10/06: Creating and Giving Presentations

The Capstone Experience

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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

• 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”?  

• The Plan
  ▪ Go Over Presentation
    o Contents
    o Organization
  ▪ Solicit Audience Questions About Plan
Contents

• Plan on 30 to 120 seconds per slide.
• Create Continuous Flow
  ▪ From Start to Finish
  ▪ Avoid Forward References
• Keep Audience On Track
  ▪ Use Contents Flow Mechanism
  ▪ Where are we?
    o What’s done?
    o What’s left?
Contents Divider Slides

Creating and Giving Presentations
- Creating
  - Organizing
  - Writing
  - Formatting
- Giving

Creating and Giving Presentations
- Creating
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- Giving

Comments? Questions? Suggestions?
- Creating
- Organizing
- Writing
- Formatting
- Giving
Conclusion

• Review
  ▪ The Point
  ▪ The Purpose
  ▪ The “Take-Aways”

• 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
Process

• Avoid Writer’s Block
• Create “Random” Slides (to Avoid Writer’s Block)
  ▪ Stream of Consciousness
  ▪ Any Order
  ▪ Title, With No Bullets
  ▪ Bullets, With No Title
  ▪ Ideas Slides(s)
  ▪ Notes to Self
    o Fix Me
    o Insert Illustration/Picture/Graph Here
    o Say Something About...
    o Etc...
• Edit, Prune & Organize Slides
• Create Contents & Divider Slides
• Refine

What messages do you want to convey?
Know and Target Your Audience

• Technical
• Non-Technical
• Business
• Marketing / Sales
• Customers
• Management
• Investors
• Etc...
Know Your Time Limit

• Time Per Slide
  ▪ Variable
  ▪ Plan on 30 to 120 seconds per slide.

• Plan on time for questions.
  ▪ Manage During Talk
  ▪ Allocate At End

• Respect the time limit.
  ▪ Do not go over or under.
  ▪ Over is bad.
  ▪ Slightly under is good.
  ▪ Way under is bad.

• 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

The Capstone Experience
Creating and Giving Presentations
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 Sub Point

• Avoid
  ▪ Single Sub Point

• Exception
  ▪ Slide Deck is Reference Document
  ▪ Details Required
Consistent Case

• Sentence case
  ▪ First word uppercase
  ▪ Other words lowercase

• lower case
  ▪ all words lowercase
  ▪ no punctuation

• Title Case
  ▪ All Words Uppercase
  ▪ No Punctuation

• Hybrid Scheme
  ▪ Title Case For Sentence Fragments
  ▪ I use sentence case for complete sentences.

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
  • Another Important Point
  • Both Title Case and sentence case mixed.
  • This slide makes the speaker look careless.

Avoid
Readability

• Unreadable

• Annoying

• Readability Varies

• Test
  ▪ In Advance
  ▪ In Actual Setting
    o In Actual Meeting Room
    o Using Actual Meeting Software
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…”
“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 too 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 ← IMHO Easiest to See

• Do Not Overuse

• 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.**
- Some people are colorblind.
- Color Varies by Media (LCD, Projector, TV, Paper, Etc.)
- Consult a professional.
- 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
  ▪ IMHO None Best

• Animations
  ▪ Bullets Within a Slide
  ▪ Simple Better
  ▪ Use Only If Necessary
  ▪ NB: Take Time
Class Diagram

“I know you can’t read this but…”
“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 and Wait
• 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
  ▪ Easy Too Do
  ▪ Far To Common
  ▪ Unexceptable
  ▪ Make Uoy Look Bad

• Use
  ▪ Spell Checker
  ▪ Grammar Checker
  ▪ Multiple Other People
  ▪ Corporate Editor
Use Color and Grey to Highlight

- Make Grey Version of Image
  - Copy Image
  - Picture Tools > Color > Recolor
- Overlay Images
  - Select Grey Image
  - Picture Tools > Send Backward > Send to Back
  - Select Both Images
  - Picture Tools > Align > Center
  - Picture Tools > Align > Middle
- Highlight Area
  - Select Color Image
  - Picture Tools > Crop > Crop
  - Grab and Slide Crop Indicators on Edges
- Group
  - Select Both Images
  - Picture Tools > Group > Group

NB: Example of Reference Slide
Player Timer App Features

- Set Period
- Check In/Out Players
- Start/Stop Clock
- Adjust Clock
Player Timer App Features

