

Design Presentation Checklist



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Design Presentation Checklist

Are you ready for your next design presentation? The secret to a great presentation is preparation! Use this checklist to cover all your bases.

1) Be Consistent In Layout

Most designers present their design ideas on boards. Be sure that each presentation board uses consistent layout of your ideas. For example: Always put the brand logo or sketches or color palette in the same location on the boards. This makes it easy for the audience to view because they always know where to look for the same information.

2) Show Proof of Concept

You need to prove to your audience the validity of your designs. That means having sample garments, tear sheets, etc. on hand to show that this concept is trending in your market. You do NOT need to necessarily have this information on your board presentations. But you could have garments near buy or offer a hand out that backs up your concept.

3) Create A Focal Point

When laying out your boards try to create a focal point that is similar on all presentation boards. You don't want a board that is so busy that the viewer does not know where to look. Consider your audience's eye level during the presentation. Don't pin things at the bottom of a board if no one will be able to see it.

4) Showcase Your Strengths/ Down Play Your Weaknesses

We all have strengths and weaknesses. Some of us are excellent at sketching or illustration. If that is you play it up! If you are better at creating banners or layouts do that. Your overall presentation show highlight your strengths. If you are not good at something and it needs to be in the presentation see if you can delegate the task.

5) Visually Woo Your Audience

Take a tip from visual merchandizers. Your presentation needs to be visually pleasing and draw your audience in. Use different methods to display your products or ideas that are interesting.

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6) Tell A Story; Not Just A Theme

A simple theme is not as intriguing as a story. A design presentation needs to set the mood of your collection. Your eye needs to follow along a path that tells a story about inspiration, color, concept, fabrication, etc. Starting with a story; rather than just a theme helps to keep the engagement of the audience.

7) Edit Yourself

Don't leave it up to your audience to edit your work. Do it yourself before you present in order to offer the best possible assortment. This also shows that you have a good merchandising eye and can focus in on what items are most important. Note, you can always have options waiting in the wings!

8) Know Your Audience

Before your presentation ask yourself what your audience might bring up as a concern. Or what might they be opposed to. Have an answer or an explanation for each. This will make you feel more confident and also come across as well thought out.

9) Get Feedback

Ask another coworker what they think of your boards. What would they do differently? It is good to get other's feedback and different perspective. They may have insight that you never noticed!

10) Stay Flexible

Believe it or not it's not about you. It's about your customer. So, stay open to other's ideas or needs. You may be able to salvage your idea by making minor tweaks.