FA102a

Introduction to New Media Design

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course blog: https://fa102afa202asummer2016.wordpress.com/

Project due 9am, June 29

Assignment One

Research leading to the proposal for a future product or service. (This proposed future product or service will serve as the basis for the all the design projects throughout the course.)

Note: this assignment also sets up the slide file you will use to archive the research done in Assignment One as well as all future project results.

Software

PowerPoint
Slideshare.net

Output

Six presentation slides

Goals

Begin to appreciate the connection between ideas, presentation and design.

Presentations slide decks are the life-blood of design, business and professionalism in general. From my experience as a professor, designer and business owner, I have observed that those that master the art of creating high quality professional slide decks inevitably do well in whatever career path they embark upon after school.

This because a slide deck that is comprised of high level content (images and words) and supported by a clean, clear and serious (no decorations and nothing extra) design motif, imparts a clarity of purpose appreciated by those viewing the slides as as well as the creator.

Selecting the Theme Leading to a Product or Service Proposal
Look at http://waitbutwhy.com/minis or http://www.kurzweilai.net/blog

Select **one** post from one of these sites. The goal being to find a post which contains a suggestion, however vague, of what might become a future product or service.

Take two to four hours to read through a number of posts before choosing.

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Slide Formatting Requirements with Example Images
(Use these design parameters to create slide file appearance)

-Top of all slides: your name and the product / service description (max. 4 words), in a small font size (about 12 pt.). Your name in the upper right and the theme / product or service description in the upper left.

-Use two different, "classic" (highly readable, aesthetically compatible) sans-serif fonts. One font at the top, one for the remainder of the slide.

Choose two fonts from the preferred sans-serif font list on the course blog.

For the main content area of all the slides, make the font size at least 26 pt. (use medium, normal, book or bold font weights; bold usually works best).

In my example, I used Helvetica for the content text in the bottom 7/8 of the slide and Univers for the identifying text at top.

Do not use decorative or difficult to read fonts. <u>No shadows, outlines, etc.</u>

-Maximum one image per slide (some slides may have no images).

-Text flush left. Maintain a consistent layout (this makes it easier to look at, is more professional and suggests you are taking the material being presented, "seriously").

In design, consistency, simplicity and elegance are of the upmost importance.

-5 to 15 words per slide.

-Use single words or short phrases, <u>not complete sentences or paragraphs</u>.

-Show the url source for all text and images in a gray or muted color. Use a small font size.

-Use one background tone throughout. Black, light gray or white or a light subtle color (<u>no dark or deeply saturated colors, which tend to fatigue the eye</u>).

-<u>Do not use </u>"clip art" (extraneous or gratuitous images or decorative elements).

-<u>Do not use</u> a built in PowerPoint theme. Make the layout yourself using the tools.

-<u>Do not use</u> stock photos.

-<u>Do not use</u> any unnecessary lines, borders, etc.

Dashes and bullet points are fine to use when appropriate to separate short phrases.

Content of the slides
-Title slide
-Five research slides regarding a selected topic from either http://waitbutwhy.com/minis or http://www.kurzweilai.net/blog.

Slide #1:

Text on slide in addition to your name and the proposed product or service short description:

"FA102a, Research and Speculative Product/Service Development".

This first slide identifies the slide presentation as the container of all the results of all the assignments for this course (you will be adding to the content of the slide presentation as we go through all the assignments).

Example, Slide 1

Slide #2:

This slide contains the title of your selected research post and its url, as well as, "Assignment One, Research".

("Assignment One Research" also goes on all remaining slides in this assignment.)

Example: "Assignment One, Research" and the title and url of your selected post. In my example: "How Bio-Inspired Deep Learning Keeps Winning Competitions" http://www.kurzweilai.net/how-bio-inspired-deep-learning-keeps-winning-competitions "

Text Translation via Smartphone   Jane Doe

Assignment One, Research

"How Bio-Inspired Deep Learning Keeps Winning Competitions"

