

# COMP7950

# IT PROJECT SKILLS



Giving Effective Presentations

# Outline



# Outline

## Why a good presentation



## How to give good presentations

### Delivery

Topic  
Organization  
Attitude/Presence  
Mannerism

### Slide Style

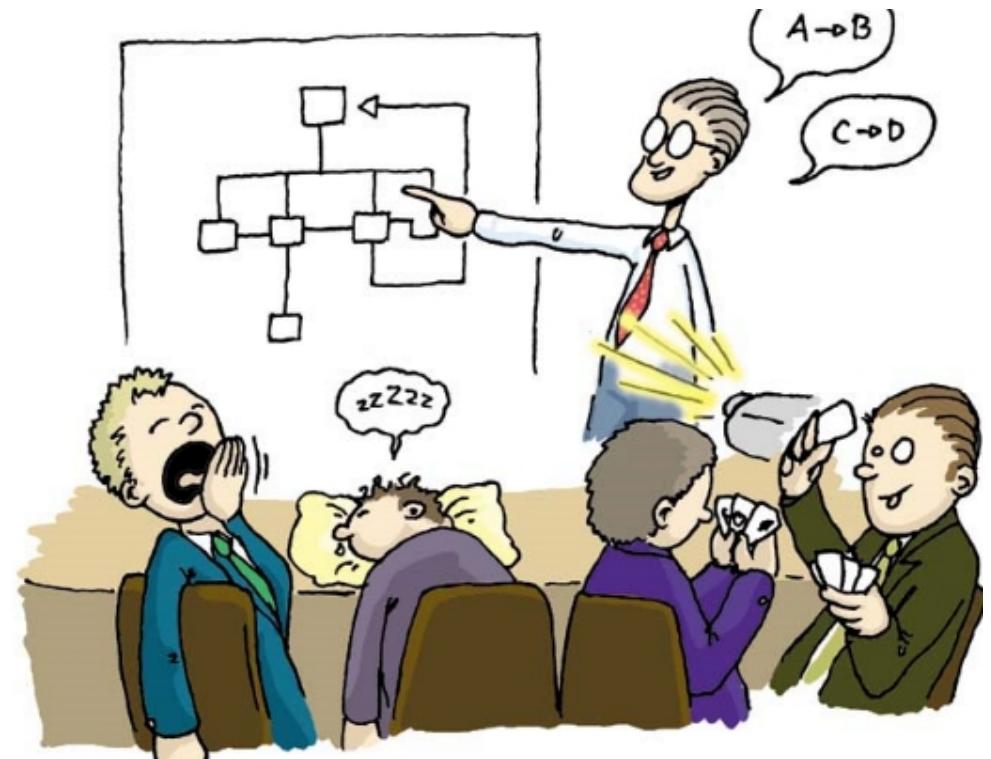
Understandable  
Interesting  
Not overly stimulating

## Examples of what to do and what not to do

## Videos on (in)effective presentation

# Why A Good Presentation?

- You want people to:
  - Understand your work
  - Be INTERESTED in your work
  - Sell your idea
- What happens if you give a bad one?
  - Few pay attention
  - They may fall asleep
  - Might think your work is not important



Picture Reference:  
<http://www.tigerproduct.com/presentationwww.jpg>

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Examples of what to do and what not to do



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Videos on (in)effective presentation



# Tips For Presenting

- How to give GOOD presentations

## Delivery + Slide Design

- Will show examples of what to do and what NOT to do

TOPIC  
ORGANIZATION  
ATTITUDE  
MANNERISMS

INTERESTING  
SIMPLE  
COLOR  
FONT  
ELEMENT

# Part I: Delivery

- Keep audience interested
- Keep them with you
  
- Things that can affect this
  - Topic
  - Organization
  - Attitude/Presence
  - Mannerisms

TOPIC

ORGANIZATION  
ATTITUDE  
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# Topic

- Know your topic
  - Be prepared to get questions!
  - Be able to recover from interruptions
  - Know what to skip if you're running late
- Know your audience
  - Do they have a background like yours?
  - How much motivation for your work?
  - How detailed should you get?

# Organization

DELIVERY

TOPIC  
ORGANIZATION  
ATTITUDE  
MANNERISMS

SLIDE DESIGN

INTERESTING  
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COLOR  
FONT  
ELEMENT

- Introduction
  - Begin your talk with an attention getter
    - Personal story
    - Joke
    - Shocking facts and numbers
    - Cartoon or video
  - Define the problem
  - Motivate/engage the audience
  - Provide a roadmap (e.g., agenda, outline)

# Exercise: The Introduction

What is (are) the problem(s) in  
the following introduction?

