

# Design *Thinking*: Ideation Talks & Presentations

2018/2019

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# Time is limited

(2)

$$5 \neq 6$$

# Time to talk

Talking  $\neq$  Thinking

# Save time

(4)

## Talk $\neq$ Essay

# Time to prepare

(5)

$$20 \text{ m} = 20 \text{ h}$$

$$20 \text{ m} = 20 \text{ d}$$

$$20 \text{ m} = 2 \text{ M}$$

## Time: Summary

(6)

5 min  
talking  
*Talk*  
5 Hours

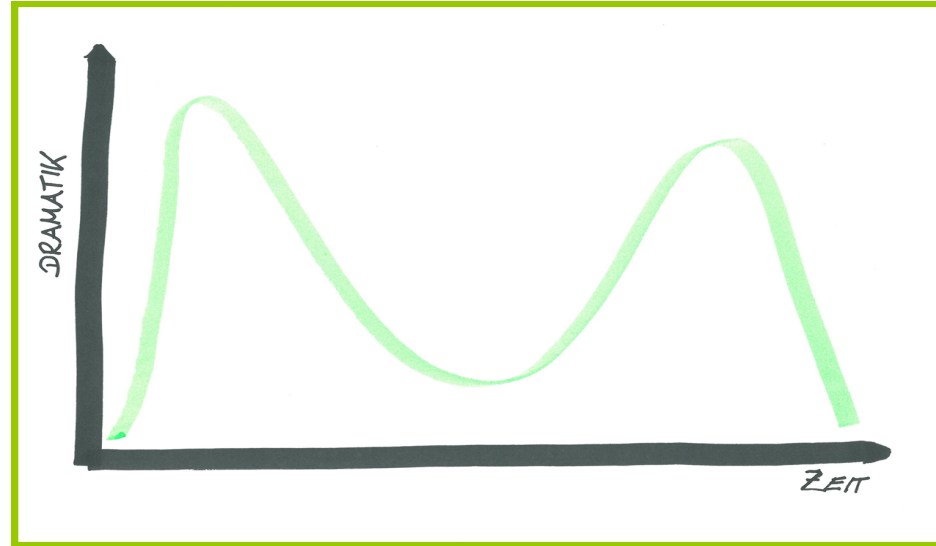
# Build-Up

(7)



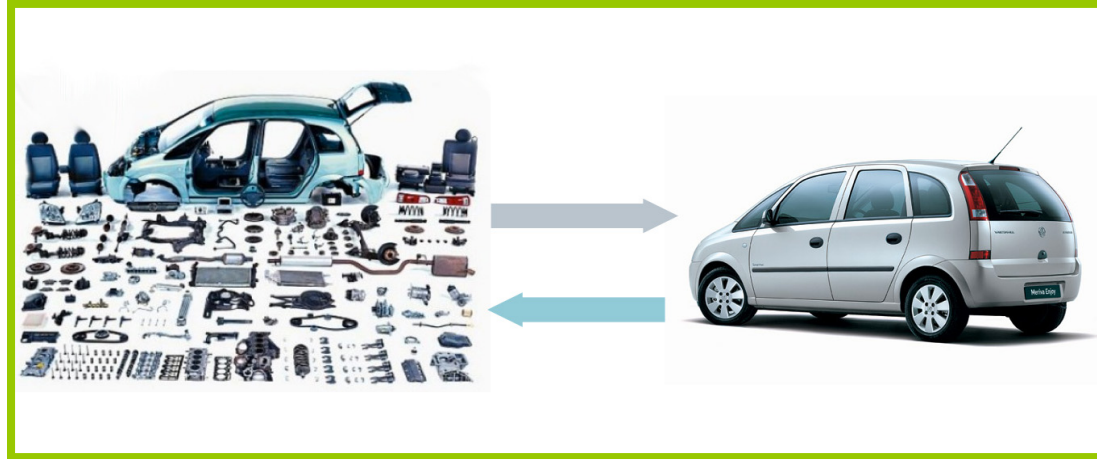
# Construct & Deconstruct

(8)



