The Design Show

ME 4054W
Spring 2011

The Design Show
When: Tuesday, May 3, 2011
Where: Great Hall, Coffman Memorial Union

Important Times:
Setup begins: 10:00 AM
Setup complete: 1:45 PM
Show opens to public: 2:00 PM
Show closes to public: 4:30 PM
(last judge may leave 5/5:30)
Clean-up completed by: 6:00 PM
The Design Show: The Basics

PURPOSE:
Opportunity for each team to proudly present the results of a strong effort

GOAL:
To maximize the transfer of information by all available means

FORMAT:
Professional trade show

DESIGN JURY:
Each booth will be visited by 3-4 judges

All team members should be present and prepared to answer questions.

How you will be judged

About the judges:
• Diverse backgrounds:
  • Faculty
  • Advisers
  • Industry
• Not all are engineers

Prepare your materials so the judges have no doubt how you fare on these items. Help them help you.

Note that the Quality of the Design metrics are double weighted.
What to Expect

Check out Past Shows:
http://www.me.umn.edu/courses/me4054/designshow/gallery/index.html

The Design Show: The Facilities

Default Facilities

- One 30 inch x 72 inch table
- One 6’ x 6’ display panel with cork board face (use pins only; no staples or tape)

Whatever you can set up & take down is generally acceptable. If in doubt, ask.
Bring your own extension cords.

If you need electrical power (beyond what is needed for a laptop) or to be in a special location, please let Adam Gladen know by this Tuesday 4/26. We may not be able to accommodate all special requests. They will be handled on a first come, first served basis.
What to Expect

What to Prepare

• Backdrop Materials (6’ x 6’ board is provided)
  – Posters
    • Large text, short explanations
    • Organized
    • Meaningful titles on all figures and all graph axes labeled
  – Several Regular Size Print-Outs
    • Display in Sequence

• Print your poster at ADCS Coffman B60
  $4.50 / ft²  http://oit.umn.edu/computer-labs/printing/index.htm
Poster Activity

Can Use:
• Large format printing
• Multiple smaller pages

Suggestions:
• Use visuals and color
• Pictures are worth a thousand words
• Outline your poster(s)

What to Prepare

• Suggestions for your tabletop:
  – Prototype
  – Laptop with images, video, something appropriate
  – Physical objects associated with testing or manufacturing processes
  – Final Design Report (bound)
  – No candy
What to Prepare

• **The Elevator Speech**
  
  How would you describe your project to someone if you had to provide them with a 15-30 second overview while chatting in an elevator
  
  • What, Why, and How
  • Simple
  • 2-3 sentences
  
  A technically oriented lay-person should come away with the feeling that they understand what you did and why it was important!

Practice Your Elevator Speech!

• For ... *(Target User)* who ... *(need it addresses)*.

• The ... *(Product Name)* is a ... *(category)* that ... *(key benefits)*.

• Unlike ... *(primary alternative)*, we ... *(what makes you better)*.

Source: [http://www.npdbd.umn.edu/deliver/elevator.html](http://www.npdbd.umn.edu/deliver/elevator.html)
What to Expect
Booth Presentation

Fall 2003

Fall 2009

What to Expect
Booth Presentation: Fully Corporate

Fall 2003
What to Expect
Backboard Material

Fall 2005

Fall 2008

Fall 2006

University of Minnesota
What to Expect
Backboard Material

Fall 2005

What to Expect
Apparel: A Unified Front

Fall 2006
Fall 2009

University of Minnesota
What to Expect
Bring Power Strips and/or Extension Cords

Fall 2002

Suggested Attendees

- Classmates
- Family (Younger siblings, cousins, etc. are particularly recommended)
- Roommates
- Workmates, supervisors, etc.
- Potential external project sponsors
- Please invite anyone you think might be interested

Possible Attendees

- President Bruininks
- Deans Crouch, Gladfelter, Strykowski
- Prof. Kortshagen
Submittals at the Design Show

To your Adviser:
Each team member submits their design notebook
Arrange whether they’d like a hard copy or CD of report

To Tori Piorek (at show):
CD of final report

NOTE: Teaching evaluations and exit interview forms are issued at the April 26 lecture (last class meeting)

What’s in a Tech Memo?

• 2 page memo, written by an individual
• Documents an evaluation criteria
• Includes an Intro, Methods, Results, Discussion
• Similar to an executive summary you might have written for measurements lab
• Due Monday May 9th (or anytime before). Turn in to our course webvista site.
Reminders

• If you have special needs such as power (more than what’s needed for a PC), space, etc. notify Adam Gladen by Tuesday April 26. We plan to make team location assignments by April 28th.

• Bring your own extension cords and/or power strips.

• Posters must be put on cork boards using pins (which will be provided). No staples or tape.