How to make it better?

"This talk is about new graph data structures. I'll begin by explaining graph theory and show some data structures for representing graphs. Then I'll talk about existing algorithms for graphs, then I'll show my new algorithms. I'll show experimental results on our cluster machine and then show why the algorithms are useful for some practical graph traversal problems."



"My talk today is about new graph data structures. **There are many practical problems** that can be solved by graph methods, such as the traveling salesman problem, where good solutions can be found with reasonable complexity so long as an optimal solution isn't needed. **But even these solutions are slow if the wrong data structures are used.** I'll begin by explaining approximate solutions to the salesman problem and showing why existing data structures aren't ideal, then I'll explain my new data structures and show how to use them to speed up the traveling salesman algorithms. I conclude with examples of where the new method makes a real difference."

# Example: Attention Getter

**What** do you think of when you see/hear...?

That's **exactly** what most people would think.

**What** I think is...

Reference: <http://presentationexpressions.com>

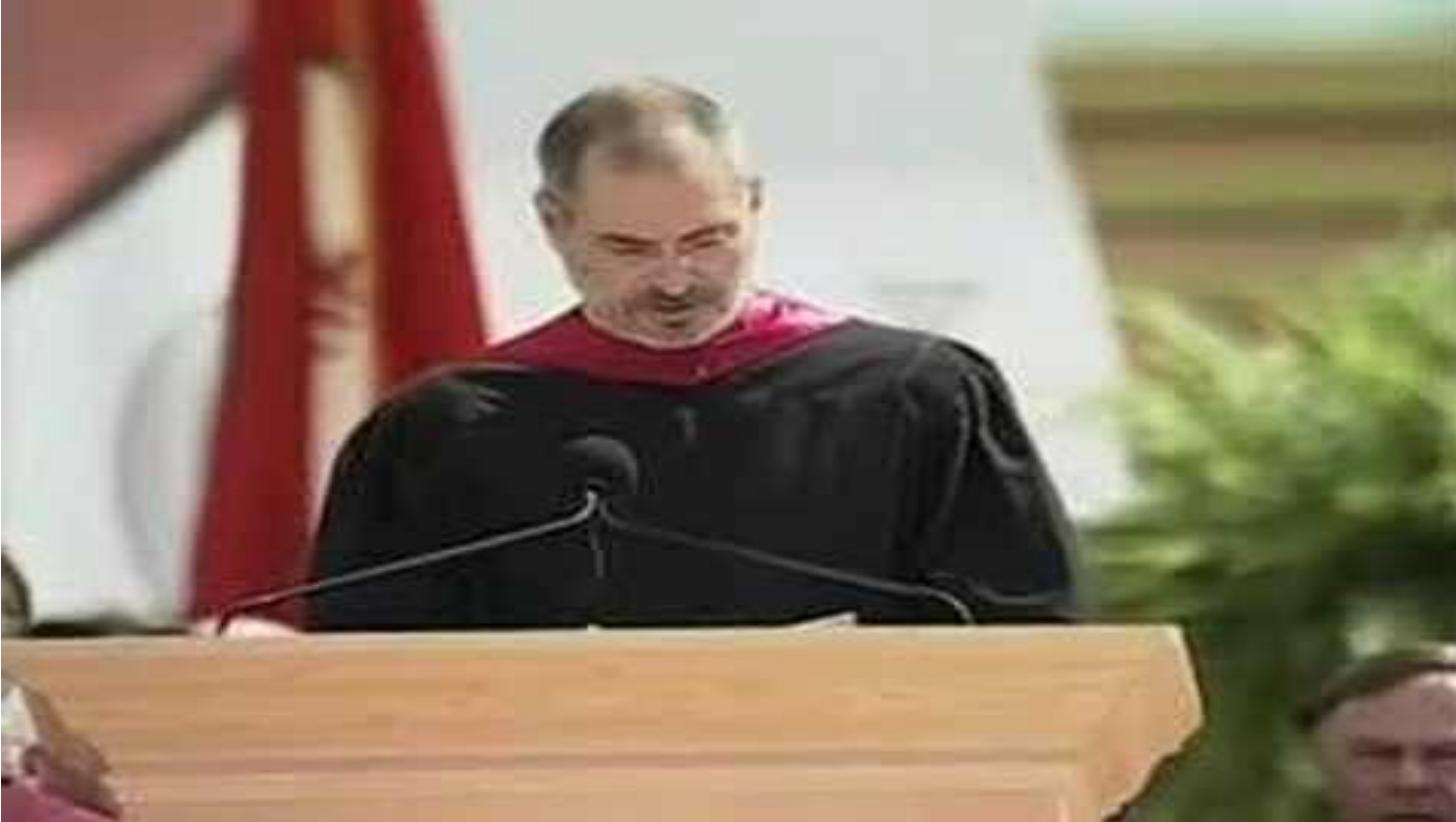
Example:  
Attention  
Getter

An  
impressive  
image



# Example: Attention Getter

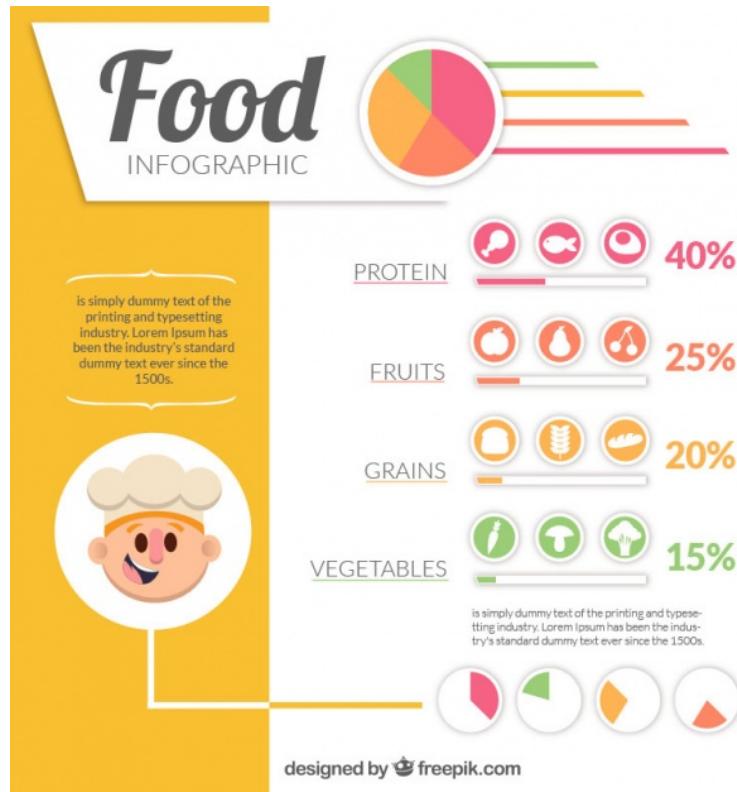
Impressive words (Truly speaking, I never graduated from college)



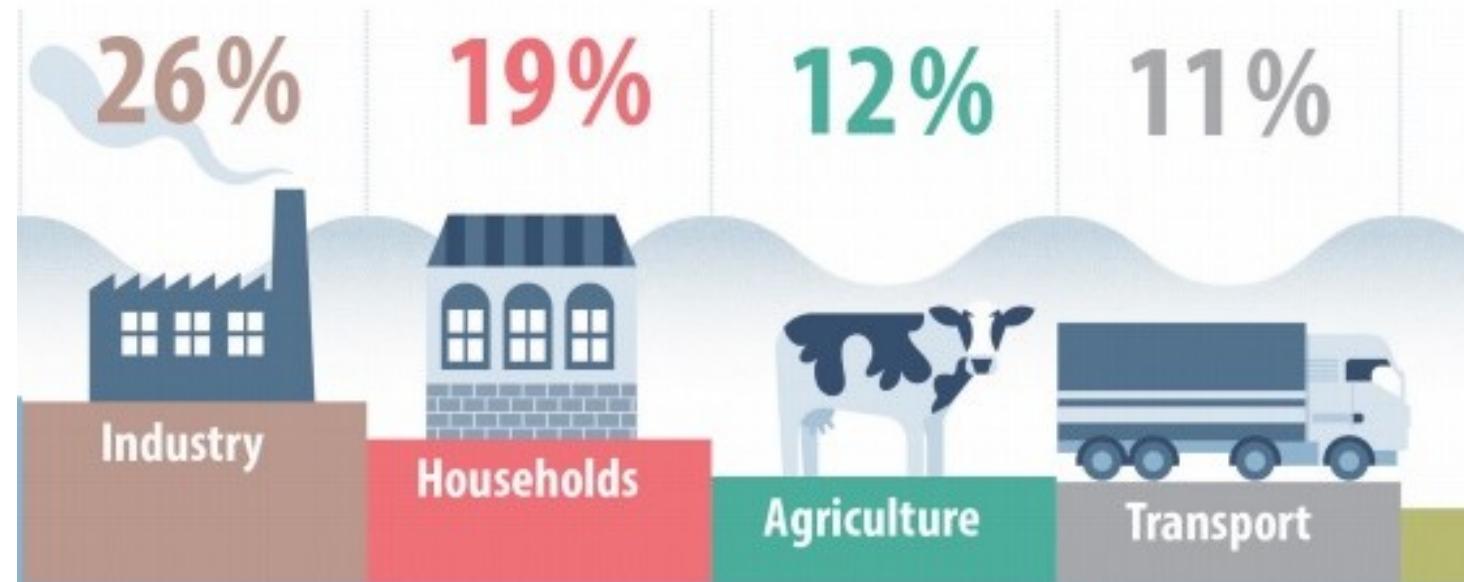
Video: <https://www.youtube.com/watch?v=D1R-jKKp3NA>

