

Turning Science Into Sound Bites

Lessons from...

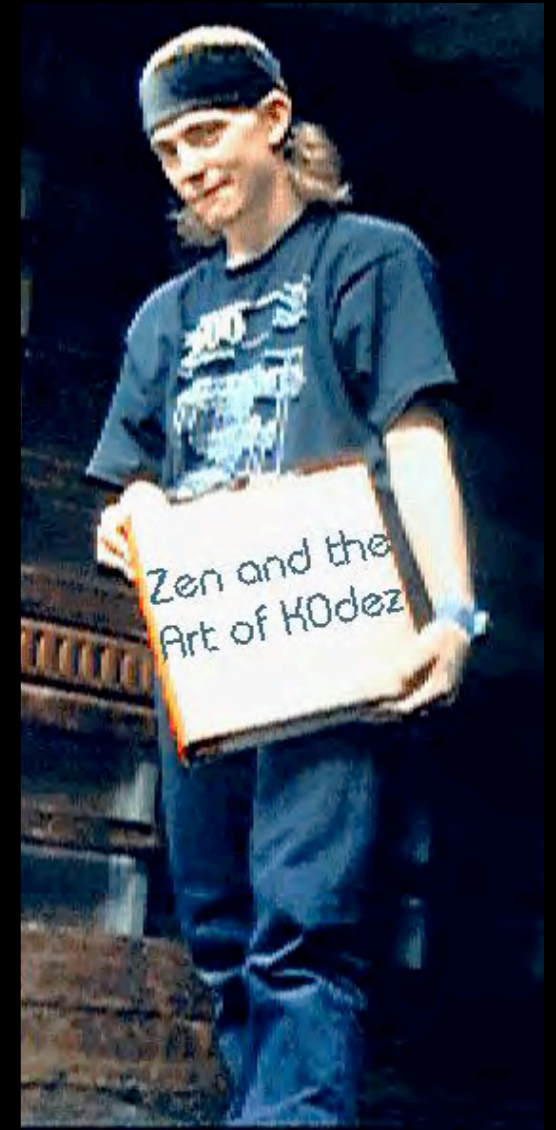


Joe Grand aka **KINGPIN**

Grand Idea Studio, Inc.

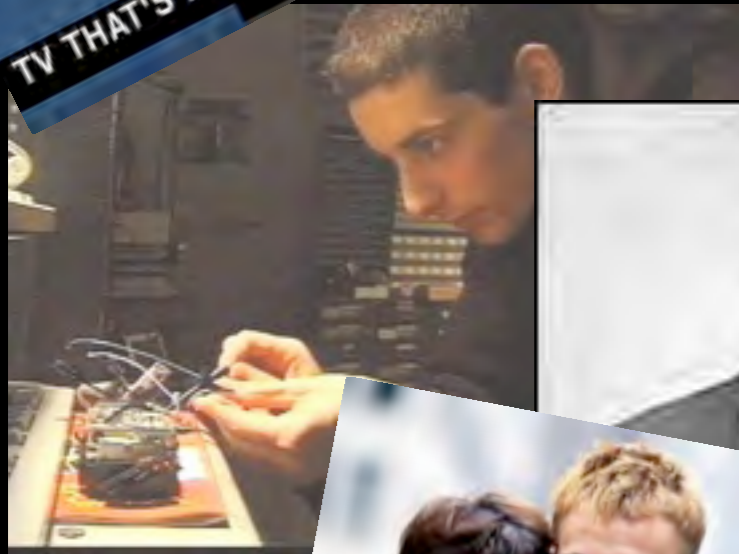
The Security "Industry"

Yesterday



The Security Industry

Today



The Problem

- ◎ A diverse collection of people
 - Hackers
 - Executives
 - Media/PR
 - Marketing
 - Sales
- ◎ Varying levels of technical competency
- ◎ Lots of different agendas

The Problem 2

- ◎ How to creatively convey technical information to a non-technical audience?
 - Product demonstrations
 - Security advisories
 - Software functionality/enhancements
 - Electronics design
 - User manuals
 - Etc.
- ◎ You need to tell a compelling story

Prototype This!

- Engineering entertainment program on Discovery Channel
- Four guys building prototypes of crazy things
- Try to follow the "true" design process
- Premiered October 2008 (US), ~February 2009 (World)
- Thirteen episodes
- ~1 million viewers/episode
- www.discovery.com/prototypethis

Joe Grand



electrical engineer. hardware hacker. daddy.

