

The logo features a large blue Roman numeral 'II' with a white outline and a drop shadow. Overlaid on the 'II' is the text 'LONE STAR HOLIDAYS' in a smaller, red, sans-serif font. Below the 'II' is the word 'ACADEMY' in a large, red, serif font with a white outline and a drop shadow. At the bottom of the logo is the year '2010' in a large, red, serif font with a white outline and a drop shadow.

LONE STAR HOLIDAYS
ACADEMY
2010

Maslow's Hierarchy of Display Design

Presented by David Moore

Version 1.0 / June 2010



Why do we even do this?

- Praise from public visitors
 - Notes, cards, donations
- Connection with family (kids)
- Connection with community
 - LSH, church, neighborhood
- Technical focus
- Give back to the community (donations)
- Hobby / Keeps me busy / I enjoy projects



Who are we?

- **Techies**
 - Like new technologies and experimenting
 - Enjoy the layout, planning and building processes
 - Less concerned about audience acceptance
 - Focused around DIY controllers/lighting
- **Competitors**
 - Enjoy having “the” house in the neighborhood
 - Like the “wow – I did that!” feeling
 - Highly focused on audience/media/public acceptance
- **Socialites**
 - Enjoy the connection to the audience and the community
 - Usually directly interact with audience
 - More focus placed on interactive elements (Santa, bubbles, flying elves, candy canes)
- **Combinations or variations**

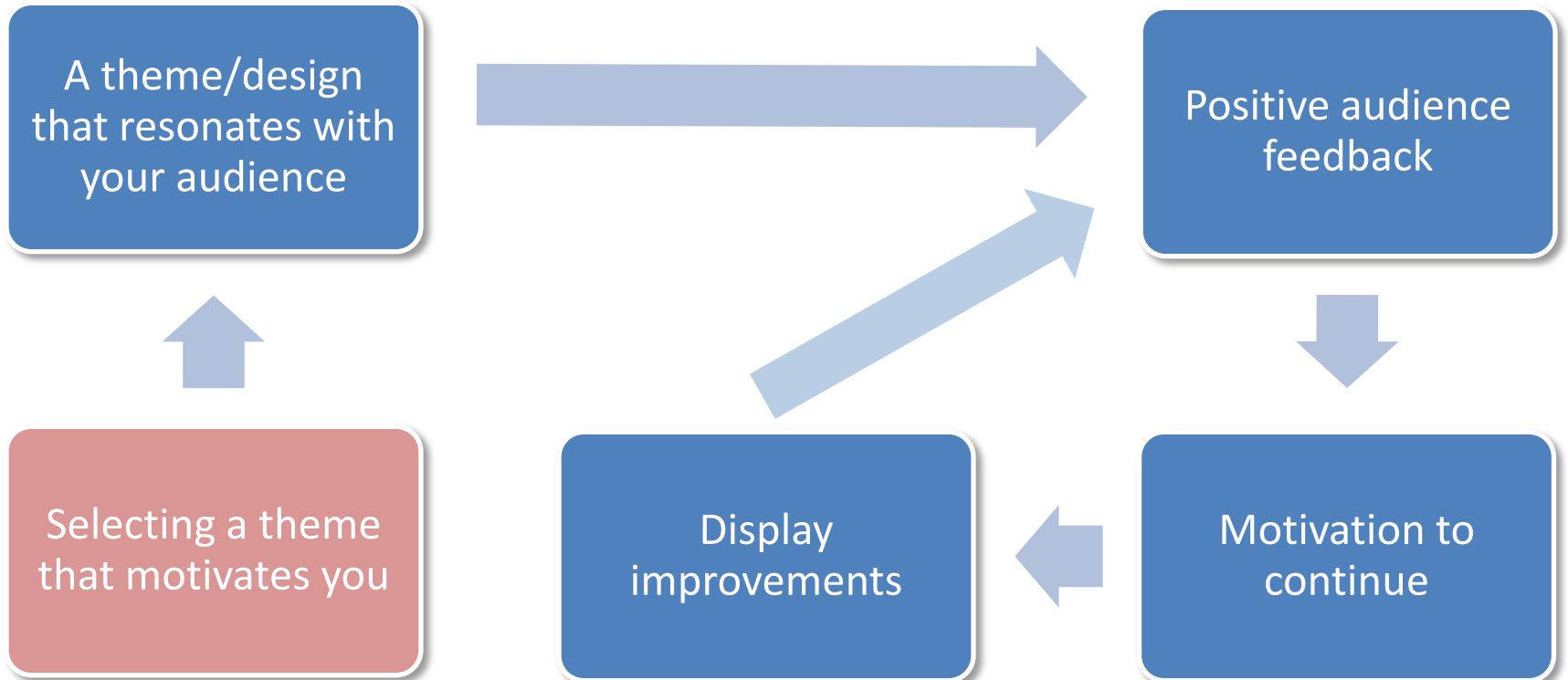


Why Does This Matter?

Building towards a display that appeals to your intended audience but also appeals to you and keeps you engaged



Motivation Relationships



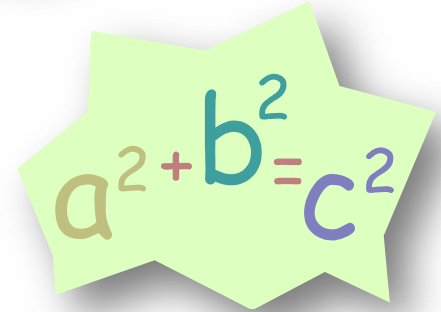
And about the display...