# Example: Attention Getter

## Impressive numbers



different sectors contribute to greenhouse gas emissions?



Picture Source:

<https://www.green4sea.com/cop21-climate-change-and-the-eu/>

[https://image.freepik.com/vetores-gratis/infografico-sobre-nutricao-adequada\\_23-2147590833.jpg](https://image.freepik.com/vetores-gratis/infografico-sobre-nutricao-adequada_23-2147590833.jpg)

TOPIC

ORGANIZATION

ATTITUDE

MANNERISMS

INTERESTING

SIMPLE

COLOR

FONT

ELEMENT

# Organization

- Body
  - Deliver what you promised in the shortest and most interesting way
- Conclusion
  - Clearly signal the end
  - Use the last few moments to review the main points and ideas you want the audience to remember
  - Outline future work or work in progress

# Attitude

- Are you **INTERESTED** in your topic?
  - If no, get a different one!
  - If yes, ACT LIKE IT
  
- If **YOU** aren't excited...
  - Can't expect *OTHER* people to be!



# Talking

- Are you hiding behind the podium?
- Are your hands/face motionless?
- Are you staring...
  - at your laptop?
  - at the screen?
  - at the ceiling?
- Is your back to the audience?
  
- IF SO... you're probably BORING!

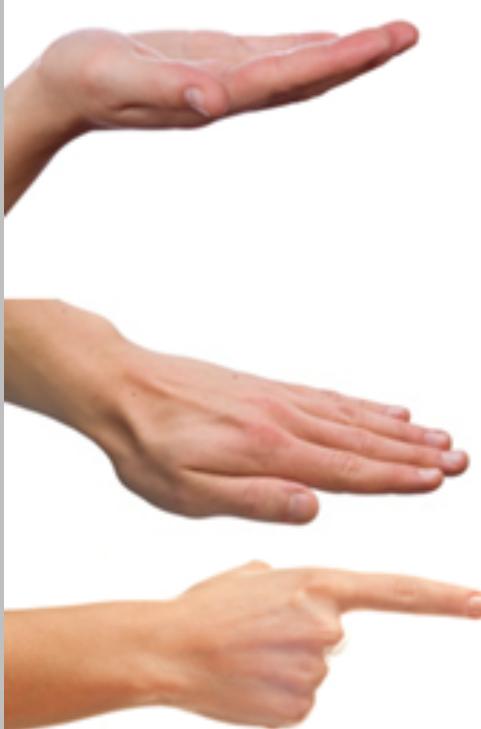
# Where Are Your Hands?

DELIVERY

TOPIC  
ORGANIZATION  
ATTITUDE  
**MANNERISMS**

SLIDE DESIGN

INTERESTING  
SIMPLE  
COLOR  
FONT  
ELEMENT



- You have a set of “moves” that repeat during your talk
- Make sure they aren’t silly or inappropriate
  - Don’t point with your middle finger
- Can videotape yourself speaking
- Do a practice for friends

Picture Reference:

[http://www.mrmediatraining.com/wp-content/uploads/2013/09/Hand-Gestures-Slide\\_thumb.png](http://www.mrmediatraining.com/wp-content/uploads/2013/09/Hand-Gestures-Slide_thumb.png)

# What to do with your **HANDS** when you're presenting?



<http://www.youtube.com/watch?v=ooQQQOQdhH8>

# LASER Pointer

## DELIVERY

TOPIC  
ORGANIZATION  
ATTITUDE  
**MANNERISMS**

## SLIDE DESIGN

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- If necessary, get a laser pointer
  - Will depend on your talk
- **DO NOT POINT AT EVERYTHING**
  - Not everything is equally important
  - Your voice can provide emphasis too