Zoz Brooks



robotics. software programming. mit.

Mike North



materials scientist. mechanical engineer. ucsb.

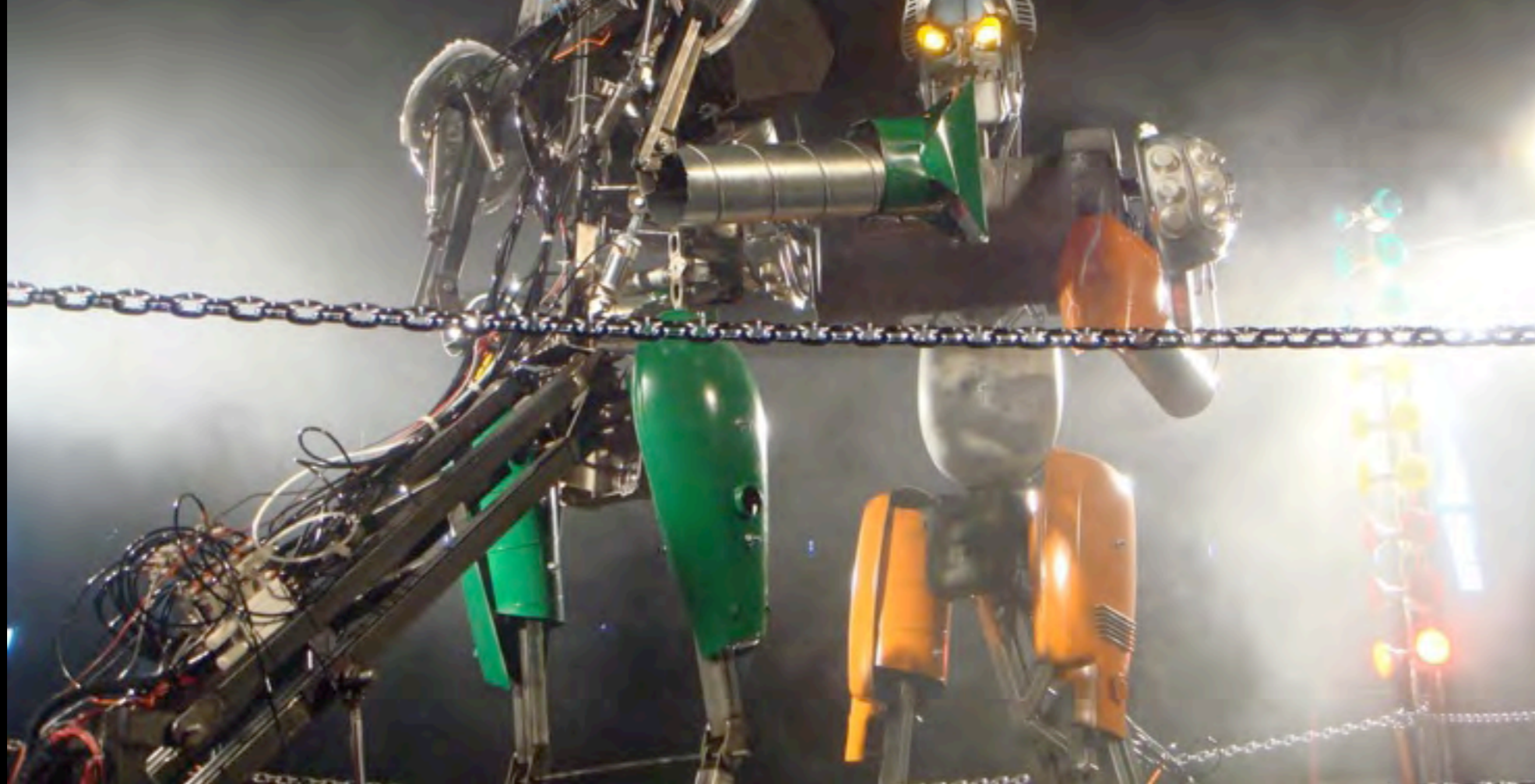
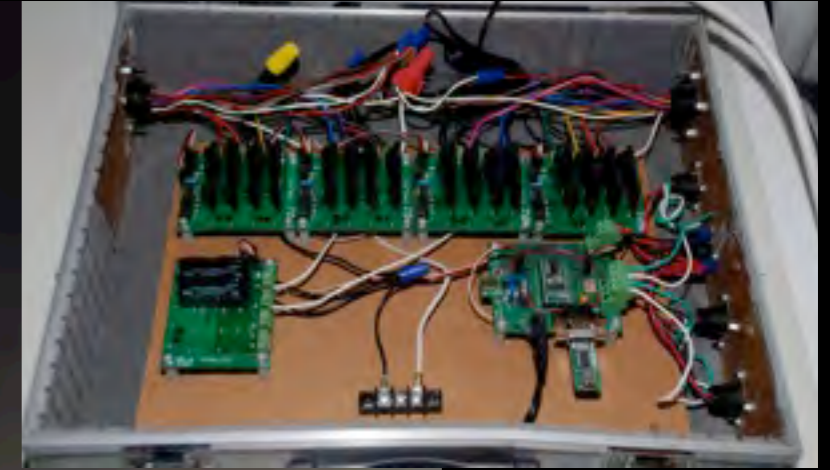


