

Session 7

Introduction to Design: The Presentation

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The Three Most Important Elements of a Technical Presentation

- Organization
- Visual Aids
- Delivery and Style: Your Presence and Preparation

Identify the Purpose

- What is your general purpose?
- What is your specific purpose?
- What is your thesis statement?
- What do you want your audience to learn?
- What action should be taken next?

Perform an Audience Analysis

- Identify who your audience will be
- Identify your objectives for the audience
- Identify their understanding of the subject
- Determine how willing they will be to accept your ideas

Organization: Introduction

- Identify who you are/establish your “presence”
 - Why should they listen to YOU? Express your qualifications, passions, become a bit “human” to the audience
- Earn the audience’s attention
 - What will they get from listening to you?
 - Why should they listen?
- Give a roadmap: Tell ‘em what you’re gonna tell ‘em
 - Explain where you plan to go, set up the story
 - Explain what the audience can anticipate

Organization: Body

Create main points to express key ideas and major claims

- Present points as declarative statements
- Reflect points back to thesis
- Keep speech points unified, coherent, and balanced
- Verbalize connections between points

Organization: Transitions

- A word or phrase that signals when a speaker has finished one thought and is moving onto another
These are the turn signals necessary for changing lanes.
- 2 parts to a transition: Transitions state the idea that the speaker is leaving (the review part) and the idea that the speaker is coming up to (the preview part)

Ex: Now that you know what the HUT report is (review), I will discuss its functions (preview).

Organization: Conclusion

- Purpose: Tell 'em what you told 'em
 - Offers audience a sense of closure
 - Reinforces thesis
- Tips
 - Signal the end verbally and non-verbally
 - Restate the thesis using a strong concluding statement
 - Make conclusions strong and brief

Visual Aids

Fonts Are Important!

- Use Microsoft sans serif fonts
- Use readable font sizes
- Use appropriate color combinations

40 point Title

28 point Heading

24 point Sub-headings

18 point References and Labels

Avoid using 12 point font or smaller

Avoid Using Too Many Words

- Use Bullet Points
- Use Condensed Sentences
 - No parking structure will be considered if the cost per stall to erect the structure is greater than \$11,000.
 - Parking structures will cost less than \$11,000

Visual Aids Do's and Don'ts

Do's

- Design them large enough
- Design them to be simple
- Design them to be clear
- Label them
- Use only what you need

Don'ts

- Use too much text
- Use excessive artwork
- Make things look cramped
- Use too many colors
- Overuse caps

Good Delivery...

- Is clearly audible, fresh, and energetic sounding
- Is a polished version of yourself
- Looks and sounds natural
- Is human, not robotic or like a TV news anchor
- Has controlled and planned body movements
- Is extemporaneous (don't read slides!)
- Is always focused on the goal (speak so your audience will understand)

The Best Way to Practice

- Highlight in your notes difficult pronunciations that need emphasis or slower rate of speaking
- Practice in a room similar to where you will present
- Imagine the audience to whom you will present
- Always practice out loud
- Plan movement and gestures
- Practice with all of the equipment you will use

Establishing Credibility

- KNOW that you KNOW your stuff
- KNOW that you ARE an expert
- Speak loud enough
- Look at your audience
- Don't assume your audience knows
- Be in control at all times
- Watch for audience's non-verbal feedback and adjust your rate, content, or eye contact for them

Dealing with the Nerves!

- Practice dramatically reduces nervousness
- Nervousness is natural. The key is to use the nervous energy to speak loudly and energetically
- Try breathing exercises
- Do a run-through
- Intend on “working the room”
- Tighten up your muscles and relax them while waiting to speak (this releases the adrenalin)

Handling Questions and Answers

- Decide who will answer which types of questions
- Decide when questions should be asked
- Introduce “new voices”
- Use welcoming body language
- Reword the question before answering
- Say “I don’t know” if necessary (you can always find the answer later and get back with the person)

Teamwork Considerations

- Work out all transitions
 - Between sections
 - Between team members
- Practice as a team
- Speak with one voice
- Give the speaking member full attention. If you look distracted it will make your audience distracted

Team Checklist

- Where will everyone stand/sit?
- What will others do when not speaking?
- Do you know your presentation equipment well?
- Are all your slides consistent?
 - Team logo
 - Numbering
 - Bullet point structure
 - Graphic images