Idea Presentation
results and an introduction to sketch modeling
Idea Presentation Results

this is feedback.
from 55 outside designers and staff
(above average)

Poster Ranking
focus/simplicity/idea clarity
balance / filled spaced
clean line work
wow factor
Presentation Ranking

(above average)

geoffrey anderson
Presentation Ranking

geoffrey anderson
Power of Communication

poorly presented ideas sound like bad ideas / well presented ideas sound like better ideas

poster vs presentation

poster vs concept

presentation vs concept

R² = 0.3392

R² = 0.42499

R² = 0.48397
Concept Ranking
choose five most promising

R² = 0.64288

# votes for top 11 favorite
Concept Ranking
choosing 2 directions for each team

- BuddyBandz
- Imagine Design Kits
- Block Battle
- Any Cycle
- Walk 'n Rock
- Mecha Mover
- BlockBlitz
- Pixelites
- Wings and Things
- Shadow Story
- Story Train
- Kut 4 Me
- Choco-Gun
- Table Tunes
- Color Mouse
- Turn Pals
- Encore
- Beat Blocks
- Pull Apart Pete
- Veggie Blox
- Monster Maestros
- Step-tonic
- Soft Circuits
- Light Show DJ
- Climb in Time
- Builder vs. Destroyer
- Pianote
- Aria
- Animal Tonic
- Bender Builders
- Bubble Sketch
- Flow It
- I'm Hungry
- Best Blox
- Code A Path
- Lite Write
- Make a Monster
- Patch Hue
- Sound Around
- Masterpiece
- Water TUBEs
- ReAnimator
- Roll Tunes
- Adorable Appendages
What is a Sketch Model?

Sketching in 3-D explains more than a poster! answers key questions and further develops the idea.

haggman, honda and yang: *the influence of timing in exploratory prototyping and other activities in design projects*, ASME DTM 2013

prototype early and often
What is a Sketch Model?

feasibility and technology assessment
play value / game play
human factors and aesthetic
demonstrates different implementations
Sketch Modeling Materials

inexpensive and fast
use what is appropriate!
blue foam
foam core
wood
repurposed/scavenged/
retrofitted parts
arduino/laser cutting
StatiShock

2nd level sketch model

looks like

works like
Oreo Separation

sketch model 1
Oreo Separation
sketch model 2
Oreo Separation

sketch model 3
Oreo Separation
sketch model 4

looking for approximately this level of refinement
Oreo Separation
Think of these posters as starting points for variation of ideas

- explore variations on how it could work/implementation/technology
- variations on look/sound/theme/size/functions/user
- variations on game play
- only one person should be modeling the exact idea presented
- one person could do a detailed exploration of a key element (e.g. understanding chocolate melting)

- cannot make purely aesthetic models
- at least one model per person must be playable

every person makes two sketch models, one of each idea

no two people should be doing similar sketch models - explore the space!
Sketch Model Expo
during your lab time on March 13
does this sketch model explain more than the poster?
is it obvious that something was learned from making this model?
is this concept being taken in a good direction?
Sketch Model Play Test (Friday before Spring Break)
Logistics
pull toys?

WED: arduino or illustrator
THRS: sketch model construction

arduino meet in Rapson here (need laptop with software)
illustrator meet in Rapson 33

take home mini quiz due wednesday in your notebook:
  brainstorm directions the ideas can go within the maker theme
  are there big unknowns about your ideas?
  what do you want to learn from making your sketch models?
  what materials do you need for Thursday Lab?
### Logistics

3 weeks = 36 hours *outside of class* for build

*Sketch models should reflect 36 hours of work.*

<table>
<thead>
<tr>
<th>today</th>
<th>tues</th>
<th>arduino/illustrator</th>
<th>plan/build</th>
<th>fri</th>
<th>sat</th>
<th>sun</th>
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<td>mon feb 24</td>
<td>tues feb 25</td>
<td>wed feb 26</td>
<td>thurs feb 27</td>
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**March 2024**

<table>
<thead>
<tr>
<th>lecture</th>
<th>tues</th>
<th>build day</th>
<th>demo/build</th>
<th>fri</th>
<th>mar 6</th>
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<tbody>
<tr>
<td>mon mar 3</td>
<td>tues mar 4</td>
<td>wed mar 5</td>
<td>thurs mar 6</td>
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- *need to have at least one model to demonstrate at the beginning of this lab*

<table>
<thead>
<tr>
<th>build day</th>
<th>tues</th>
<th>build day</th>
<th>sketch model expo</th>
<th>play test</th>
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<tbody>
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<td>mon mar 10</td>
<td>tues mar 11</td>
<td>wed mar 12</td>
<td>thurs mar 13 in lab</td>
<td>fri mar 14</td>
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**Build Days**

- Meet in courtyard

| mar 14 |      |     |      |      |      |     |
| spring break |      |     |      |      |      |     |
Foam and FoamCore