# Practice

- Practice makes perfect
  - rehearse the talk often enough and the right words will come at the right time
    - you want to appear spontaneous, but this takes practice
    - use cue cards; don't memorize your talk as a speech
- Practical hints
  - time the talk
  - note what stage you expect to reach at 5 min, 10 min, etc.
  - think about possible questions
  - familiarize yourself with equipment
  - ask for feedback
- Most people lose 20 IQ points in front of an audience



# Part II: Slide Design

DELIVERY

TOPIC  
ORGANIZATION  
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MANNERISMS

SLIDE DESIGN

INTERESTING  
SIMPLE  
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ELEMENT

- Goals:
  - Convey the necessary information
  - Be readable/understandable
  - Be interesting (enough)
  
- Avoid:
  - Over stimulation
  - Boring

# General Guidelines

DELIVERY

TOPIC  
ORGANIZATION  
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SLIDE DESIGN

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- Appearance is **EVERYTHING**
- Minimize the number of lines of text and the number of graphs shown on each slide
  - More than 12 lines of text are too many.
  - Too little is better than too much.
- Use landscape, not portrait orientation



## Less is More...

A slide completely filled with text or equations is **BORING** !

Intersperse pictures or graphics wherever possible to catch reader's eye

# Not Too Many Pictures



# Beyond Text...

- Graphics
- Table
- Data Visualization
- ...

# You Are Not Pixar Studios

Animation  
Can  
Be Very  
Distracting

Use it sparingly  
(it can be annoying)

- Use animation where it is USEFUL

「Simplicity.」

# Contrast

- More contrast on monitor than projector screen
- Different projectors == different results
- Colors to avoid with white are:
  - Light Green
  - Light Blue
  - Pale Yellow
- Your slides should have good contrast

Usually can't read this...

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# Contrast Guidelines

- White background, black text is clearest
- Make sure to NOT use light-on-white or white-on-light
- Don't use glaring colors
  - If not an art major, don't have to get fancy

## Background – Bad

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use



# README.TXT

- ▶ Do not attempt to put all the text, code, or explanation of what you are talking about directly onto the slide, especially if it consists of full, long sentences. Or paragraphs. There's no place for paragraphs on slides. If you have complete sentences, you can probably take something out.
- ▶ If you do that, you will have too much stuff to read on the slide, which isn't always a good thing.
- ▶ Like the previous slide, people do not really read all the stuff on the slides.
  - ▶ That's why it's called a "presentation" and not "a reading" of your work
- ▶ Practice makes perfect, which is what gets you away from having to have all of you "notes" in textual form on the screen in front of you.
- ▶ Utilize the Notes function of PowerPoint, have them printed out for your reference.
  - ▶ The audience doesn't need to hear the exact same thing that you are reading to them.
  - ▶ The bullet points are simply talking points and should attempt to summarize the big ideas that you are trying to convey
- ▶ If you've reached anything less than 18 point font, for God's sake, please:
  - ▶ Remove some of the text
  - ▶ Split up the text and put it on separate slides
  - ▶ Perhaps you are trying to do much in this one slide?
- ▶ Reading a slide is annoying.
- ▶ You should not simply be a text-to-speech converter.

# Font Size

- You are close to your monitor
- Your audience is far from the screen

Tahoma	TNR	Courier	Comic	Lucida Sans
<b>32 pt</b>	<b>32 pt</b>	32 pt	<b>32 pt</b>	<b>32 pt</b>
<b>28 pt</b>	<b>28 pt</b>	28 pt	<b>28 pt</b>	<b>28 pt</b>
<b>24 pt</b>	<b>24 pt</b>	24 pt	<b>24 pt</b>	<b>24 pt</b>
<b>20 pt</b>	<b>20 pt</b>	20 pt	<b>20 pt</b>	<b>20 pt</b>
<b>18 pt</b>	<b>18 pt</b>	18 pt	<b>18 pt</b>	<b>18 pt</b>
<b>16 pt</b>	<b>16 pt</b>	16 pt	<b>16 pt</b>	<b>16 pt</b>
<b>14 pt</b>	<b>14 pt</b>	14 pt	<b>14 pt</b>	<b>14 pt</b>
<b>12 pt</b>	<b>12 pt</b>	12 pt	<b>12 pt</b>	<b>12 pt</b>
<b>10 pt</b>	<b>10 pt</b>	10 pt	<b>10 pt</b>	<b>10 pt</b>

