"THE MORE YOU LIKE YOURSELF, THE LESS YOU ARE LIKE ANYONE ELSE, WHICH MAKES YOU UNIQUE."

WHEN YOU WISH UPON A STAR...

WALT DISNEY

IMAGINEERING = IMAGINATION + ENGINEERING.

"DO WHAT YOU DO SO WELL THAT THEY WILL WANT TO SEE IT AGAIN & BRING THEIR FRIENDS."

"FIRST THINK. SECOND DREAM. THIRD BELIEVE. AND FINALLY DARE."

"I LIKE THE IMPOSSIBLE BECAUSE THERE'S LESS COMPETITION."

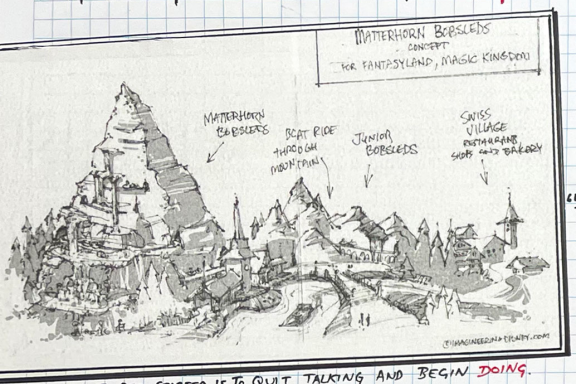
"IF YOU CAN VISUALISE IT, IF YOU CAN DREAM IT, YOU CAN DO IT."

"I BELIEVE IN BEING AN INNOVATOR."

"WHATEVER YOU DO — DO IT WELL."

"IDEAS COME FROM CURIOSITY."

"THE HEART OF A COMPANY IS CREATIVITY & INNOVATION."



THE WAY TO GET STARTED IS TO QUIT TALKING AND BEGIN DOING.

THINK LIKE AN IMAGINEER

Are you...

- using your subject matter to inform ALL project decisions? → BEGINS WITH STORY
- staying focused on your objectives? → CREATIVE INTENT
- paying attention to every detail? → ATTN. TO DETAIL
- using details to strengthen story & support creative intent? → THEMING
- organising your mission to the your audience: General to specific? → DIFFERENT SHOTS
- attracting your audiences attention & capturing their interest? → WIENIES
- making changes as smooth & seamless as possible? → TRANSITIONS
- focusing on the big picture? → STORYBOARDS
- introducing & reinforcing your story to keep & captive audience? → PRE + POST SHOW
- using the illusion of size to help communicate your message? → FORCED PERSPECTIVE
- simplifying complex subjects? → "READ"-ABILITY
- keeping the experience dynamic & active? → KINETICS
- using repetition to make audience experience & message memorable? → SMALL WORLD EFF
- involving & engaging the audience? → HIDDEN MICKEYS
- consistently asking "How do I MAKE THIS BETTER?" → PLUSSING



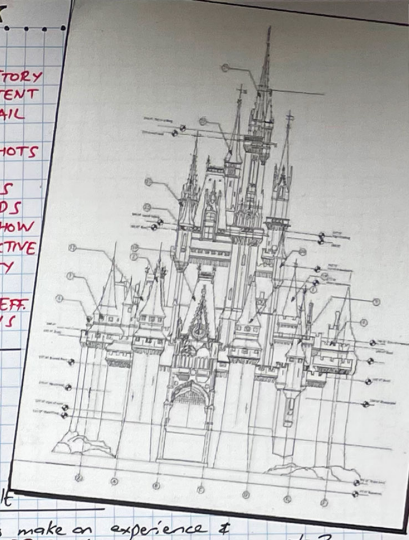
WALT'S CARDINAL RULE

The #1 Rule Imagineers ask themselves

PLUSSING How do I make this better?

PLUSSING is always asking if something can be better. Walt used to always ask "Can we plus it?" Plussing is giving your audience more than they paid for, more than they expect & more than is necessary. Good enough is not enough.

"I WOULD RATHER ENTERTAIN & HOPE THAT PEOPLE LEARNED SOMETHING - THAN EDUCATE PEOPLE & HOPE THEY WERE ENTERTAINED" Walt



MAKING IT MEMORABLE

Reinforcing ideas to engage the audience

- **IT'S A SMALL WORLD EFFECT** uses repetition & reinforcement to make an experience & message memorable. Music is one of quickest ways to the ♥. Reinforce key ideas & concepts? Are you using repetition to build deeper relationships, communicate values & key messages with the audience?
- **HIDDEN MICKEYS** are partial or complete images of Mickey Mouse hidden (as Easter eggs) by Disney Imagineers. Once you see one you don't unsee it & you view the experience differently. Involve & engage the audience. The best ideas have something missing. Reward your real fans.

VISUAL COMMUNICATION

Tricks & techniques to tell a more compelling story

- **FORCED PERSPECTIVE**: A technique where the designer plays with scale in order to affect the perception of the audience. Using the illusion of size to help communicate your message.
- In experiences where attention spans are short (3-5m) the audience needs to immediately understand each scene. **READ-ABILITY** is creating images that audiences read quickly
- Disney Imagineers use **KINETICS** to create movement & motion in a scene to give it life & energy. Eyes watch what moves - so create "animated" backgrounds.

