

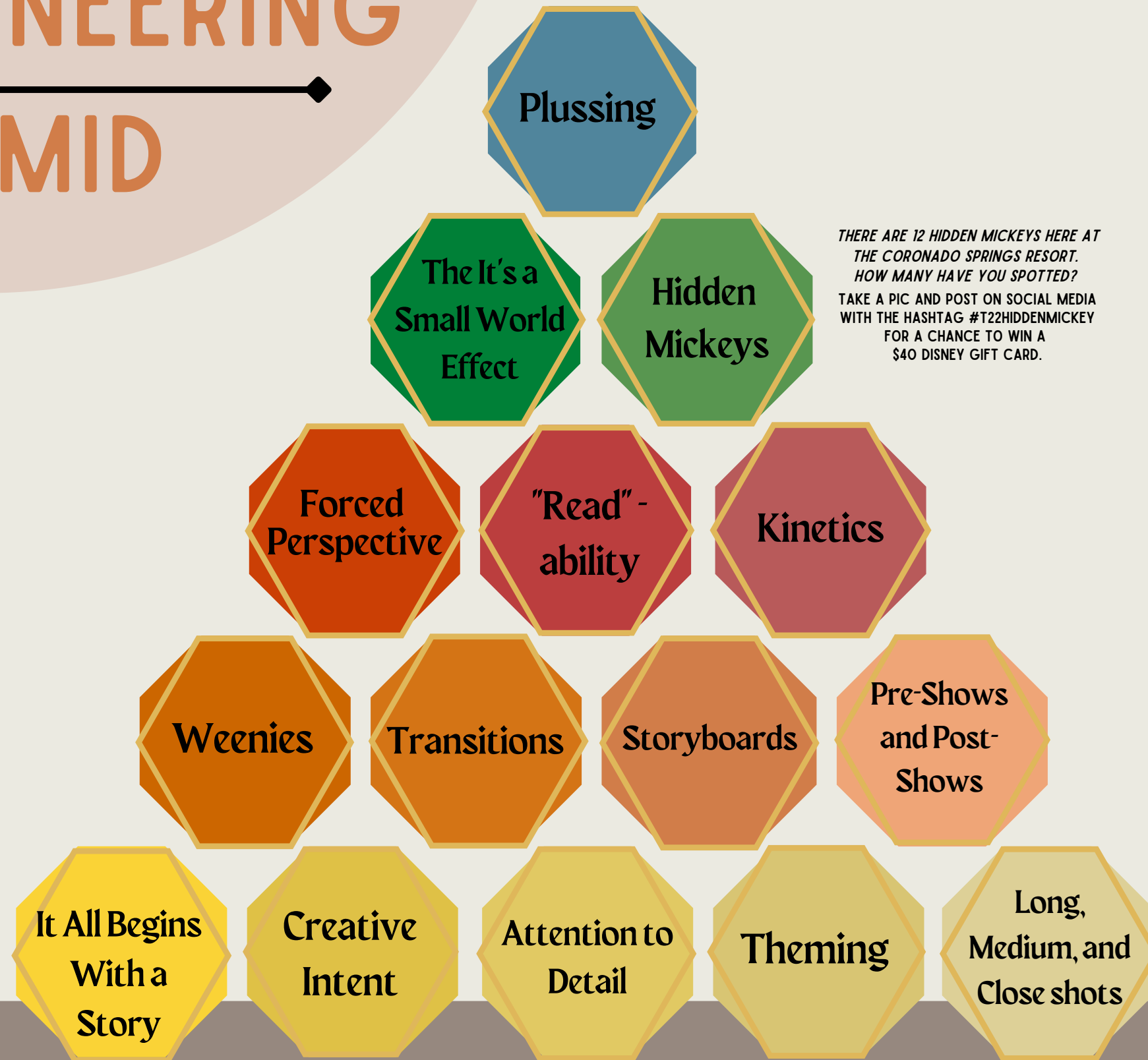
# THE IMAGINEERING PYRAMID

## POST COURSE QUESTIONS

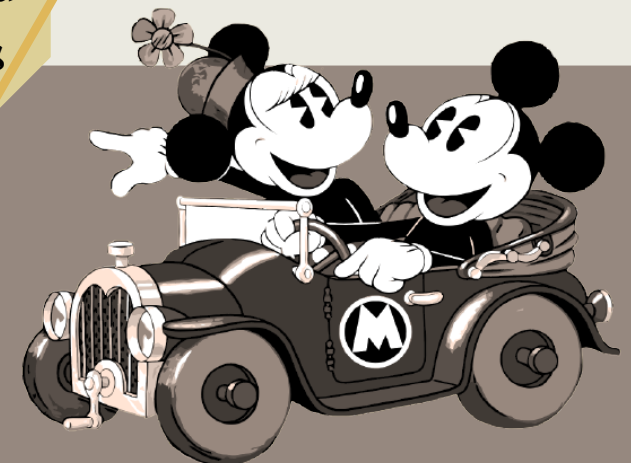
1. WHAT DID WE EXPECT TO OCCUR?
2. WHAT ACTUALLY HAPPENED?
3. WHAT WORKED WELL AND WHY?
4. WHAT DIDN'T? WHY?
5. WHAT NEEDS TO BE DONE DIFFERENTLY?

THERE ARE 12 HIDDEN MICKEYS HERE AT  
THE CORONADO SPRINGS RESORT.  
HOW MANY HAVE YOU SPOTTED?  
TAKE A PIC AND POST ON SOCIAL MEDIA  
WITH THE HASHTAG #T22HIDDENMICKEY  
FOR A CHANCE TO WIN A  
\$40 DISNEY GIFT CARD.

*Tell emotional stories that make  
people feel something so that they  
do something*



WALT DISNEY



## VISUAL COMMUNICATION

### Forced Perspective

The illusion of size to help communicate your message.

### Read-Ability

Create images that audiences read quickly.

### Kinetics

Create “animated” backgrounds.

## MAKING IT MEMORABLE

### It's a Small World Effect

Use of repetition and reinforcement to make an experience and message memorable.

### Hidden Mickeys

Are partial or complete images of Mickey Mouse hidden for Easter eggs by Disney Imagineers.

## WALT'S CARDINAL RULE

### Plussing

Walt used to always ask, “Can we plus it?”

*The Way to Get Started is to Quit Talking and Begin Doing*

## DON'T MISS THESE OPPORTUNITIES TO GAIN MORE TIPS AND TRAINING MAGIC FROM THE MOUSE

**Sunday Kick Off Event:** 5:15-6:30 pm

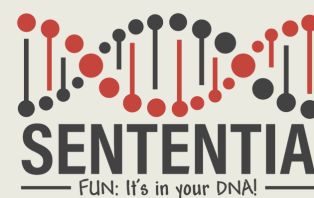
**Monday Prior to Keynote:** 9:10-9:15 am

**Monday Expo Stage:** 3:45-4:15 pm:

**Tuesday Prior to Keynote:** 8:10-8:15 am

**Wednesday Zoom Check-in:** 7:45-8:15 am

Stop by the Training Magazine Booth #413 or Sententia Gamification Booth #418 in the Expo Hall to Share Your Insights and for **Pop Up Chances to Win Prizes.**



