Software Engineering Project A
SEPA - SWE40001/EAT40003

Week 9 – Video Presentation skills and Requirements

Presentation Skills

- Presentations are used a lot in commercial IT contexts.

- They are an opportunity to 'pitch' ideas in a way that is difficult with technical documents.

- They allow you to tell the client/audience that you understand what they want and are well on the way to developing it

Why should people listen to you?

- You have something *interesting* to say

- You have something *important* to say

- You have something *relevant* to say

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Presentation Techniques

There are several techniques that presenters use to keep an audience engaged

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Sensory Technique

- <u>Stimulate</u> your audience's imagination by describing a scene in vivid detail, or ask them to remember a particular memory and recall what they saw, smelled, heard and felt. You could even make them aware of their physical surroundings in some way.

- **Good for** – Creating a lasting impression, making your ideas come alive.

Personalisation Technique

- Even well-meaning people sometimes won't act until an issue affects them personally. Make the problem <u>relevant</u> to your audience by showing that it's relevant to (or is caused by) them or their community.

- An effective twist on this is revealing an unimagined connection between our current actions and things happening in the future or in far-flung places.

- **Good for** – Making your audience care, making complex ideas simple.

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Puzzle Technique

- Opening with a puzzle that piques your audience's <u>curiosity</u> from the get-go. It could be a problem, a riddle or the conundrum at the heart of your theory. It could be a real-world puzzle or a metaphor for the ideas in your talk.

- Leave the puzzle open-ended but direct your audience to some place they can find the answer if you want them to continue engaging with your content after the talk. Or, promise to tell them the answer at the end so they listen throughout.

- **Good for** – Waking up your audience's brains, inspiring curiosity.

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Question Technique

- Your questions could <u>probe</u> the listener's personal memories, sense of identity, or general knowledge – whatever gets the cogs turning. Asking questions can be an effective way of prompting your audience to have an 'aha!' moment.

- Opening questions are usually rhetorical as you're asking the listener to self-analyse, but you might like to direct them somewhere that they can share their ideas or experiences with you.

- **Good for** – Helping the audience recognise a problem or come to some conclusion.

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Quotation Technique

- Quoting a famous person is an easy way to borrow a little of their power, especially if it's someone respected by your audience. If they're a more obscure choice, there's no harm in reminding your audience of that person's credentials.

- Your audience may read personal things into your choice, so choose carefully. People are likely to have personal associations with famous quotes or speakers so be mindful of these too.

- **Good for** – Giving your talk respectability, summing up an argument or an idea.

Story Technique

- Stories are perhaps the most effective tool for inspiring empathy and understanding in the listener. It's also a vastly underrated skill in the business world, even though it can engage your audience's minds in incredible ways.

- Telling a personal story may make us feel vulnerable, but it's an opportunity to show confidence and character. Telling the story of someone you admire demonstrates your values. The story of a customer proves you listen and take pride in providing a good service.

- **Good for** – Explaining ideas in an accessible way, synchronising the audience's emotions with your own.

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Humour Technique

- Making a joke makes your audience feel warmer towards you and more receptive to your ideas. The best presentation jokes involve self-deprecating humour, so being able to laugh at yourself is a must. You could also exaggerate a story for effect.

- Your sense of humour tells your audience a lot about your values and can be a shortcut to building trust. It may also help them feel more comfortable about sharing their ideas and joining in if that's a part of your presentation.

- **Good for** – Relaxing your audience, building rapport.

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What do we expect from your presentation?

- Know your goals
- What will the audience/viewer get from your presentation?
- Know your audience
- Know your topic
- Preview – Expand - Summarise

What is
Preview – Expand - Summarise?

- Tell them what you're going to tell them
- Then ….. Tell them
- Then ….. Tell them what you've just told them again!