# Wordings - Spellcheck

DELIVERY

TOPIC  
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SLIDE DESIGN

INTERESTING  
SIMPLE  
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- How samrt will poeple thikn yuo are?
- Watch for:
  - there/their/they're
  - too/to/two
  - its/it's

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**Examples of what to do and what not to do**



Videos on (in)effective presentation



# Equations

$$\begin{aligned}X' &= A * B \\&= (A - (2^p - 1)) * (B - (2^q - 1)) \\&= AB - B(2^p - 1) - A(2^q - 1) + (2^p - 1)(2^q - 1)\end{aligned}$$

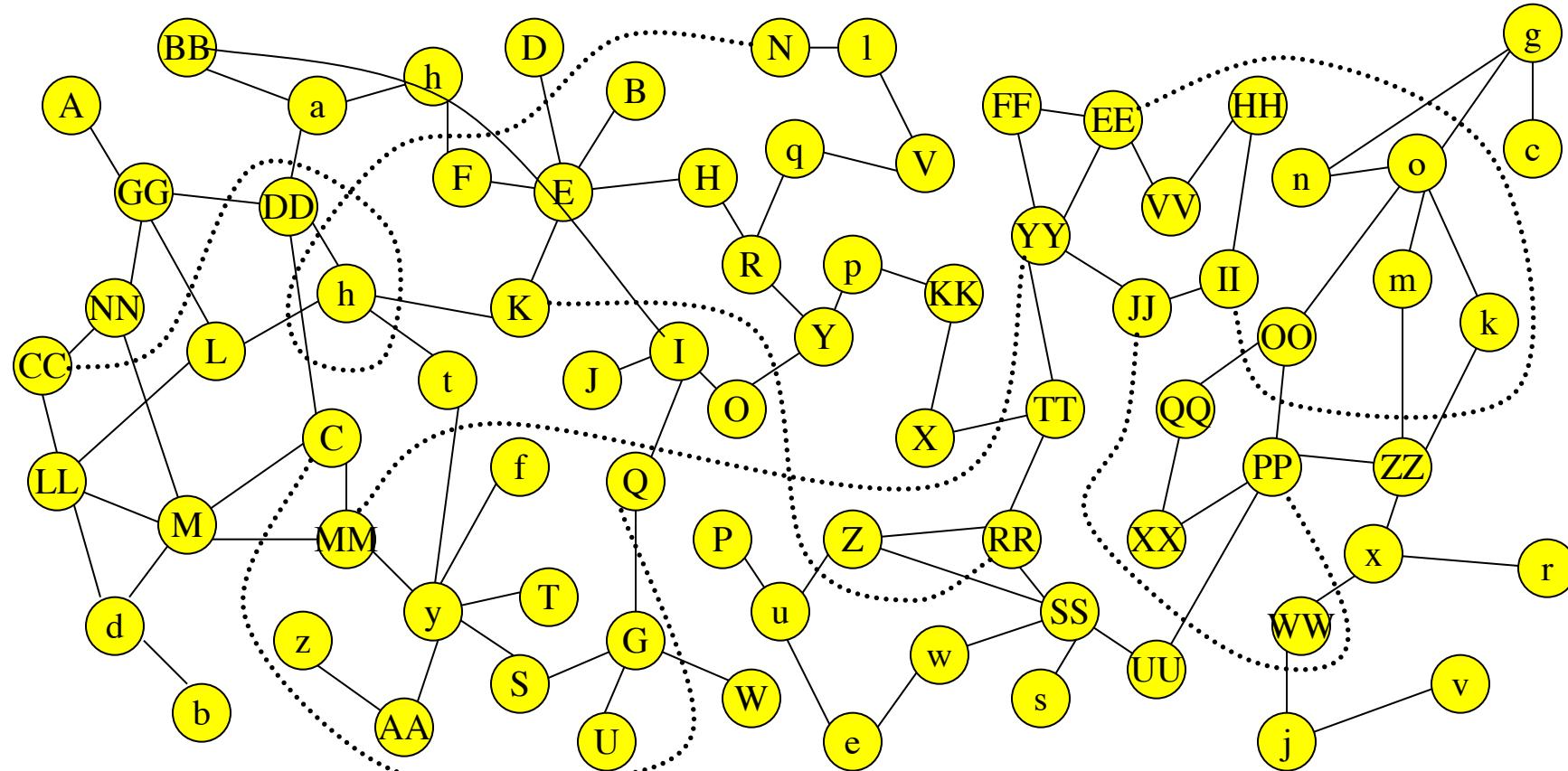
$$\begin{aligned}X'' &= (A - E_p)(B + Eq) \\&= AB + AE_q - BE_p - E_p E_q \\&= AB + AE_q - (BE_p + E_p E_q) \\&= AB + AE_q - \frac{E_p E_q}{2} - \left( BE_p + \frac{E_p E_q}{2} \right)\end{aligned}$$

