

PRESENTATION SKILLS II

RED ACADEMY

Agenda

- Part 1 Review
- Part 2
 - Know your actors
 - Know your stage
 - Know your craft
- Performance

PART 1

REVIEW

Why is your presentation as important as its content?



**Your design is only as good
as your ability to communicate it**







Know The Script

Know The Audience

A black and white photograph of a large, dense crowd of people. The individuals are mostly seen from behind or side profile, with their dark figures silhouetted against a bright, overexposed background. Many people have their right hands raised, some holding up smartphones to take pictures or record video. The scene conveys a sense of a public event, rally, or concert.

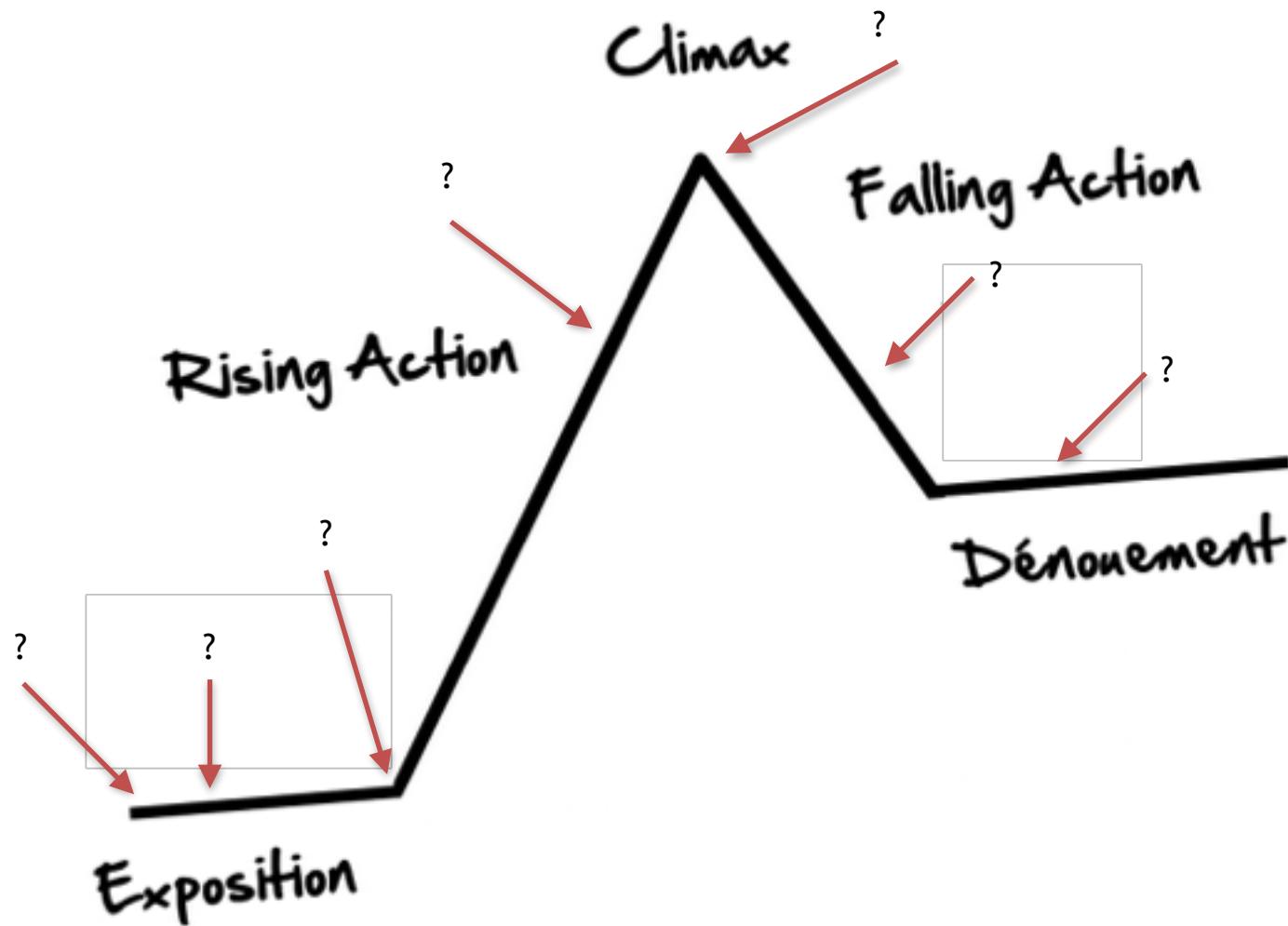
Audiences

- Innovators
 - Strategic designers and developers
- Doers + Enablers
 - Team: managers, designers, developers
- Influencers
 - Stakeholders + clients
- Listen
 - **Feedback not feedfact**