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Video Presentation Tips

- Tell us a story

- Follow a logical progression

- Each section flows on from the previous section

- Use sub-text (or closed-captions) if possible

Video Presentations Tips

- Don't misuse sound and check you audio levels

- Don't overuse transition effects

- Don't try to use every feature the presentation software has to offer

What to do

- Use the KISS principle
- It is an acronym for:
  - "Keep it simple, stupid"

Your Goals

- Convey your information
- Impress your audience
- Educate your audience
- Convince your audience
- Entertain your audience
- Sell yourself

Structure example

- Introduction
- Aims
- Method/procedure
- Results
- Conclusions
- Future

- (Ends with a project overview image – shown over Q&A period)

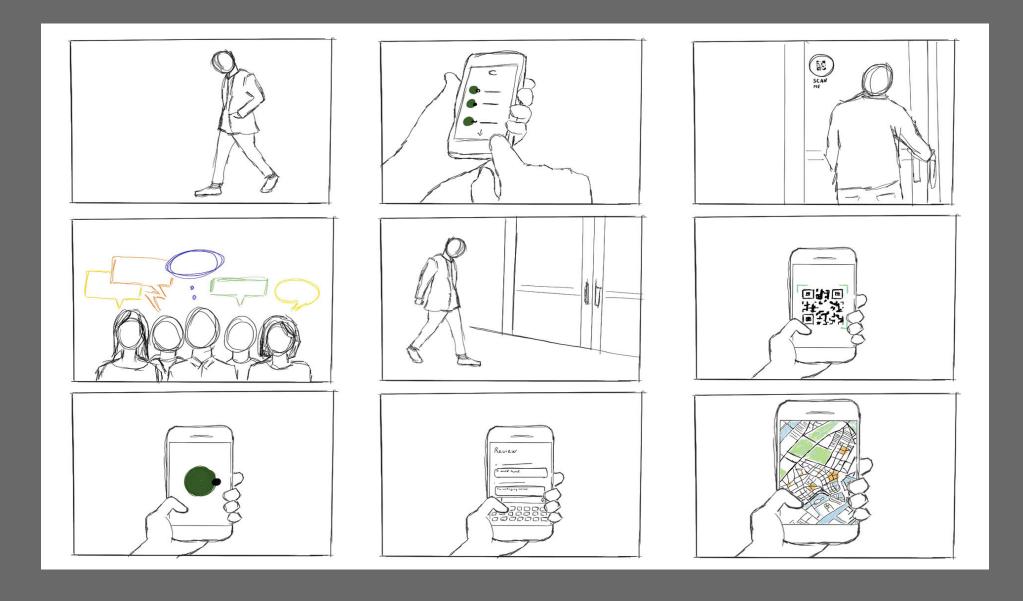# Video Presentation Tips

Storyboarding

The storyboarding process, in the form it is known today, was developed at Walt Disney Productions during the early 1930s, after several years of similar processes being in use at Walt Disney and other animation studios.

Video Presentation Tips

Storyboarding

- A storyboard is a sequential breakdown of each shot or element in visual presentation.

- This can include a live-action video, animation, marketing campaign, or sales pitch.

- The storyboard conveys the narrative or sequence for this visual experience.

- It almost looks like a comic book version of your project.

Storyboarding

Video Presentations Examples

Medical Decision Making	Available on Canvas
Business Smart	Available on Canvas
Little Helpers (Game)	https://youtu.be/UB7sAV-Jg3Y
Life Stories	https://vimeo.com/295300234
Drive Me (SEPB)	https://youtu.be/iS-UjbOXul4
Corporate Promos	(less details)
ICT(Aust) Promo	https://www.youtube.com/watch?v=bXGZR4E6OKU
Apple Promo	https://youtu.be/TJ1SDXbij8Y

Video Presentations – Week 12

- Expectation:
    - Videos should be no longer than 3 minutes
    - There will be 2 minutes question time after each video presentation
- To be online (MS Teams) in week 12 over three (3) sessions: 4.30pm~7.00pm, Mon/Tue/Wed
    - Attend your own session, and possibly others
    - All team member to attend
- Submission & Schedule:
    - Presentation: week 12 – details TBA
    - Video submission(mp4): Friday of Week 11 (19 May) – details TBA
    - Which session?: Discuss and agree with supervisor on TWO (2) sessions in preferred order, ***this week***

Video Presentations – Assessment

10% of Overall Mark:

- Describe Problem / Current Situation
- Provides Analysis
- Describe Proposed Product / Prototype
- Quality of Production/Interest/Entertainment
- Sequence/Flow

+ Q&A ()
… by supervisor

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