

MICHIGAN STATE  
UNIVERSITY

10/10:

# Creating and Giving Presentations

## The Capstone Experience

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*From Students...  
...to Professionals*

# Creating and Giving Presentations

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- 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

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- Creating

- Organizing

- Writing

- Formatting

- Giving



# 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”?

Assume that your audience will only remember exactly one thing.

What do you want it to be?

- The Plan

- Go Over Presentation
  - Contents
  - Organization
- Solicit Audience Questions About Plan



# Contents

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- 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

<p>Creating and Giving Presentations</p> <ul style="list-style-type: none"><li>• Creating<ul style="list-style-type: none"><li>▪ Organizing</li><li>▪ Writing</li><li>▪ Formatting</li></ul></li><li>• Giving</li></ul> <p><small>The Capstone Experience Creating and Giving Presentations 2</small></p>	<p>Creating and Giving Presentations</p> <ul style="list-style-type: none"><li>➤ Creating<ul style="list-style-type: none"><li>➤ Organizing</li><li>▪ Writing</li><li>▪ Formatting</li></ul></li><li>• Giving</li></ul> <p><small>The Capstone Experience Creating and Giving Presentations 4</small></p>	<p>Creating and Giving Presentations</p> <ul style="list-style-type: none"><li>➤ Creating<ul style="list-style-type: none"><li>✓ Organizing</li><li>➤ Writing<ul style="list-style-type: none"><li>▪ Formatting</li></ul></li></ul></li><li>• Giving</li></ul> <p><small>The Capstone Experience Creating and Giving Presentations 10</small></p>
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# Conclusion

- Review
  - The Point
  - The Purpose
  - The “Take Away”s
- Solicit
  - Comments
  - Reactions
  - Questions
  - Suggestions
  - Action Items
  - 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



# First Pass

- Create “Random” Slides (to Avoid Writer’s Block)

- 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...

What messages do you want to convey?

- Edit, Prune & Organize Slides
- Create Contents & Divider Slides
- Refine



# Know Your Audience

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

# 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
- Exceptions
  - Slides are Reference Document
  - Trying to Make a Point

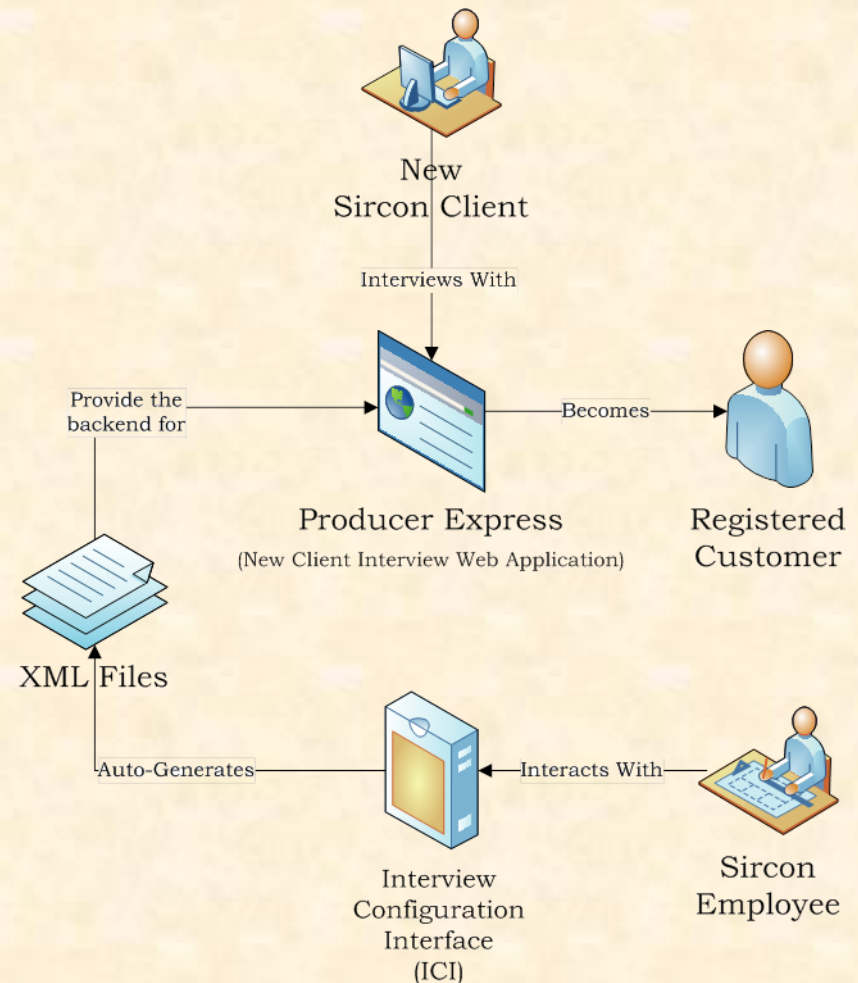


# “Pictures”

- Worth 1,000 of Words

- Photos
- Videos
- Illustrations
- Diagrams
- Graphs
- Charts
- Clip Art

- But Keep Simple



# Clip Art Warning

Can Be Too...

