MICHIGAN STATE
U N I V E R S I T Y

11. Creating and Giving Presentations

CSE 498, Collaborative Design

Wayne Dyksen

Department of Computer Science and Engineering
Michigan State University

Fall 2008

Creating and Giving Presentations

- Creating
  - Organizing
  - Writing
  - Formatting
- Giving

Caveats

- Many Variations
  - Opinions
  - Situations
  - Audiences
  - Presenters
  - Etc…
- Seek Lots of Advice
- Hard to Generalize
- Always Exceptions to Every "Rule"
- Do what works for you.

Creating and Giving Presentations

- Creating
  - Organizing
  - Writing
  - Formatting
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Canonical Organization

- Title
- Introduction
- Contents
  - Section 1
  - Section 2
    ⋮
  - Section N
- Conclusion

Force yourself to be organized.

Your presentation should have
- a beginning
- an ending, and
- flow.

Introduction

- The Point
  - What's the point?
  - What's the purpose?
  - What's the "take away"?
- The Plan
  - Go Over Presentation
    - Contents
    - Organization
  - Solicit Audience Questions About Plan

Assume that your audience will only remember exactly one thing.

What do you want it to be?

Contents

- Plan For 5 – 10 Minutes Total Attention
- Plan on 1 – 2 Minutes Per Slide
- Create Continuous Flow
  - From Start to Finish
  - Avoid Forward References
- Keep Audience On Track
  - Use Contents Flow Mechanism
  - Where are we?
    - What's done?
    - What's left?

Contents Divider Slides

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Contents Divider Slides

Creating and Giving Presentations
✓ Creating
  ✓ Organizing
  ✓ Writing
  ✓ Formatting
✓ Giving

Comments?
Questions?
Suggestions?

Conclusion

- Review
  - The Point
  - The Purpose
  - The "Take Aways"
- Solicit
  - Comments
  - Reactions
  - Questions
  - Suggestions
  - Action Ideas
  - Etc.

Assume that your audience will only remember exactly one thing.

What do you want it to be?

Creating and Giving Presentations

- Creating
  - ✓ Organizing
  - Writing
  - Formatting

- Giving

Know Your Audience

- Technical
- Non-Technical
- Business
- Marketing / Sales
- Customers
- Management
- Investors
- Etc…

First Pass

- Create "Random" Slides
  - Any Order
  - Title, With No Bullets
  - Bullets, With No Title
  - Ideas Slides(s)
  - Notes to Self
    - Fix Me
    - Insert Illustration/Picture/Graph Here
    - Say Something About…
    - Etc…
- Organize Slides
- Create Table of Contents
- Refine

Know Your Time Limit

- Time Per Slide
  - Variable
  - Plan On 1 – 2 Minutes Per Slide
- Allow Time for Questions
  - Manage During Talk
  - Allocate At End
- Respect Time Limit
  - Do Not Go Over or Under
  - Over is bad.
  - Slightly under is good.
- Practice

Less is more.

- Less
  - Slides
  - Bullet Points Per Slide
  - Words Per Bullet Point
- Chose Carefully
  - Slides
  - Bullet Points
  - Words
- Prune Continually

"Pictures"

- Worth 1K Words
  - Photos
  - Illustrations
  - Diagrams
  - Graphs
  - Charts
  - Clip Art
- But Keep Simple
- Too Many Worth -1K Words

Recorder Mockup

Team 6: TechSmith

TechSmith Capstone Screen Recorder

Begin Recording

☑ Record Video   ⦿ Record Whole Screen
☐ Record Audio   ○ Record Selected Window
☐ Use hotkey 'Esc' to end recording.
Username:
CoolDude2000

Microsoft Word - TechSmith Design Spec
Calculator.exe
Notepad.exe
Mspaint.exe
Internet Explorer - www.microscft.com
Internet Explorer - www.techsmith.com
Windows Explorer - Desktop

Video Title:
Mspaint Tricks!   Upload!   Video Length: 1:34
Description:
This is a really cool video of me using MSPAINT!   ☑ View video after upload

Project Overview

Team 5: Sircon

New Sircon Client

Interviews With

Provide the backend for → Producer Express (New Client Interview Web Application) → Becomes → Registered Customer

XML Files

Auto-Generates → Interview Configuration Interface (ICI) → Interacts With → Sircon Employee

Clip Art Warning

Can Be Too…
- Distracting
- Much
- Trivial
- Goofy
- Ugly

Creating and Giving Presentations

➤ Creating
  ✓ Organizing
  ✓ Writing
  ➤ Formatting
- Giving

Bullet Points

- Less is more.
  - Less Points Per Slide
  - Less Words Per Point
- Two or More
  - At Each Level
  - Avoid Single Point
- Avoid
  - Single Point