Terry Sandin

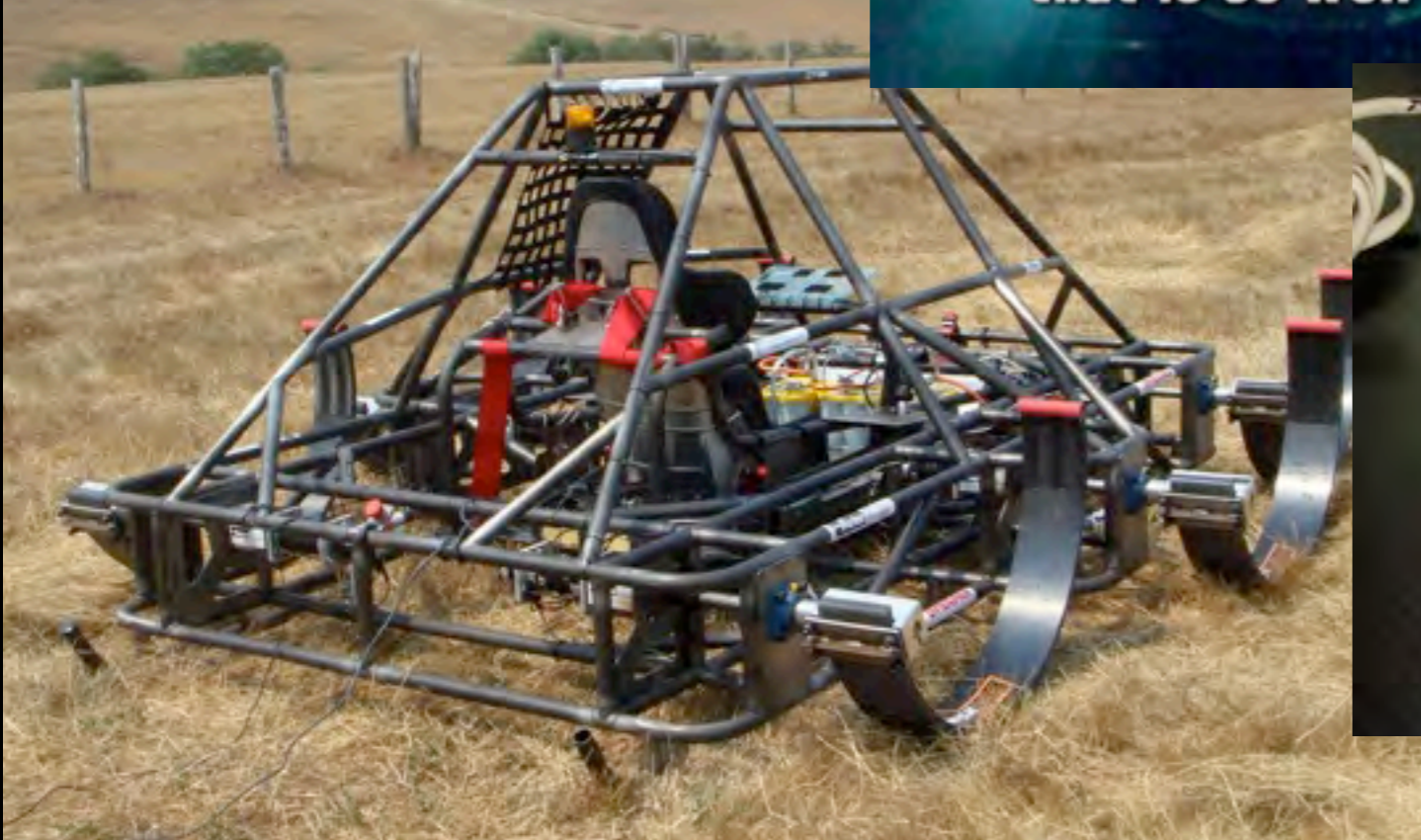
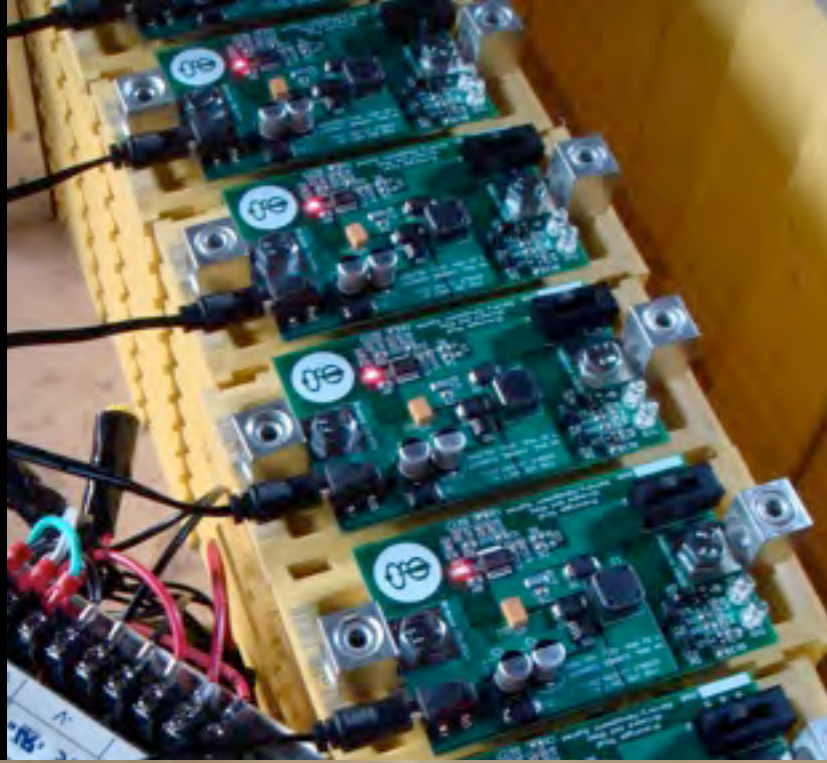


