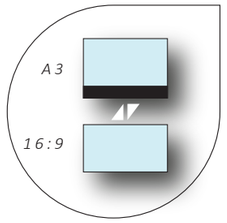

a i d e - m é m o i r e

ANNOTATION POINTS FOR PRESENTATION BOARD INFORMATION STRIP

repurpose the presentation board annotation for the voice-over script

A3 PDF version

crop-out the info-bar transfer to video compilation

16:9 video version

120 seconds

INDICATIVE STORYBOARD

- define a sequence which best suites your own exosketal proposal

no name
no P-nmber
no module title

master brand
product sub brand *- name*
sub-brand tagline
product 'design' attitude

PRODUCT+ USER + CONTEXT IMAGE

HERO-IMAGE - PROPOSAL GLORIFICATION

master brand touch points
aesthetic culture
product brand values

PERSPECTIVE RENDERS

PRODUCT BRAND LIVERY + CULTURE

brand touch points
aesthetic culture
brand values

RENDERED ELEVATIONS

PRODUCT FORM, FEATURES, FINISHES (CMF)

assembly + wearing
scope of interactions
contexts of use
user satisfactions

STORYBOARD

USER/PRODUCT INTERACTION

size adjustments or options
movement ranges
'power' capacities
mass ranges

GA PROJECTIONS

PRODUCT PERFROMANCES MASS+SIZE+CAPACITY

core manufacturing strategy
core component technology
assembly strategy
core materials technology

EXPLODED ASSEMBLY

PRODUCT TECH. SPECIFICATION

analysis factors
summary results
materials choices
component refinement

DIGITAL ANALYSIS INFOGRAPHIC

DIGITAL ANALYSIS PROCESS+CONCLUSION

core product purpose
key consumer group
niche market sector
product experience culture

3D PDF

MARKET OFFER

no cover slide

10 seconds — ANIMATION CLIP 360 fly-by

2 second soft transition

5 seconds — HERO-IMAGE

hero-image opens as video clip's ***poster image***

rolling text annotations

10 seconds — ANIMATION CLIP image sequence of key features

2 second soft transition

14 seconds — PRODUCT BRAND CULTURE

2 second soft transition

rolling text annotations

14 seconds — PRODUCT DESIGN LANGUAGE

2 second soft transition

rolling text annotations

15 seconds — ANIMATION CLIP explode + collapse 270 degree pan

2 second soft transition

14 seconds — USER/PRODUCT INTERACTION

2 second soft transition

rolling text annotations

14 seconds — MARKET SPECIFICATION

2 second soft transition

rolling text annotations

14 seconds — PRODUCT SPECIFICATION

2 second soft transition

rolling text annotations

10 seconds — ANIMATION CLIP slow 120 degree pan across product

2 second soft transition

soft conceal