- Set Period
- Check In/Out Players
- Start/Stop Clock
- Adjust Clock
Player Timer App Features

- Set Period
- Check In/Out Players
- Start/Stop Clock
- Adjust Clock
Player Timer App Features

- Set Period
- Check In/Out Players
- Start/Stop Clock
- Adjust Clock
Player Timer App Features

• Set Period
• Check In/Out Players
• Start/Stop Clock
• Adjust Clock
Adjusting the Clock

- When Game Clock Stopped
- Add/Subtract Seconds
- Synchronize with Game Clock
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 / Laptop Connection
  ▪ Sound
  ▪ Network Connections
  ▪ Wireless Presentation Devices
  ▪ Etc...
• Make Checklist of Things To
  ▪ Bring
    o Cables
    o Power Brick
    o Batteries
    o Presentation on USB Stick
    o Etc...
  ▪ Do
    o Plug Laptop to Power Outlet
    o Connect to Network / Register MAC Address
    o Etc...
Managing Yourself

• Look Appropriate
  ▪ Dress
    (Know the Dress Code)
  ▪ Hygiene

• Eliminate Nervous Habit “Temptations”
  ▪ Empty Pockets (Change, Keys,...)
  ▪ Take Off Necklace
  ▪ Spit Out Gum
  ▪ Etc...

• Be Careful With Wireless Presenter
Managing Yourself

• Watch Your Language
  ▪ Grammar
    o “Him and I are working on that.”
    o “Me and two others on the team…”
    o “I ain’t sure about that.”
  ▪ Offensive
  ▪ Regional or Cultural Ism’s or Idiomatic Expressions
  ▪ Politically Incorrect and/or Insensitive
    o Use of “He”, “Guy”, “She”, “Girl”, “Gal”, “You Guys”…
    o Use of “Old” When Referring to People
    o Terms Like “Secretary” or “Janitor” or …
    o Etc…

• Avoid Dry Mouth
  ▪ Use 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.

• Be Prepared
Managing Questions

• Anticipate Questions &/Or Comments
• Formulate Answers In Advance
• Create “Extra” Slides
• Place Past “Fake” All Black “End of slide show, click to exit” Slide
• Use
  ▪ PowerPoint Hyperlinks
  ▪ Use “Secret” Hidden Box (Upper Right) 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
    o Didn’t Hear
    o Couldn’t Parse Accent
    o Don’t Understand the Question
  ▪ Politely Ask Questioner to Repeat
Managing Questions

• Good to Repeat Question
  ▪ Others Hear It
  ▪ Gives Speaker Chance to Think
  ▪ May Need to Summarize Question
  ▪ “The question is…”

• 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?”

• Faculty Candidates
• President Bush I
• Office Clock “Trick”
In Person: Managing the Big Screen

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
Online: Managing the Little Screen

Do...
• Test Camera and Microphone Before
• Adjust Camera Before Meeting
• Look Into Camera
• Gesture with Head and Hands

Do Not...
• Look Around Your Room
• Read From Screen
• Point At Your Screen
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
• But Don’t Use as a “Crutch”
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.
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 (Record Video)
  ▪ Critical Friends

• As Close to Actual As Possible
  ▪ Hardware and Software
  ▪ 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
DD Booklet Zipped Assets Folder

• Zip File Uploaded by Team
  ▪ team-united-airlines-airport-operations-design-day-booklet-page.zip

• Zip File Contents
  ▪ team-united-airlines-airport-operations-design-day-booklet-page.docx
  ▪ team-united-airlines-airport-operations-artwork-1.png
  ▪ team-united-airlines-airport-operations-artwork-2.png
  ▪ team-united-airlines-airport-operations-artwork-3.png
  ▪ team-united-airlines-airport-operations-artwork-4.png
    ← Deleted

• Check out
  Design Day Booklet Artwork Whitespace Demo
United Airlines
Performance Scorecard Automation

United Airlines is a Fortune 500 airline company that flies over 850 aircraft and has flights to hundreds of destinations. In 2019, over 160 million passengers flew on United Airlines flights, an all-time high for the company.

When it comes to air travel, safety is of the utmost importance. That is why at United Airlines, various safety and compliance metrics are used to keep track of safety at each of their seven hubs in the continental United States.

Our Performance Scorecard Automation is used to quickly generate attractive scorecards, which eliminate human error and the tediousness of manually selecting and entering data in manually.