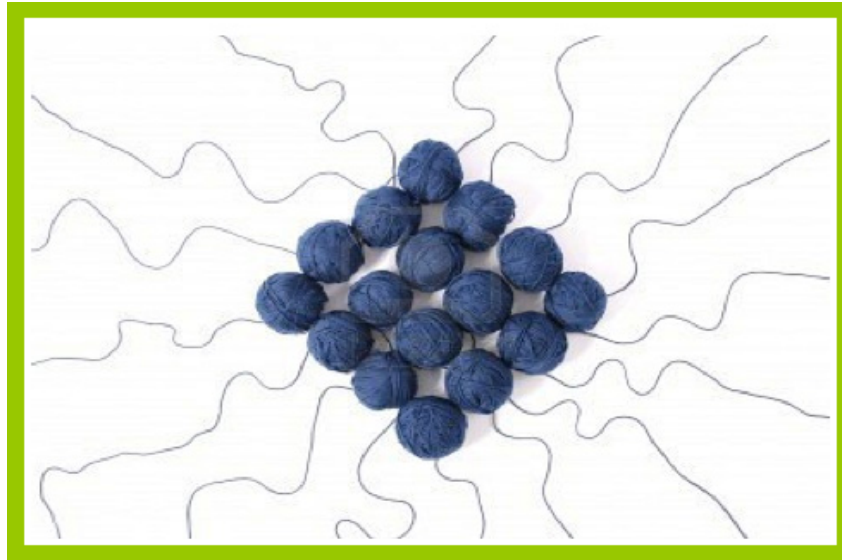


# The Whole and the Detail



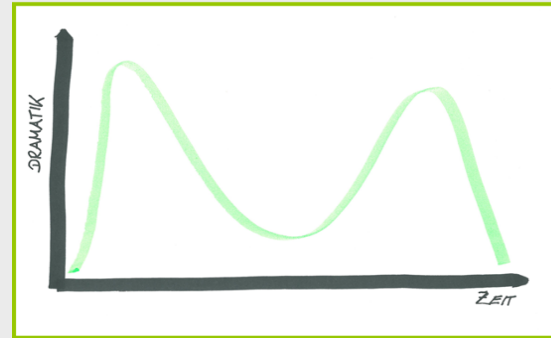
# The Line is not always Red

(10)



# Build-Up: Summary

(11)



# Audience & Speaker

(12)

Apfelstrudel & Nuclear Reactors

# Audience & Speaker

(13)

The Audience is **NOT** stupid!

# Audience & Speaker

What is interesting for ME?

# Audience & Speaker

Ask QUESTIONS!

## Audience & Speaker: Summary

(16)

Apfelstrudel & Nuclear Reactor.

The Audience is NOT stupid!

What is interesting for ME?

Ask QUESTIONS!