$$f(X', X'') = \frac{\Gamma}{2} \sum \frac{\frac{X'^{\delta\alpha \max(\phi^2)}}{X''^{\Gamma^{3/2}}} \sum \epsilon \sqrt{AB + AE_q - \frac{E_p E_q}{2} - \left( BE_p + \frac{E_p E_q}{2} \right)}}{\int_R \phi \rho f(\vec{X} | S_k) \frac{1}{(2\pi)^{d/2} \sigma^d} * \frac{1}{P_k} \sum_{i=1}^{P_k} \exp \left[ -\frac{(\vec{X} - \vec{W}_{ki})^T (\vec{X} - \vec{W}_{ki})}{2\sigma^2} \right]}$$

- Often tricky...

# Use Simple Examples

- This isn't one. It doesn't help.

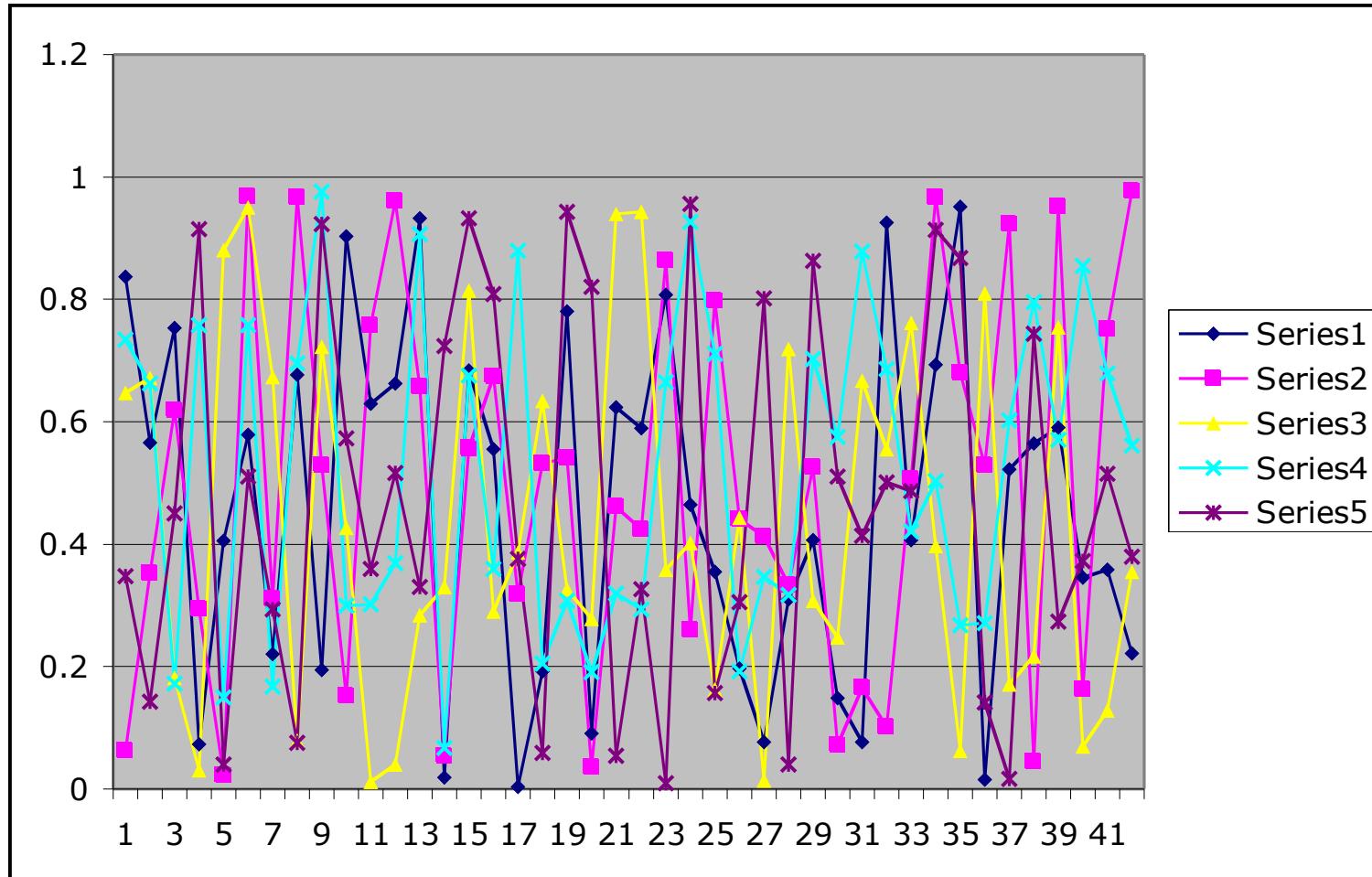


# Results

- You have lots of cool results
  - No one can read this
  - No one can understand this
- Graphs are your friend...

A	B	C	D	E
0.78799174	0.87677244	0.99348605	0.23781547	0.24437526
0.24910355	0.79708654	0.39825661	0.4894876	0.22079456
0.65729261	0.46901063	0.36471191	0.04697233	0.63468059
0.48205396	0.52657506	0.70503426	0.35280176	0.40935313
0.46328137	0.0774365	0.71517444	0.9394662	0.46843638
0.09762717	0.70884867	0.81407539	0.24571711	0.72497819
0.00773315	0.39906447	0.42344939	0.90776976	0.22209006
0.15857663	0.4181197	0.56488165	0.91405841	0.3578349
0.59242455	0.17894389	0.61926672	0.02978346	0.50789172
0.41285757	0.71470398	0.31906988	0.79658426	0.21587647
0.88555586	0.46534556	0.3701164	0.12452538	0.33415497
0.28231467	0.17509894	0.85801024	0.72984635	0.94731238
0.82370951	0.03235362	0.95622299	0.27726297	0.76619879
0.86245578	0.21094811	0.93272287	0.48265505	0.04960646
0.38953201	0.3665743	0.33754918	0.28178635	0.39637009
0.80522838	0.63509032	0.43333321	0.97677807	0.96198172
0.35928212	0.14878634	0.44201417	0.23251612	0.83375154
0.72099806	0.75212293	0.81061259	0.23756284	0.48518996