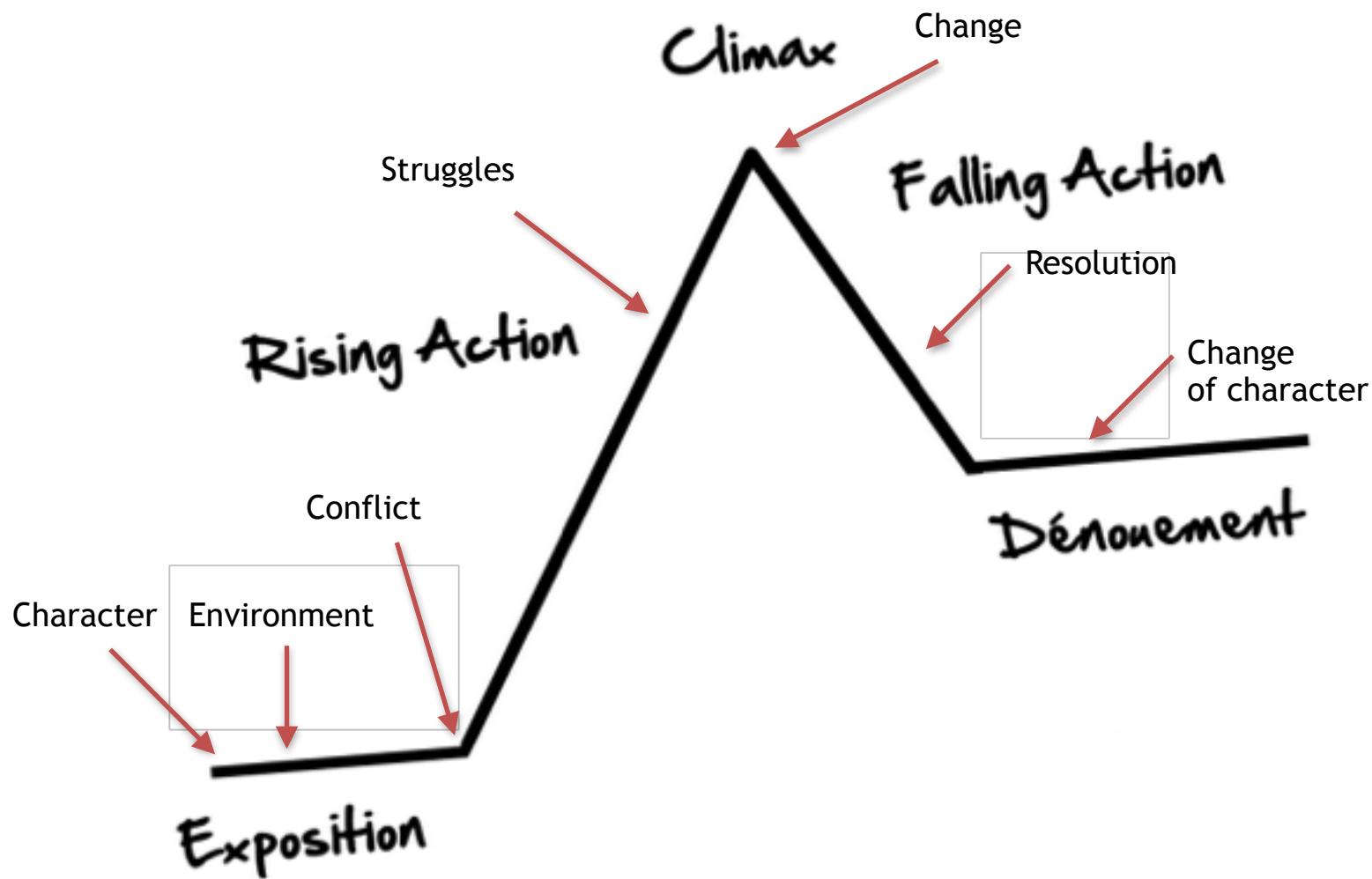


Know The Story

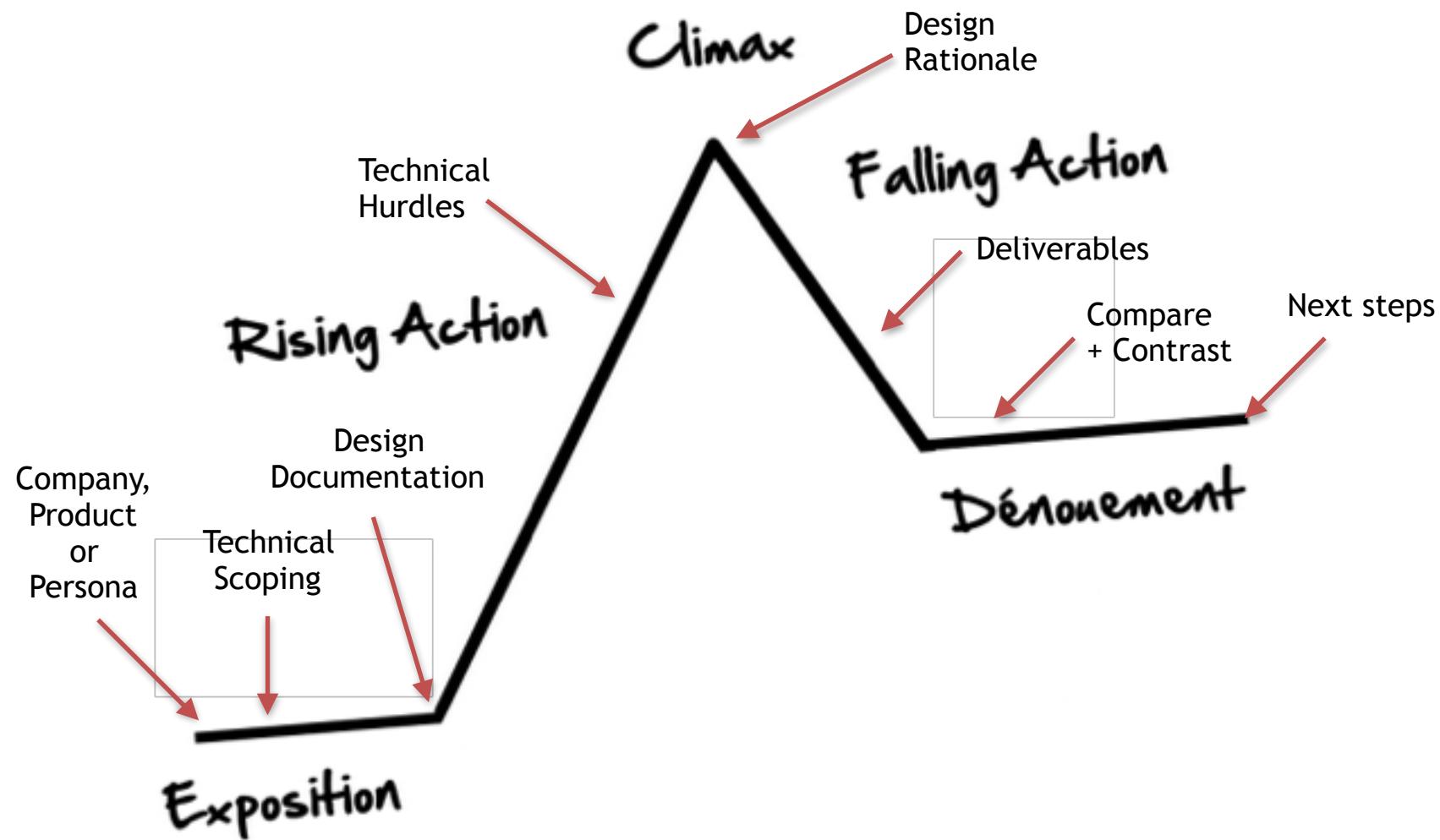
The Story Arc



The Story Arc



The WD Story Arc



PART 2

A red curtain stage with white text.