- Distracting
- Much
- Trivial
- Goofy
- Ugly





# Creating and Giving Presentations

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## ➤ Creating

- ✓ Organizing

- ✓ Writing

## ➤ Formatting

## • Giving



# Bullet Points

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- 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
- lower case
  - all words lowercase
  - no punctuation
- Title Case
  - All Words Uppercase
  - No Punctuation

Your Choice

Be Consistent

Can Use Hybrid Scheme



# Inconsistent Styles

- Some people use all kinds of styles in a presentation and on a given slide.
- Annoying
- style guide.
- Use of sentence Fragments Okay.
- important point
- Important Point
- Both Title Case and sentence case mixed.
- This slide makes the speaker look careless.

# Readability

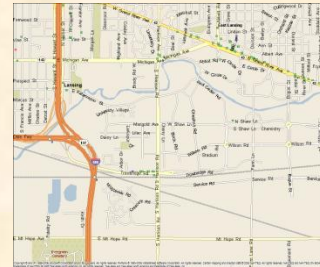
- Unreadable

## • Annoying

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

# Directions to Spartan Stadium

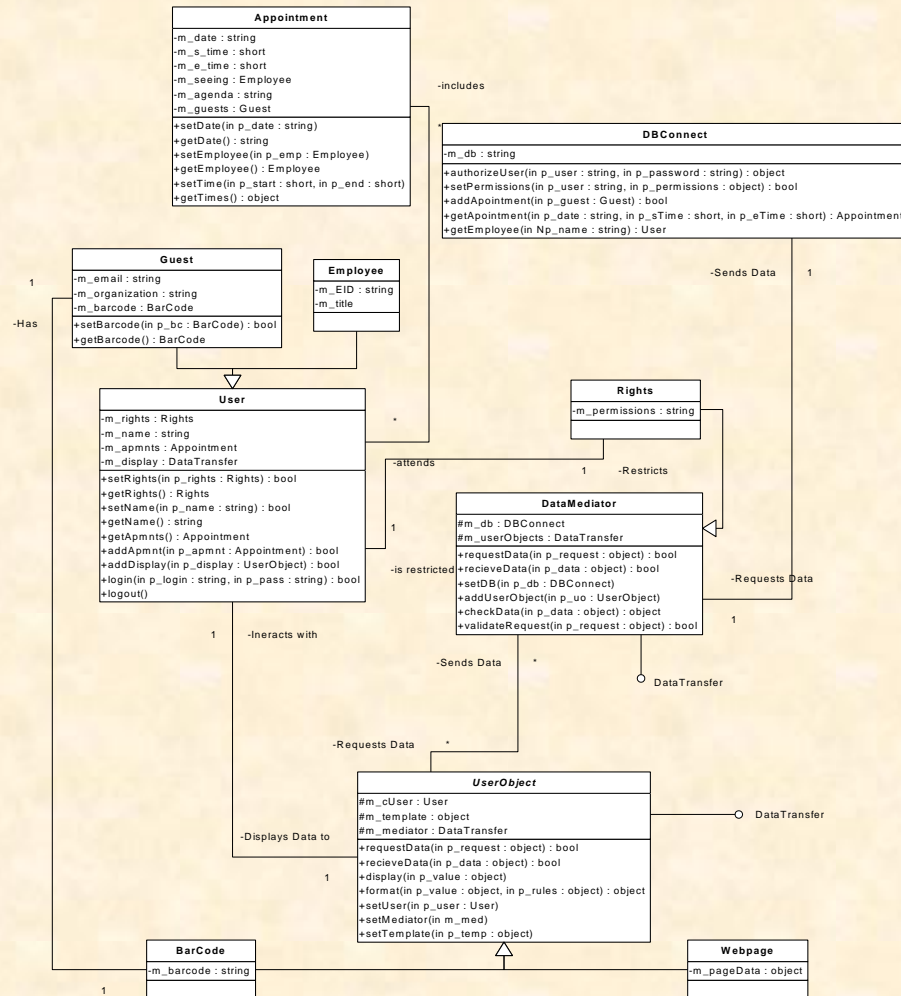
- US 96 West
- US 127 North
- Exit Trowbridge
- Left on Harrison
- Right on Shaw Lane
- Stadium on Left



“I know you can’t see this map but...”