0.13329065	0.31602317	0.87489249	0.5304632	0.26191565
0.2588109	0.89039838	0.81380512	0.59139955	0.48488759
0.99314419	0.34635186	0.73292414	0.25933239	0.29230491
0.88041055	0.11473455	0.01934078	0.15717245	0.93780676
0.72332226	0.80195173	0.1792961	0.07832254	0.41154579
0.95925002	0.41696749	0.24905812	0.2111233	0.00256536
0.00580885	0.65322119	0.49666074	0.91641276	0.40573275
0.26004883	0.3010126	0.45604195	0.99935168	0.91271048
0.1508427	0.84418604	0.96241158	0.05548096	0.94093154
0.63750743	0.08979734	0.11100042	0.34646613	0.09994533
0.17176871	0.85518113	0.94522781	0.29368901	0.77444161
0.15186964	0.53105474	0.69991523	0.07876247	0.0023978
0.72306385	0.73755246	0.71402806	0.68090612	0.76015636
0.42140074	0.39036871	0.02247591	0.94725973	0.70692042

# Graphs Can Also Be The Enemy . . .



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Understandable  
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Videos on (in)effective presentation



# How Not to Use PowerPoint?

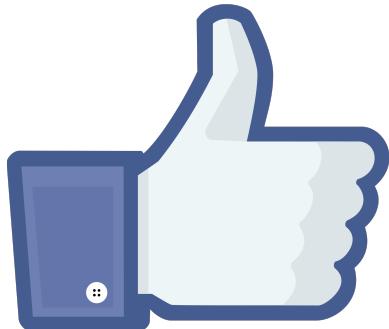


Picture Reference:  
[http://e-booksindia.com/wp-content/uploads/2016/03/no-987087\\_640.png](http://e-booksindia.com/wp-content/uploads/2016/03/no-987087_640.png)



<http://www.youtube.com/watch?v=YIZDZ78fGWk&NR=1>

# Present like Steve Jobs



Picture Reference:

[https://upload.wikimedia.org/wikipedia/commons/1/13/Facebook\\_like\\_thumb.png](https://upload.wikimedia.org/wikipedia/commons/1/13/Facebook_like_thumb.png)

<http://www.youtube.com/watch?v=k-zMRPZpvcw&NR=1>

# Summary

- Effective presentation skills are essential
- Elements of effective presentations
  - Delivery
  - Slide design
- Practice makes perfect!