# Example: Code

(17)

```
f=open('path of a file','r')

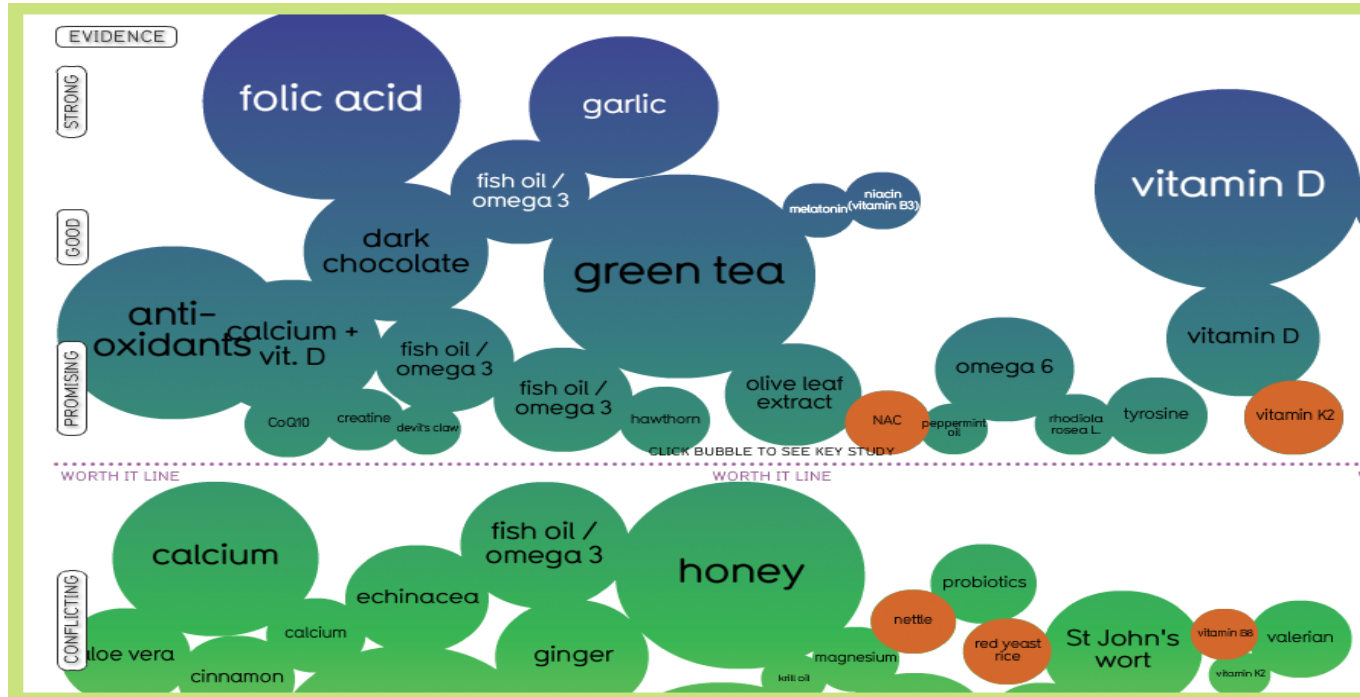
for line in f.readlines():

    data = line.split(' ')
    if len(data) == 5:
        #print data[0]
        letter=raw_input("Enter the letter")
        print letter
```

```
#!/usr/bin/perl
open(FILE, "data.txt") or die("Unable to open file");
@data = <FILE>; # read file into an array
close(FILE);
```

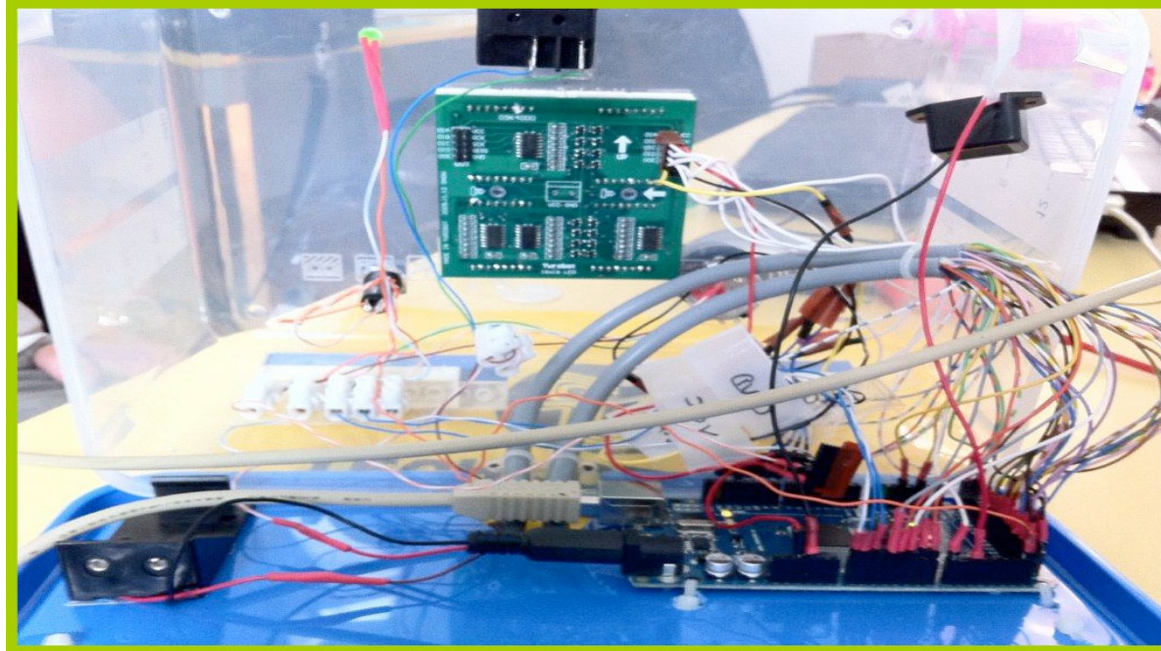
# Example: Statistics

(18)