Know The Stage

A photograph of a microphone stand on a stage. Two bright spotlights are illuminating the stand from the sides against a dark background. A red horizontal bar is overlaid at the bottom of the image.

Not The Norm

More Likely



The Stage Itself

- Preview the stage
- Discover limitations/opportunities
- Assign roles for the presentation
 - Presenter
 - Technical controller
 - Stand by
 - Notes



Brought To Stage

- Digital material to bring
 - videos, programs, browsers, prototypes etc.
- Equipment to bring
 - chargers, cables, dongles, projector etc.
- Actors
 - rehearsed, warmed up, on time, dressed etc.

Know The Actors



Know Your Colleagues



Working As A Team

- You're “on” from beginning to end
- Have a layout
- Make introductions
- Define each members' role
- Don't overshadow
- Socialize outside of work

Know Yourself





Feet



Eyes



Hands



Voice



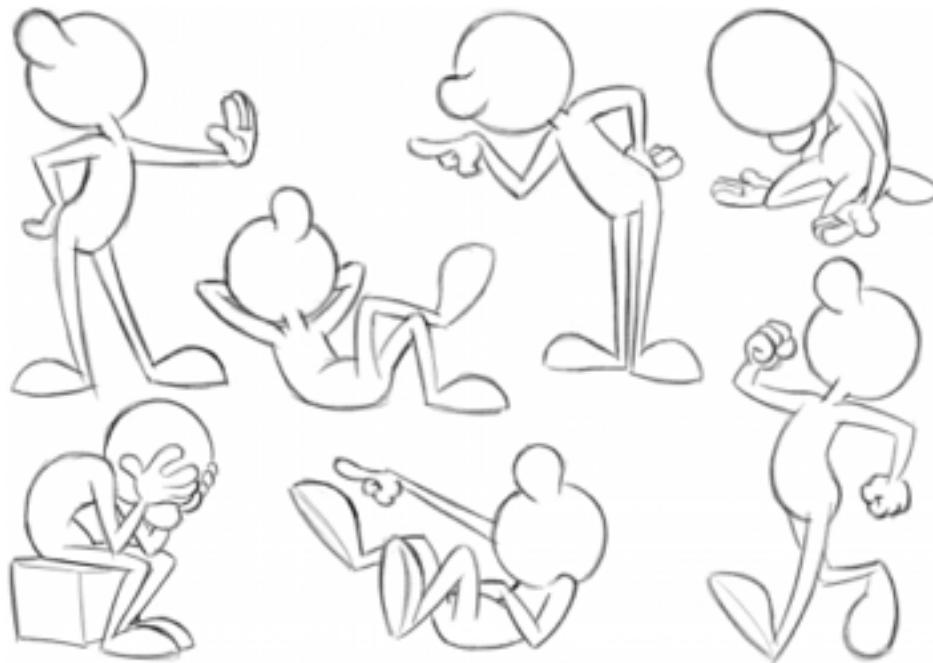
Arms



Posture



Position



10 POWERFUL BODY LANGUAGE TIPS

for your next presentation



Exercise

-

Passion Presentation

2 minutes



Dealing With Stage Fright

Body, Mind + Spirit



Breathe

Power Pose

Learn to Improvise

Preparation



Do Relaxing Things

Do Something Scary

Rehearse

Execution



Engage the audience

Pretend they're “with” you

Slow down

Know Your Limits



“The first step in being good at something is being bad at it.”