HOW DO YOU DESIGN EXPERIENCES?

REQUIREMENTS + Things they must do.

CONSTRAINTS - Things they can't do.

IMAGINE GREAT THINGS & BUILD THEM WELL WITH THE BEST ENGINEERING.

KNOWLEDGE + HAPPINESS

The 5 founding principles of Imagineering & creative thought

WAYFINDING

Grab the audiences attention & help them to navigate through the story as their trusted guide

- **WIENIE**: A visual element used to draw people in & around a space. Big enough to be seen from a distance - interesting enough to demand close shot
- **TRANSITIONS** Subtle effects that guide the audience seamlessly through the story canvas
- **STORYBOARDS** help to craft + imagine ideas during development
- **PRE-SHOWS** introduce & re-inforce concepts. **POST** makes it memorable.

FOUNDATIONS OF IMAGINEERING

- IT ALL BEGINS WITH A STORY
- CREATIVE INTENT
- ATTENTION TO DETAIL
- THEMING
- LONG, MEDIUM & CLOSE SHOTS

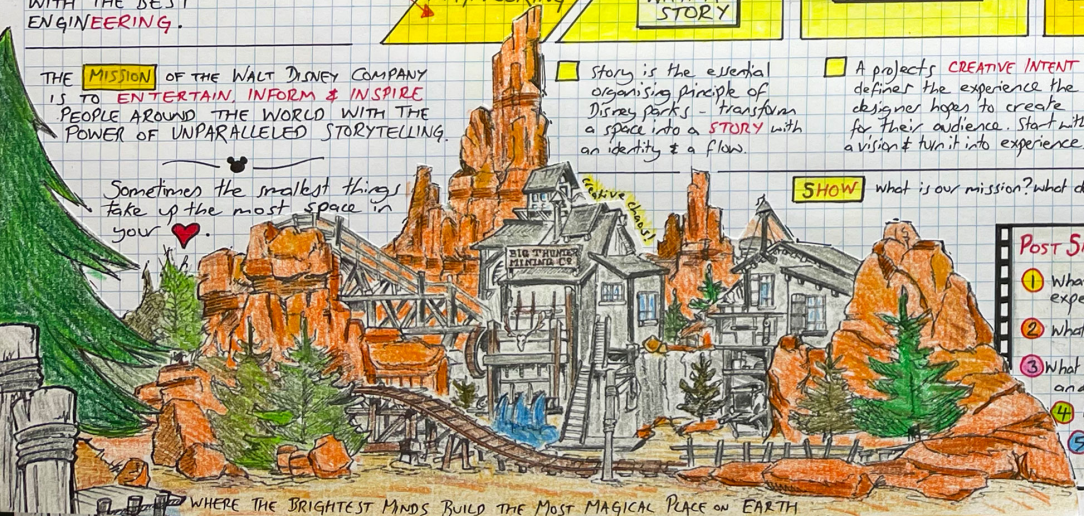
GOOD DESIGN IS GOOD BUSINESS. T.J.W.

"It's kind of fun to do the impossible."

THE MISSION OF THE WALT DISNEY COMPANY IS TO ENTERTAIN, INFORM & INSPIRE PEOPLE AROUND THE WORLD WITH THE POWER OF UNPARALLELED STORYTELLING.

- Story is the essential organising principle of Disney parks - transform a space into a STORY with an identity & a flow.
- A projects CREATIVE INTENT defines the experience the designer hopes to create for their audience. Start with a vision & turn it into experiences.
- Imagineers obsess about paying ATTENTION TO (EVERY) DETAIL. Weave details into the story slowly but don't overwhelm the audience.
- THEMING is all about using appropriate details to strengthen your story & support your creative intent.
- How do you use distance & perspective to show CLOSE-UP details that build on & support the establishing shot.

Sometimes the smallest things take up the most space in your ♥.

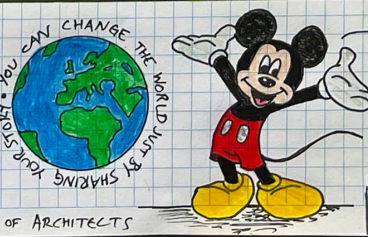


SHOW What is our mission? what do we do? STORY How do we fulfill our mission CREATIVE INTENT Now? Next? New?

POST SHOW QUESTIONS

1. What did we expect to occur?
2. What actually happened
3. What worked well, and why?
4. What didn't? Why?
5. What needs to be done differently?

TELL EMOTIONAL STORIES THAT MAKE PEOPLE FEEL SOMETHING SO THAT THEY DO SOMETHING





WHERE THE BRIGHTEST MINDS BUILD THE MOST MAGICAL PLACE ON EARTH

ART DIRECTORS INSTEAD OF ARCHITECTS

JEREMY CONNELL-WAITE '21