# Class Diagram



“I know you  
can’t read  
this but...”



# Really Important 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.

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

- 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*
  - Underline
- Do Not Over Use
- Avoid
  - ALL CAPS IS FROM TYPEWRITER DAYS
  - **BOLDFACE AND ALL CAPS AND UNDERLINE**
  - 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.
- Color Varies by Media (LCD, Projector, Paper, Etc.)
- Test
  - In Advance
  - For Actual Usage (Projecting, Printing, Etc...)
  - In Actual Setting
    - Room
    - Equipment
    - Time of Day



# 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

# Clip Art Warning

Can Be Too...

- Distracting
- Much
- Trivial
- Goofy
- Ugly



# Really Important 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

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

# Don't Use Animations

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

Remember...  
Animations use up precious time.





# Spelling and Grammar

- Mistake
  - Easy To Do
  - Far To Common
  - Unacceptable
  - Make You Look Bad
- Use
  - Spell Checker
  - Grammar Checker
  - Multiple Other People
  - Corporate Editor

# Corporate Resources

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



# Creating and Giving Presentations

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- ✓ Creating

- ✓ Organizing

- ✓ Writing

- ✓ Formatting

- Giving



# Managing Equipment

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



# Managing Yourself

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- Look Appropriate
  - Dress
  - Hygiene
- Eliminate Nervous Habit “Temptations”
  - Empty Pockets (Change, Keys,...)
  - Take Off Necklace
  - 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

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- 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 Answers In Advance
- Create “Extra” Slides
- Place Past All Black “End” Slide
- Use PowerPoint [Hyperlinks](#)
- Use “Secret” Hidden Box with Link

# Managing Questions

- Say During Introduction When Okay to Ask
  - During?
  - Preferably at End?
  - But Only if You're In Position to Do So
- 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.”
  - “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 Clock/Timer Somewhere
- Never Have to Ask
  - "What time is it?"
  - "How much time do I have left?"



# Managing the (Big) Screen

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## Do Not...

- Stand (Permanently) Behind Podium
- Stand (Permanently) in Front of Screen
- Read From 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 Big Screen or 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 an Audience
- Use PowerPoint Presenter View

# Use PowerPoint Presenter View

- Presentation on Projector
- Presentation View on Laptop
  - Current Slide
  - Notes (Zoomable)
  - Slide # of #
  - Timer
  - Clock
  - Drawing Tools





# PowerPoint Presenter View

The screenshot displays the PowerPoint Presenter View interface. The main window shows slide 36, titled "Managing Equipment", which contains a bulleted list of preparation steps. To the right of the slide, a separate text area provides additional context about a presentation incident involving a CIO of Chrysler. The bottom of the screen features a navigation bar with slide thumbnails, a status bar showing "Slide: 36 of 53", "Time: 00:52", and "6:52 AM", and a zoom control.

**Managing Equipment**

- No Excuses
- Check Everything In Advance
  - Projector / Projection / Laptop Connection
  - 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...

A few years ago, the CIO of Chrysler came to speak at the freshmen and senior seminar.

She sent two people to MSU the day before her talk with \*her\* laptop just to test it out in the room where she was presenting. One person was an AV person; the other was a Director.

Once the laptop was tested and deemed to be working correctly, it was shutdown and not used (to preserve its state) until the next day.

Slide: 36 of 53 Time: 00:52 6:52 AM Zoom: [Icons]

Thumbnails: 35 Creating and Giving Presentations, 36 Managing Equipment, 37 Managing Yourself, 38 Managing Yourself, 39 Managing Questions, 40 Managing Questions, 41 Managing Questions





# Managing Your Audience

- Don't Hand Out Slides In Advance
- Look at Audience
  - Don't Stare 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
  - Clothing
  - Lighting
  - Timing
  - Time of Day (For Lighting)
  - Audience
  - Questions
  - Etc...



# Creating and Giving Presentations

---

✓ Creating

✓ Organizing

✓ Writing

✓ Formatting

✓ Giving

Comments?  
Questions?  
Suggestions?





# 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