**Group Design Concepts Presentation**

Assignment:
Use OAKS to organize into groups of 2 or 3. Then choose a pair of design **principles** and **elements** from the list. After studying them, you will create a compelling presentation to share your findings and designs with the class. I have the principles and elements paired up in a random fashion. The principles and elements do not necessarily have relations with each other. Pairing them is simply a way to get all of them covered.

### **Guidelines/Rules**

**The presentation:** Do not make a “typical” slideshow presentation. Whereas slides are a convenient way to share information, a slideshow can quickly suffer from the *boob tube* effect—with the presenter showing endless slides with bulleted text while they read from the screen! With that in mind, here are some guidelines and rules:

* Add variety to your presentation with handouts, writing on board, verbal explanations, etc.
* If you do use slides, minimize the number, and avoid having a slide for everything that you say; it becomes a crutch.
* If you do use slides, **you must avoid using bulleted text**. Your presentation should be graphics-rich and not dominated by text. As I said earlier, it becomes a crutch. Plus, it’s too TYPICAL and boring.
* Likewise, use words very sparingly on screen. [This is an example](http://moorec.people.cofc.edu/CRAP_Pecha_Kutcha/crap_pechaKuchaLecture.pptx).
* When sharing designs, use some of your own. They can be from the past, or you can create them just for this special presentation to us. This makes it more personalized and less of a “googled” feeling.
* Be more organic with your images. In other words, don’t copy ALL of your images from the internet. Chances are you don’t have rights to use most of them anyway. So surprise us with more unexpected and unseen imagery. *For instance, if you wanted to display a road sign as a symbol of color or lines, why not take a photo of one from a familiar street corner rather than copy/paste the staid material from the web. Or if you want a picture of a flower, why not take a photo. These are just two simple examples.* Think! Think! Think! Create! Create! Create!!!

### **Content**

As for the content, your goal is three-fold:  **define**, **show examples**, and **inspire**. Thus,

1. Inform the audience of the meanings of the principle and the element.
2. Provide visual examples.
3. Your presentation should inspire application of the principle and element. The oral and visual information that you provide should be so compelling, that your audience will garner ideas and be inspired to apply them in their own designs.
4. Please keep in mind that your examples should mostly relate to desktop publishing, graphic design, websites, and maybe photography. Avoid having too many examples from areas such as architecture, interior design, sculpture, and painting. The audience should be left with a “can do” feeling.

### **More on delivery & Submissions:**

**Delivery:** The time limit is 8 minutes for the presentation and 5 minutes Q&A. In your quick introduction of team members, include an interesting or fun fact about each person. (Make it blend into your blurb; don’t say “*A fun fact about John is…”*) You don’t have to feel obligated to have each person share in the presentation. I will assume that each person made a significant contribution no matter who’s up front.

You must moderate the 5-minute question and answer period in an interesting way. Some suggestions are: A) ask the audience questions, B) revisit a slide for more explanation C) suggest a question for the exam.

**Final Submission:** Write a 1-2 page summary, **as well as two possible test questions**. Then upload it in the OAKs Dropbox for your group. Feel free to include images in your summary to help make the point. The text of the summary, ideally, should be less than 500 words.