**Designed by:** Lindsey Leverett, Sententia Gamification

### Adapted from:

Jeremy Waite <https://jeremy.earth/2021/04/02/imagineering/The Imagineering Pyramid Using Disney Theme Park Design Principles to Develop and Promote Your Creative Ideas> by Louis J. Prosperi

## Training 2022 Conference and Expo

# TRAINING MAGIC FROM THE MOUSE

## HOSTED BY YOUR CHIEF ENGAGEMENT OFFICER



**MONICA CORNETTI**

**PRESIDENT,  
SENTENTIA GAMIFICATION**

## HOW CAN YOU USE THE IMAGINEERING PYRAMID IN YOUR COURSE DESIGN AND DELIVERY?

## FOUNDATIONS OF IMAGINEERING

### Story

Transition a space into a STORY with an identity and a flow.

### Creative Intent

Define the experience the designer hopes to create for their audience.

### Attention to Detail

Weave details into the story slowly but don't overwhelm the audience.

### Theming

Use appropriate details to strengthen your story and support your creative intent.

### Long, Medium, and Close Shots

How do you use distance and perspective?

## WAYFINDING

### Weenies

A visual element used to draw people in and around a space.

### Transitions

Subtle effects that guide the audience seamlessly through the story.

### Storyboards

Help to craft and imagine ideas during development.

### Pre-Shows & Post-Shows

Pre-Shows introduce and reinforce concepts. Post-shows make it memorable.

45th Annual **training 2022**  
**conference & expo**