- Unknown

Know Yourself

- Take care
- Accept strengths + weaknesses
- Push yourself
- Fail to succeed
- Forgive yourself

Like You

Influence others

Demonstrate Authority

Results

Greater impact

Build Confidence

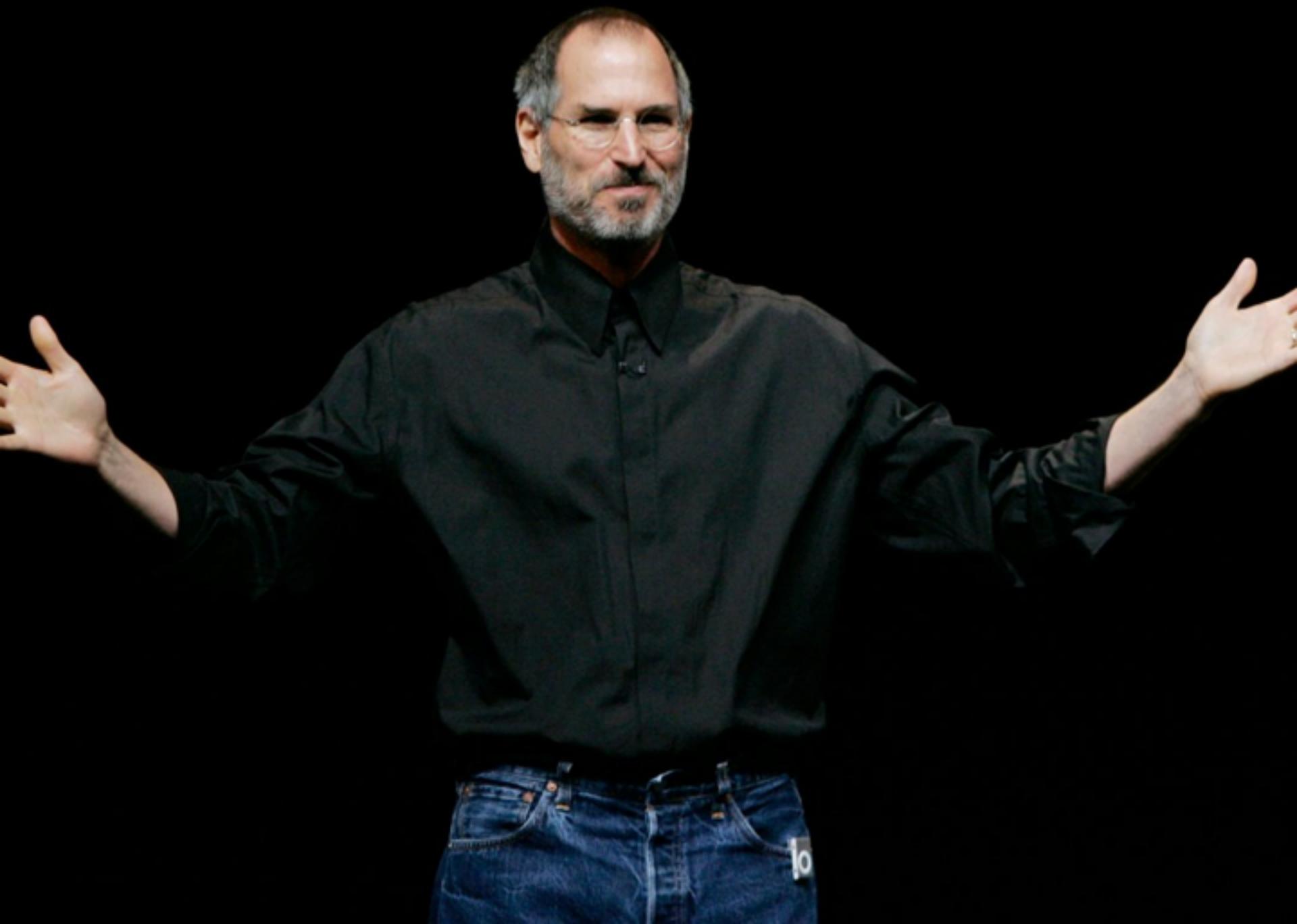
Draw attention



Know Your Craft



ACTOR



A composite image featuring Bob Ross's portrait on the right and his painting of a waterfall scene on the left. The painting depicts a waterfall cascading over dark rocks into a pool, surrounded by lush green and yellow foliage, with a majestic snow-capped mountain range in the background under a blue sky with white clouds.