http://www.kurzweilai.net/how-bio-inspired-deep-learning-keeps-winning-competitions
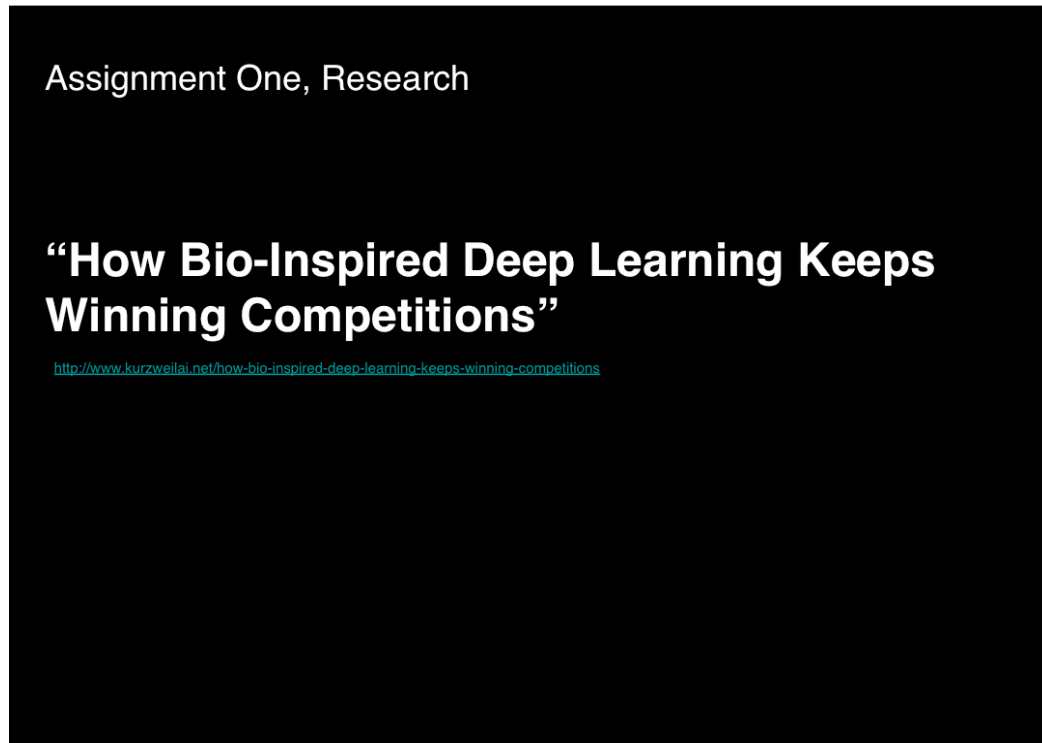
Example, Slide 2

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Slides #3-5 contain short summary texts taken from (or paraphrased from) the post you have selected.

Use short phrases, not sentences. Maximum 15 words each per slide.

Slide 3:

Example text for this slide:

"Translation made possible through artificial neural networks" (taken from the selected post, in this case, the Kurzweil AI blog).

Add one related image from either from a professional, vetted source, or alternately, an appropriate suggestive image.
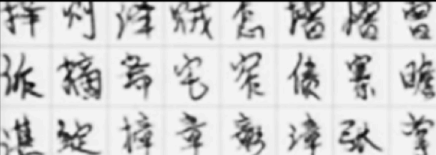
No "stock" or generic photos.

Good sources for non-stock photos are stills from unknown films and images from your own social media sources. The image for the example below was taken from a film about a futuristic Hong Kong, "2046".

Example, Slide 3

Slide 4:

Example text for this slide:

Neural Networks are a large number of highly interconnected processing elements working in unison to solve specific problems"
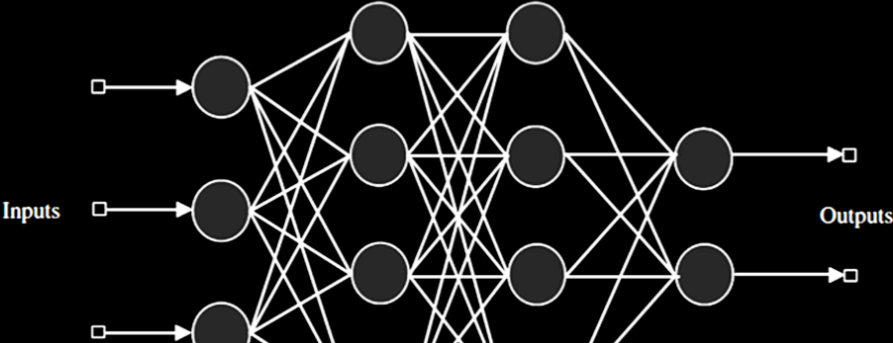
http://www.doc.ic.ac.uk/~nd/surprise_96/journal/vol4/cs11/report.html

Add one image you find from a professional, vetted source which has a direct, informative function within the slide. Credit that source.

Example, Slide 4

Slide 5:

Example text for this slide:

"The Swiss Artificial Intelligence Lab's Neural Networks are inspired by the Human Brain"

Plus one image.

Slide 6:

In your own words, write a short header and up to three short descriptive phrases (up to 5 words each) that present a proposal for a future product or service.

Example text:

"Predictive Text Translation via Smartphone

-Anticipates next question or answer

-Suggests related topics

-Is context aware"

Label this slide, "Assignment One, Future Product or Service"

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To Finish

Create a slideshare.net account and post your slides as a pdf file there (save as or export as a pdf file in PowerPoint).

Embed your slide presentation slideshare link in your personal blog.

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Related reading regarding this assignment

http://www.forbes.com/sites/carminegallo/2012/10/04/11-presentation-lessons-you-can-still-learn-from-steve-jobs/2/