary component of the presentation is you (or at least you strive to be)

visuals – your tool to help convey your message

handout – a simple reference document that provides some detail beyond your words – Edward Tufte refers to the Supergraphic

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### Who are you communicating to?

Potential Clients (Public) marketing

Potential Clients (direct) interviewing

Clients -project presentations

Users -instructional/training

Those affected (mitigating concerns/defending)

Staff -training

What is the goal? this overlays the previous.

Always EFFECTIVE! Whether edgy or unremarkable (the audience's remarks should be about how well informed they are afterward)

### Tools

Hand sketch – in person

Hand sketched

Hand drawn

Printed static

Printed interactive

Projected static

Projected interactive

How can something be best explained?

Overlay the method of communication – stand-alone, diatribe, or dialog – sometimes will need to cover all.

### Building the Show

Starting out... Powerpoint, Keynote, Flash, whatever, these are all slide projectors. Kodak, Sawyers, whatever... it doesn't matter.

### The slide

if the image is important, let the slide be the image. The silly frames are a conspiracy.

multiple images in a slide is because you need to associate or compare – not to save space.

If you need to spend less than a minute on an image slide, do you really need it?

### The bullet

Architects use detail call-out bubbles and graphic references – good communication tools – not bullets and text.

### Methods:

Linear is not always the best solution. The slideshow is set up that way in the same fashion as old slide projectors. In today's world, non-linear is the norm – hypertext brought us here.

Use a "map" to prevent flipping – or an index – tell story about how a bunch of boards can be much more effective if there is lots of information that needs to be connected – (getting us into resolution)

Create ordered re-cap slides for discussion

### Fail Safe your presentations:

Have different versions of the show if you are unsure of the format. You could set up for a 4:3 projector but get forced into using a 16:9 flat-panel monitor and not be allowed to adjust it.

Use the notes panel in PPT. If you forget everything, you can always just read.

Large office – explore coding flash

Small office – use PPT. or even Picasa.

**visual story**

just like the movie expanded upon the picture, giving it a virtual 3rd dimension and a real 4th dimension, the power of motion design can benefit a presentation greatly, but be very careful – the stupid out-of-the-box animations do nothing but pollute your message. Only if the communication can benefit from the motion graphics, should they be used.

Regarding the exceptions to a slideshow:

Sometimes there is a need for animations, interactive visuals, etc.

Use something like Sketchup if you are good at it.

Or set it up to function like a slide show with transitions you can use in your presentation.

There are other options out there like...

**typical presentation:**

Finish powerpoint on desktop machine and use the publish routine (it copies it all into one folder – pretty reliable)

Make a PDF (very important! – use full screen pdf presentation if ppt fails)

Copy powerpoint to Laptop, flash drive and CD, also copy to internet (ftp or otherwise) so you always have a copy. (you may have your stuff stolen, but you can always borrow a laptop and present from the internet)

Run the PPT - offline.

Load any other extra stuff you may need.

REHEARSE and get feedback – use video

At presentation site, if you have set-up time, great, if not, start the presentation on the laptop while you're waiting, (set your laptop to stay alive with the lid closed – this is also very helpful when you are presenting from a conference table chair in a more intimate setting – where you can close the lid and the presentation still works on the projector)

Set up presentation – KNOW your equipment! – we have had a number of failed presentations because the presenters didn't know how to change the display settings!

Provide your handout before\* the presentation.

This way, if someone wants to read ahead, let them. If someone want's to look at something longer than you had the slide up, let them... they are engaging!

Some meetings will need flipcharts, or other interactive methods of delivery, but always bring a roll of trace. In even the stodgiest of meetings, I've had men in suits get excited to grab a hold of a sign pen and some trace.

**Improvement is very important for success:****“Google” the following for more info:**

Edward Tufte

Nancy Duarte, Duarte Design

Guy Kawasaki

TED

Pecha Kucha

Slideshare