

Possible outline for BFA Midyear

The following outline is just a suggested list of topics to cover.

Your talk is your talk. You determine the message and the style and the order with which you present your ideas. This is your message to deliver to us. Set the talk up to engage and excite the audience. Aim for 5-10 minutes. And have fun with the visuals and whitt your ideas.

- Intro
- Design Challenge
- Possible Stakeholders
- Problem Statement
- Market or Users
- Issues they face
- Your initial prototypes and ideas for solutions
- The Evolution of your ideas
- Your proposed solutions
- Call to Action
- Why your idea is the best ever

Depending on your Challenge, you will incorporate more, or less, of the Design Brief that I use. Some of you will need to point out a Unique Selling Proposition, but not everyone is ready for a full on Brand Profile (Stephanie, you may want to try this). Let me know if you have any questions.