special effects. machinist.

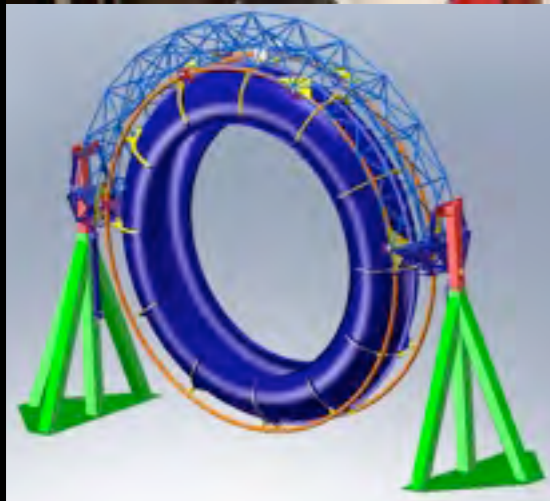
We built stuff like this...



We built stuff like this...



We built stuff like this...



We built stuff like this...



With not a lot of this...



(Contrary to popular belief...)

Television Production/Editors/Execs

- Most were not technical and didn't care to be
 - Were only interested in the final result
- Did not understand the complexity of the tasks
 - Assumed everything was easy
- No back end process or planning
 - Just throw some guys in a room to start building
- Wanted unrealistic projects that had never been done before built in two weeks or less
 - Ex.: X-ray glasses, personal force field

The Similarities are Striking...