When the Performance Scorecard Automation runs, the user enters three fields, the data input, the template file, and the design file. The user may also specify a destination to save the completed scorecard.

The data file is one or more Excel files containing the data that the user would like to input into the scorecard.

The template file is a PowerPoint file that the user would like to use for the appearance of the scorecard.

The design file is a custom file type generated by the program which creates associations between the Excel data and the PowerPoint text boxes. The associations are created by the user within the program.

With the design file generated, the user can then input different data files while maintaining the look and desired values from the data. This allows the user to easily create future scorecards without manual adjustment, while also making the program customizable in case the data needs to be changed.

The Performance Scorecard Automation is written using C# with the .NET Framework. It uses Microsoft's Office Interop Libraries for interfacing with Excel and PowerPoint.

Michigan State University
Team Members (left to right)

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Chicago, Illinois
The Capstone Experience

Creating and Giving Presentations

Team United Airlines Airport Operations Artwork

1. Excel Spreadsheets Selection
   - Workbook: Safety_Brief_V4.xlsx

2. PowerPoint Template Selection
   - Template: 202203_ScoreCard.pptx

3. Design Selection
   - Design: Design1.xml

4. PowerPoint Destination
   - Path: C:\Users\klev\Documents\Classes\CSE498\Workbook_1.pptx

Shape Content Editor

- Row Header: State Damage Rate
- Column Header: Data
- Data Search Range: A2:K16
- Workbook: Workbook_Security_Brief.xlsx
- Worksheet: DEN.xlsx
- Default Value: 0

Chart Options

- Comparison: ✓
  - < 50: Look Up Value
  - > 50: Look Up Value

Team United Airlines Airport Operations Artwork

1.PNG 1368 x 730
2. PNG 1368 x 730
3. PNG 1368 x 730
What’s ahead?

• Upcoming Meetings
  ▪ 10/04: Design Day Booklet Production Process
  ▪ 10/06: Creating and Giving Presentations
  ▪ 10/11: Alpha Presentations
  ▪ 10/13: Alpha Presentations
  ▪ 10/18: Alpha Presentations
  ▪ 10/20: Resume Writing and Interviewing
  ▪ 11/15: Beta Presentations
What’s ahead?

• Important Dates for Planning
  ▪ 10/07: Design Day Booklet Zip File Due ←Tomorrow
  ▪ 10/10: Alpha Slide Decks Due ←Monday
  ▪ 10/11: Design Day Updated Artwork Due
  ▪ 10/11: Alpha Presentations Start
    Start Working Towards Beta Presentations ←Key
  ▪ 11/14: Beta Slide Decks Due
  ▪ 11/15: Beta Presentations Start
    Start Working on Project Videos ←Key
What’s ahead?

• Design Day Booklet Artwork Feedback Clinic
  ▪ Friday, October 7, 9:00 a.m. – 11:30 a.m.
  ▪ Dr. D.’s Office (3149 EB)
  ▪ Bring
    ○ Printed Copy of Page with Artwork
    ○ Laptop with Template?
  ▪ No Need to Have Project Description Draft
What’s ahead?

• Capstone Lab Access on Football Game Days
  ▪ By Dr. D., James or TM
  ▪ Request in Advance
    o One Day Before Game
    o By Friday Noon
  ▪ 10:00 a.m. – 11:00 a.m.
  ▪ Contact by...
    o Message on Teams
    o Call
      ❖ Dr. D.’s Office: 353-5573
      ❖ James’ Office: 353-6571
      ❖ Capstone Lab & TM’s Office: 353-8734
  ▪ Keep Building Secure
    o Only Allow Entry for Capstone Students
    o Do not prop the doors open.
What’s ahead?

• Capstone Due Dates / Deadlines
  ▪ Published at Start of Semester
    o See Weekly Schedule
    o See Major Milestones
  ▪ Immovable
    o Your team depends on you.
    o You must get your tasks done on time.
    o Plan well in advance.
    o If you are “stuck,” ask for help sooner rather than later.
    o If you are not going to complete your tasks...
      ❖ ...tell your team well in advance of the deadline.
      ❖ ....another team member will complete your task.
      ❖ ...your team may be told they no longer need to depend on you.
What’s ahead?

• Personal Travel During Semester
  ▪ Expected Available to Meet if MSU in Session
  ▪ At Your Own Risk
  ▪ Travel Issues Not Excuse for Missing Meetings
    Including but not limited to...
    o Flight Delays
    o Flight Cancellations
    o Weather