

Design Fair - Details

- Wednesday April 27th - Hoover & Zellen Lounges, 1st Floor Vance Hall
 - Total time 5:30 - 9:30 PM (setup and breakdown)
 - Event time 6:30 - 8:30 PM
 - Table assignments will be random and are not changeable
- Each team will have a 30" round table and easel to present their product to potential customers who will vote on your products
 - Posters must be mounted on foamcoare. Print it yourself at Van Pelt and mount on foamcore, or have Campus Copy Center do both for ~\$30 (give a few days lead time!)
- Consider if you need any props for your display

Design Fair - Deliverables

- Team Final Product Name - due 10 AM day of fair
- Design Fair Deliverables Assignment - due 10 AM day of fair
 - Poster - 24 x 36", mounted on foamcore
 - Sell sheet - ~100 sheets (can cut an 8.5x11" sheet into quarters)
 - 5x7" sheet for voting booth
 - Final Cost Rules spreadsheet
- Team Final Prototype - clear photo(s) of your prototype - due 10 AM day of fair
- No regularly scheduled class next week!
- Lecture: Wrap Up - due May 6

Printouts for Design Fair

You will provide:

- 24 x 36" poster mounted on foamcore
- 5 x 7" small version of poster for voting box
- Sell sheets (~100)

24" x 36"

- Product Name
- Price
- Picture/Rendering
- Attributes/Benefits/How it works
- Portrait or Landscape
- **Less is More!**

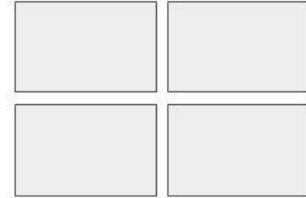
Poster, Mounted on Foam Core

5" x 7"

- Small version of poster
- Portrait

For Voting Box
(not mounted)

8.5" x 11" sheet cut in 4



Sell Sheets
(to give away to shoppers)

- [www.Canva.com](https://www.canva.com) (great online tool for making posters)
- High quality poster printing available at Vitale Digital Media Lab (Van Pelt, set up an appointment online) or Campus Shipping Center

Design Fair - Voting

- Visitors to the Design Fair will get to vote for their favorite products
- Product Design students will also vote!
- The “results” from the Design Fair are based on the amount of votes you get, also taking into consideration gross margin percentage from Cost Rules spreadsheet (this allows an even playing field across products of a range of costs)
 - Factors into your grading for Design Fair Deliverables assignment