- How do we, collectively, often “just know” what looks good and what doesn’t?
- Why do you personally like certain displays and not others?



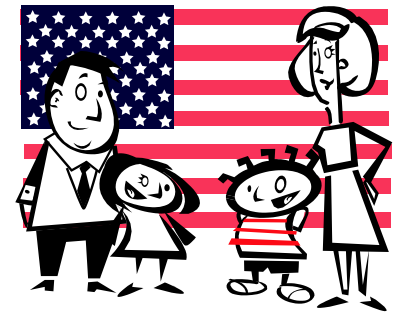
The “Factors” in Display Design

- The audience
- Recognition / Theme
- Physical size
- Balance / Symmetry
- Complexity
- Element types
- Craftsmanship
- Sequencing
- No single factor usually makes or breaks a display



The Audience

- Age
- Past memories of Christmas form likes and dislikes of displays
 - C9 Incandescents vs. LEDs
 - Plywood Cut-outs vs. Arches & MiniTrees
 - Techno vs. “traditional” music
- Ability to understand concepts
 - Religious focus
 - Child or adult focus
 - Sports, college or other concepts
- A technical or design focus
- Prior experience with other displays
- Do they seek or avoid interaction?



Recognition/Theme

- Is there a theme or message present in the display? Are display elements random or “organic”?
- Is the theme or message easily understood by your intended audience?
- Does the theme or message have a negative overtone or specifically exclude an audience?



Recognition/Theme

- What is the theme of these displays?

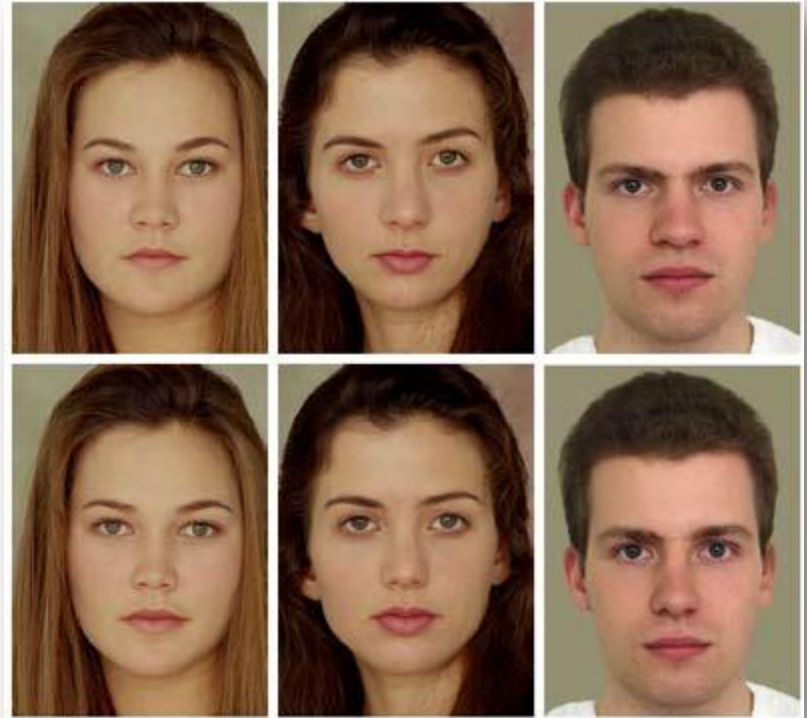


Recognition/Theme



Size, Balance and Symmetry

- A display can be “win” on size alone... mostly
- Humans generally prefer symmetry
- Balance – a display with not too much and not too little
- Dynamic range of an animated display is lowered when lights are on a majority of the time



Size, Balance and Symmetry

Too many lights or “WOW!”?



Size, Balance and Symmetry



Complexity

- Channels
 - Higher channel counts generally add a more refined feeling and allow lighting of specific elements
 - Higher channel counts don't necessarily mean large quantities of lights
- Lights
 - Additional colors
 - Mixing formats (floods, C7/C9, mini lights)
- Complexity and quantity are not synonymous

Element Types

- Seeing the display like a stage
 - Layering to allow proper focus on each element without hindering other elements
 - Placement of “actors” or focal points
 - Variety of element types adds to complexity and richness
- An ecosystem of elements that each serve a purpose
 - Characters for verbal songs
 - Mini trees for beats
 - Floods that provide “volume”
 - Snowfall lights to add elegance and a sense of calm
- Just because you have an element doesn't always mean it should be used

Element Types



What is out of place
in these photos?



Element Types



Craftsmanship

- The viewer can “sense” quality or a lack of quality in a display indirectly
- Areas of focus
 - Bulb alignment
 - Bulb/string outages
 - Quality paint jobs on cutouts and signs
 - Clean and functional inflatable's
 - Blacking out selected items
 - Clean and trimmed lawn / bushes / trees
 - Consistent spacing on C7/C9's, mini trees, bushes, mega tree strings
 - “Over spray” or light pollution
 - Quality sequencing that matches the music

Craftsmanship



Sequencing

- Sequencing is a major factor in how polished and professional a display appears
- Sequencing is THE way to set the experience you want to convey to your audience
- Quality of sequences or quantity of sequences?
- Take a sequence and apply it to a similar song – can you tell the difference? If not, that's generally not good.
- Imagine movies such as Jaws, Saving Private Ryan, Raiders of the Lost Ark, Star Wars or Psycho without their signature sound tracks

Final Thoughts

- Consciously focus on the design of your display and how the elements, sequencing and layout all work together
- Look at other displays that you like and break down what about that display makes it good
- This presentation can be downloaded from:
www.HolidayCoro.com