Consistent Case

- Sentence case.
  - First word uppercase.
  - Other words lowercase.
  - Period at end.
- lower case
  - all words lowercase
  - no punctuation
- Title Case
  - All Words Uppercase
  - No Punctuation

Your Choice

Be Consistent

Can Use Hybrid Scheme

Avoid

Inconsistent Styles

- Some people use all kinds of styles in a presentation and on a given slide.
- Annoying
- style guide.
- Why are there complete sentences mixed with words and phrases?
- Use of sentence fragments.
- Complete Sentences
- This slide makes the speaker look careless

Size Matters

- Unreadable

Annoying

- Readability Varies
- Test
  - In Advance
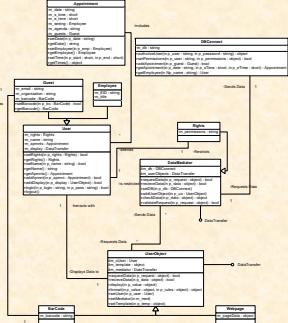 - In Actual Setting

Avoid

Directions to Spartan Stadium

- US 96 West
- US 496 North
- Exit Trowbridge
- Left on Harrison
- Right on Shaw Lane
- Stadium on Left

"I know you can't read this map but…"

Avoid

Class Diagram

Really Important Quote

Avoid

"When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are life, liberty and the pursuit of happiness. That to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed. That whenever any form of government becomes destructive to these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light and transient causes; and accordingly all experience hath shown that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same object evinces a design to reduce them under absolute despotism, it is their right, it is their duty, to throw off such government, and to provide new guards for their future security. --Such has been the patient sufferance of these colonies; and such is now the necessity which constrains them to alter their former systems of government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these states. To prove this, let facts be submitted to a candid world."

"I know you can't read this whole thing but…"

Too Much Information

Avoid

- The first thing you should do is ask yourself "What's the point?" Every presentation should have a main point. What message are you trying to get across to your audience? If your audience will only remember one thing from your presentation, what do you want it to be?
- It's important to know your audience. The content will depend on the audience. Research your audience to determine the types of attendees and their expectations.
- Do not put too much information on any one slide. Fewer bullet points is better than many. Use a few words as possible per bullet. Sentence Fragments are okay.
- Chose fonts that are the appropriate sizes. If a font is too small, it may be unreadable. If a font is to large, it may be annoying.
- While a picture may be worth a thousand words, too many pictures or too much clip art can be distracting. And, avoid the use of goofy looking clip art.

Emphasis

- Use One of…
  - **Boldface**
  - *Italics*
  - <u>Underline</u>
- Do <u>Not</u> Over Use
- Avoid
  - ALL CAPS IS FROM TYPEWRITER DAYS
  - **<u>BOLDFACE AND ALL CAPS AND UNDERLINE</u>**
  - Lots of Exclamation Points!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Color

- Good If
  - "Right" Colors
    - Readable
    - Coordinates
  - Not Overdone
- Bad If
  - "Wrong" Colors
    - Not Readable
    - Clashes
  - Overuse of color can be very annoying.
- Projecting Color Very Different From Printing
- Test
  - In Advance
  - In Actual Usage (Projecting, Printing, Etc…)

Transitions and Animations

- Transitions
  - From Slide to Slide
  - Simple Better
  - Be Consistent
- Animations
  - Bullets Within a Slide
  - Simple Better
  - Use Only If Necessary
  - NB: Take Time

Recorder Mockup

Transitions

Team 6: TechSmith

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Really Great Quote

"When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

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"I know you can't read this whole thing but…"

Animated Bullet Points

- Take Time
- To Reveal
- Must Advance
- For Each Bullet Point Animated
- May Keep Looking at Slide
- To Know When To Press Button
- May Accidently Go to Next Slide

Don't Use Animations

- If
- You're
- Not
- Really
- Going
- To
- Use
- Them

Remember…
Animations use up
precious time.

Spelling and Grammar

- Mistaeks
  - Eazy Too Do
  - Far To Common
  - Unexceptable
  - Make Uoy Look Bad
- Use
  - Spell Checker
  - Grammar Checker
  - Multiple Other People
  - Corporate Editor

Corporate Resources

- Standards
  - Style Guide
  - Presentation Templates
  - Graphics
- People
  - Writers
  - Graphic Designers
  - Editors

Creating and Giving Presentations

- ✓ Creating
  - ✓ Organizing
  - ✓ Writing
  - ✓ Formatting
- ➤ Giving

Managing Equipment

- No Excuses
- Check Everything In Advance
  - Projector / Projection
  - Sound
  - Network Connections
  - Wireless Presentation Devices
  - Etc...
- Make Checklist of Things To
  - Bring
    - Cables
    - Power Brick
    - Etc...
  - Do
    - Plug Laptop to Power Outlet
    - Connect to Network / Register MAC Address
    - Etc...

