

The DESIGN REVIEW:

product to persuasion

32 students, in teams of 4, were presented with 278 bits* of information about the challenge.

Those 278 bits were all relatively benign, neutral, perfunctory.

* give or take

Your Challenge Proposal answers the question,

How does your robot work?

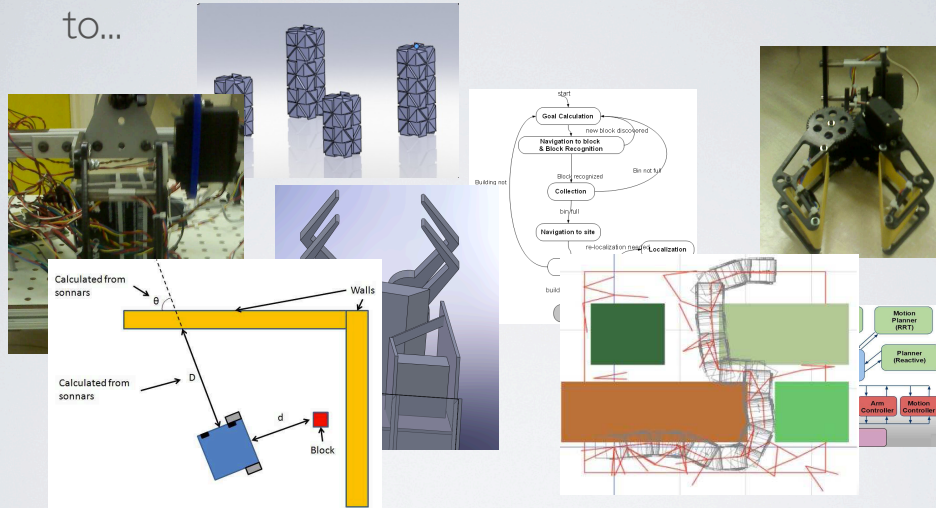
Your Design Review answers the question,

Why should I (we) care about your robot?

And therefore, implicitly:

Why do you care about your robot?

The answer to that question is located along the pathway you took, from that pile of information to...



...your robot.

The rhetorical triangle: components of persuasion

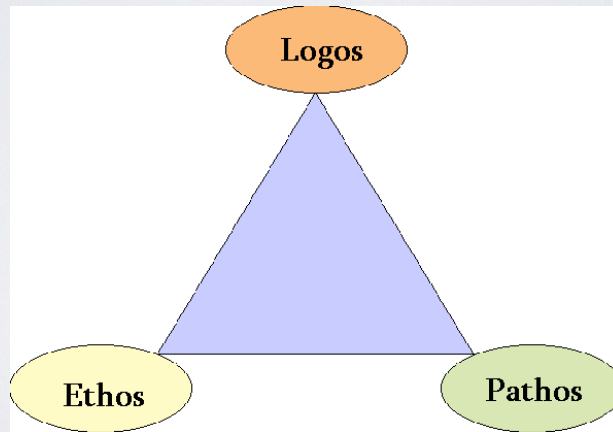


Figure courtesy Dr. L. Perelman

Two ways to represent your robot

Proposal

Presentation

What?

- **product**
(the end result)

- **priorities**
(choices, values)

Why?

- **understanding**
(analysis, assessment)

- **appreciation**
(vision, persuasion)

For what
end?

- **critique**
(improvement)

- **engagement**
(support, funding)

Tell the story of developing your robot:

not only where you ended up, but also
how, and why.

And: keep your focus on the
audience and the robot.

Four components of your talk

you:

- your appearance
- your demeanor, your attitude

Four components of your talk

your team:

- your engagement with the audience
- your engagement with each other
- your engagement with your material

Four components of your talk

your material:

- what you include
- what you omit
- the order and organization of material
- the level of detail

Four components of your talk

your visuals:

- the appearance of your slides
- the content of your slides
- your figures
- your models, demos, mockups

Specs:

- Professional
- 15 minutes' presentation
- 10 minutes' Q&A
- Each person presents
- Audience is a group of potential funders (you may make up detail, and let us know)

Tips:

- spiff up
- coach and critique each other; own the team's performance
- prepare out loud
- be confident (not arrogant) *
- stay engaged even when you're not presenting

* if you want help with this, please ask

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Design Review Preparation

What assumptions will you make about what your audience wants and expects?
(Feel free to invent more detail about your "funders." Let us know in advance what assumptions you're making, or what scenario you've created.)

How will you open your presentation? (What's most important for your audience to hear/see?)

In what order will you present your information? (How can you tell the story of your robot's development in a way that makes your choices and values clear?)

What, specifically, do you want to persuade your audience of?
(What tools—structure, organization, visuals, etc.—will you use to do that?)

What, specifically, do you **not** want to do in your presentation?
(How will you as a team avoid that?)