# Example: Work in Progress

(19)



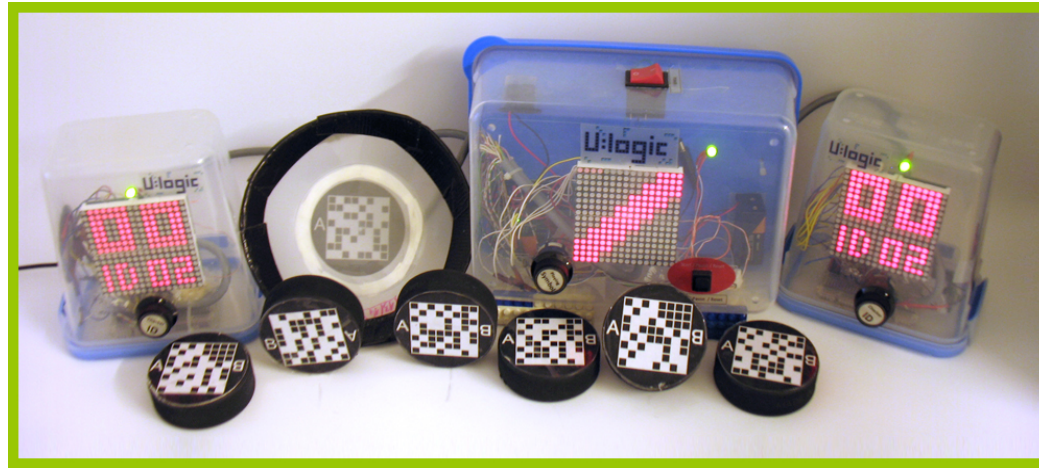
# Example: Product Image

(20)



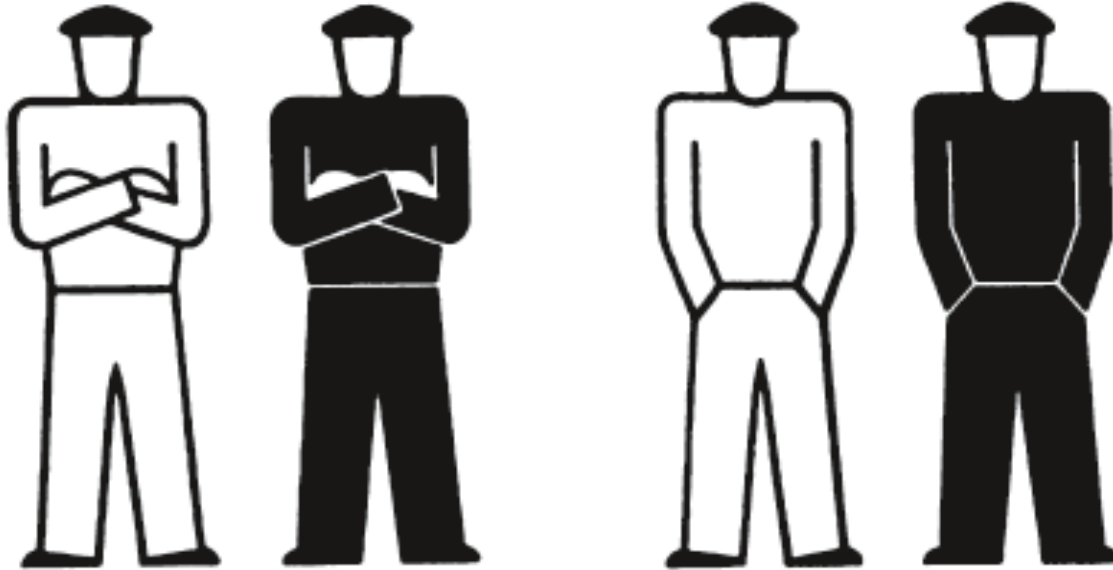
# Example: Product Image / Catalogue

(21)



# Example: Talk Style

(22)



# Example: Zooooooooooooooooom

(23)



# Example: Storyboard

(24)





To sum it up:

We are looking forward to exciting ideas and interesting talks!