Managing Yourself

- Look Appropriate
  - Dress
  - Hygiene
- Eliminate Nervous Habit "Temptations"
  - Empty Pockets
    - Change
    - Keys
  - Spit Out Gum
  - Etc...
- Be Careful With Wireless Controller

Managing Yourself

- Watch Your Language
  - Grammar
    - "Him and I are working on that."
    - "I ain't sure about that."
  - Offensive
  - Regional or Cultural Ism's or Idiomatic Expressions
  - Politically Incorrect and/or Insensitive
    - Use of "He" and "She"
    - Use of "Girl" and "Gal" and "Guy" and "You Guys" and…
    - Terms like "secretary" or "janitor" or …
    - Etc…
- Avoid Dry Mouth
  - Bring Bottle(s) of Water (But Be Careful)
  - Suck on Cough Drop (But Only If Not Annoying)
  - Apply Vaseline to Teeth and Gums ☺

Managing Questions

- Strategic
- Can Make or Break a Presentation (Why?)
- Often
  - Not Considered in Advance
  - Not Managed

Managing Questions

- Anticipate Questions &/Or Comments
  - Solicit From Reviewers/Practice Audience
  - Particularly Hard and/or Dreaded Ones
  - Formulate Answers In Advance
- Audience May…
  - Be Confused
  - Be Hostile
  - Disagree
  - Want More Details
  - Make Good Observation
  - Etc.

Managing Questions

- Anticipate Questions &/Or Comments
- Formulate Answer In Advance
- Create "Extra" Slides
- Place Past "End"
- Use PowerPoint Hyperlinks

Managing Questions

- Say During Introduction When Okay to Ask
  - During?
  - Preferably at End?
- What if you don't understand the question?
  - Because
    - Didn't Hear
    - Couldn't Parse Accent
    - Don't Understand the Question
  - Politely Ask Questioner to Repeat

Managing Questions

- Good to Repeat Question
  - Others Hear It
  - Gives Speaker Chance to Think
- Good to Say
  - "That's a great question."
  - "That's a great idea."
  - Etc...
- Okay to Say...
  - "I'm sorry I didn't quite hear that. Can you repeat it?"
  - "I'll get to that later in the presentation."
  - "I'm sorry I'm not sure what you're asking."
  - "Can someone else help me understand the question?"
  - "Why don't we talk off-line later."
  - Etc...

Managing Time

- Practice Timing
- Be Aware
  - When and Where You Are
  - Adjust Dynamically
- Don't Look Directly At Time
  - Clock or Watch
  - Put a Timer Somewhere
- Never Have to Ask
  - "What time is it?"
  - "How much time do I have left?"

Managing the (Big) Screen

Do Not...
- Read From Screen
- Stand in Front of Screen
- Turn Your Back to Audience
- Point Up at Screen Overhead
- Point at Laptop
- Whip Around Laser Pointer

Managing Your Slides

- Slides
  - Merely Aid To Presentation
  - Not a Transcript
- Glance at Laptop Screen
- Talk "About" Slide
- Three Don't's
  - Don't Read Slides to Audience
  - Don't Recite Slides to Audience
  - Don't Ask Audience to Read Slides
- Better Miss a Point Than Bore Audience

Managing Your Audience

- Don't Hand Out Slides In Advance
- Look at Audience
  - Don't Look At…
    - Ceiling
    - Floor
    - Screen
  - If Necessary, Look at Back Wall
- "Read" Your Audience
  - Faces
  - Body Language
- Solicit Questions/Reactions

Practice

- With An Audience
  - Yourself (Videotape)
  - Critical Friends
- As "Real" As Possible
  - Equipment
  - Room
  - Clothes
  - Lighting
  - Timing
  - Time of Day (For Say Lighting)
  - Audience
  - Questions
  - Etc...

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Comments?
Questions?
Suggestions?

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Hyperlinks in PowerPoint

- Can Link to
  - Existing File or Web Page
  - Place In This Document
- Inserting a Hyperlink
  - Highlight Text
  - Right Mouse Click
  - Select "Hyperlink…"
- Returning
  - Automatically From Existing File or Web Page
  - Via Another Hyperlink From Place In This Document