- Engineering v. TV Production
- Security Professional v. Media
- Technical v. Management

Us v. Them

● Television

- Us: Smart engineering, clever designs, show off our skillz
- Them: Look cool on TV, sell advertising space, appeal to a wide audience

● Security

- Us: Smart engineering, clever designs, show off our skillz
- Them: Educate customers or end users, enhance their products, get media coverage

Can't See the Forest for the Trees

- ◎ As technical people, we often feel like we need to share every miniscule design detail
 - Sometimes we need to, but usually we don't
 - Can cause non-technical people to miss the point of your work

The Thought Process

- Need to understand your target
 - Put yourself in the mind of the audience
 - What would they really want to see/read?
- Need to understand your motivation
 - What are you trying to get out of it?
 - What information do you really need to present and why?
 - What does your audience need to take from it?

The Thought Process 2

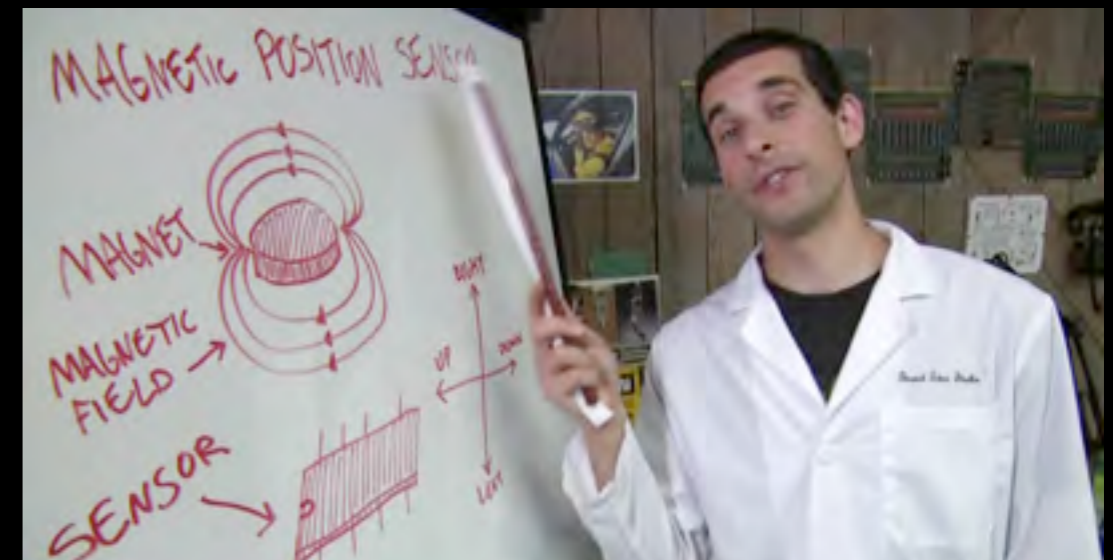
- Break the information down into segments/
key points
 - Overview - What is the goal?
 - Description - What are the pieces involved and how do they work?
 - Demonstration/Exposition - Show your results
 - Additional Details - If necessary
 - Conclusion - Explain what you've just achieved and why is it important to the larger picture?

Telling the TV Story

- Podcasts
- Demonstrations/Tests
- Payoff/Finale

Podcasts

- Based on content and editing style of Joe & Bre's "Awesome Electronics Workshop" podcasts for MAKE
 - www.grandideastudio.com/portfolio/awesome-electronics-workshop/
- Funny, quirky, frantic to make boring content interesting



Demonstrations/Tests

- Help to visually explain concepts or milestones along the way
- Sometimes they didn't go over very well and weren't used
 - But, trying new things was part of the fun



Payoff/Finale

- The climax
- Show that the build actually worked (or not)
 - Failures are a learning process
 - "If everything you try works, then you are not trying hard enough" - Gordon Moore, Intel
- Drives the final point home about what we were setting out to do

In Conclusion

- Understand your audience and present accordingly
 - One size does not fit all
- Break the information down into bite-sized segments/key points
- Use graphics, video, or audio to supplement your explanation
- A little creativity can go a long way
 - Don't be afraid to try new methods of explaining your work

THANK - U + GOODNITE
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KINGPIN
Supporting Generations
of Free Thinkers
www.kingpinempire.com

Gateway

MENU

MUTE
EXIT

VOLUME

CHANNEL

INPUT