

SD5906

# Globalization in New Media Design and Technology

## **PRESENTATION WORKSHOP 1**

School of Design

The Polytechnic University of Hong Kong

**IMPORTANT**

Please sit with the members  
of your final group project

# Presentation Workshop 1

- This course is designed along three themes:
  - Culture
  - Communication
  - Commercialization

# Culture

The first theme is **CULTURE**:

- *The World We Live In: Here*
- *The World We Live In: There*
- *How, Why and Where We Are Different*
- *How, Why and Where We Are The Same*

# Communicating

The second theme is **COMMUNICATION**:

- *Navigating Across Cultural Divides*
- *How People Connect Face to Face*
- *How People Connect Through Symbols*
- *How People Connect Through Action*

# Commercialization

The third theme is **COMMERCIALIZATION**:

- *Field Trip 1: AIA Carnival (Universal Fun)*
- *Field Trip 2: Startup Pitches (Virtual Selling)*
- *Where is Business Coming From?*
- *Where is Business Being Disrupted?*

# Your Presentation

- Select TWO themes that you feel are the most relevant to your Final Year Project and present to us how you intend to apply them.
- Your 5 minute presentation must be packaged as an IGNITE talk, which feature only 20 slides automatically advancing after 15 seconds.
- <https://bit.ly/2Tnf7DI>

# Questions?



**Thank You**