ARTIST



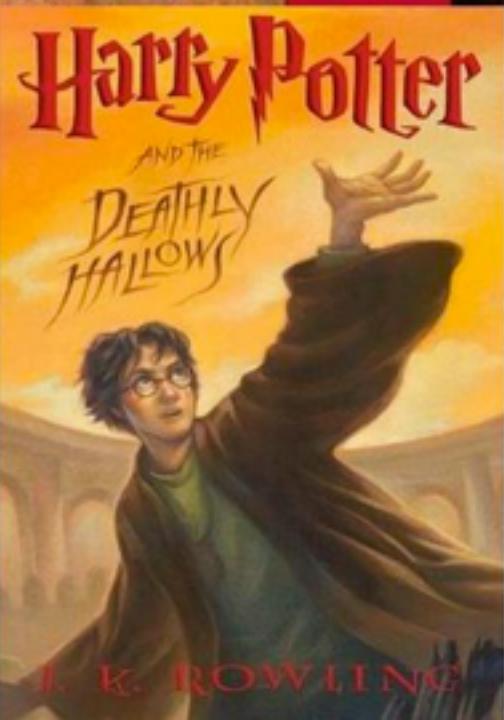
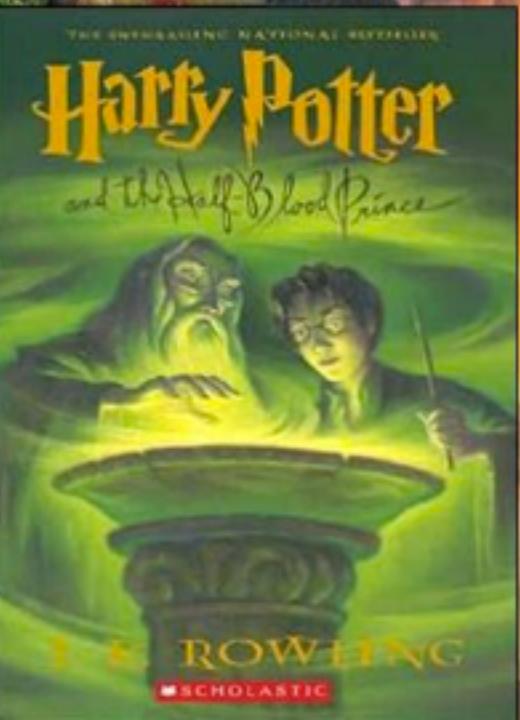
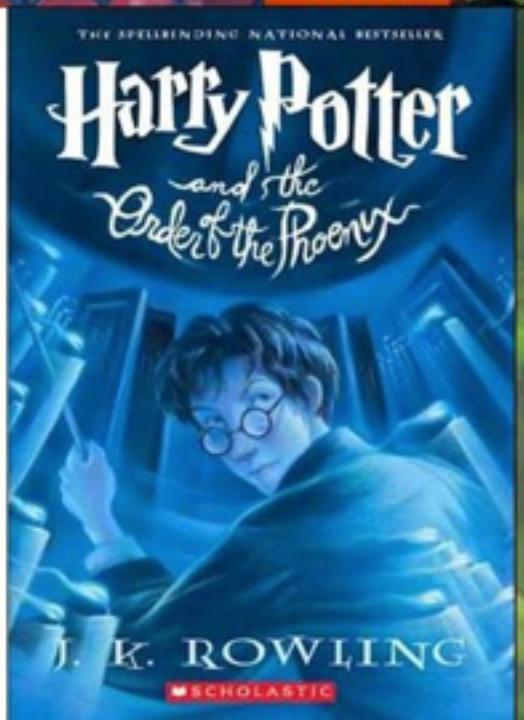
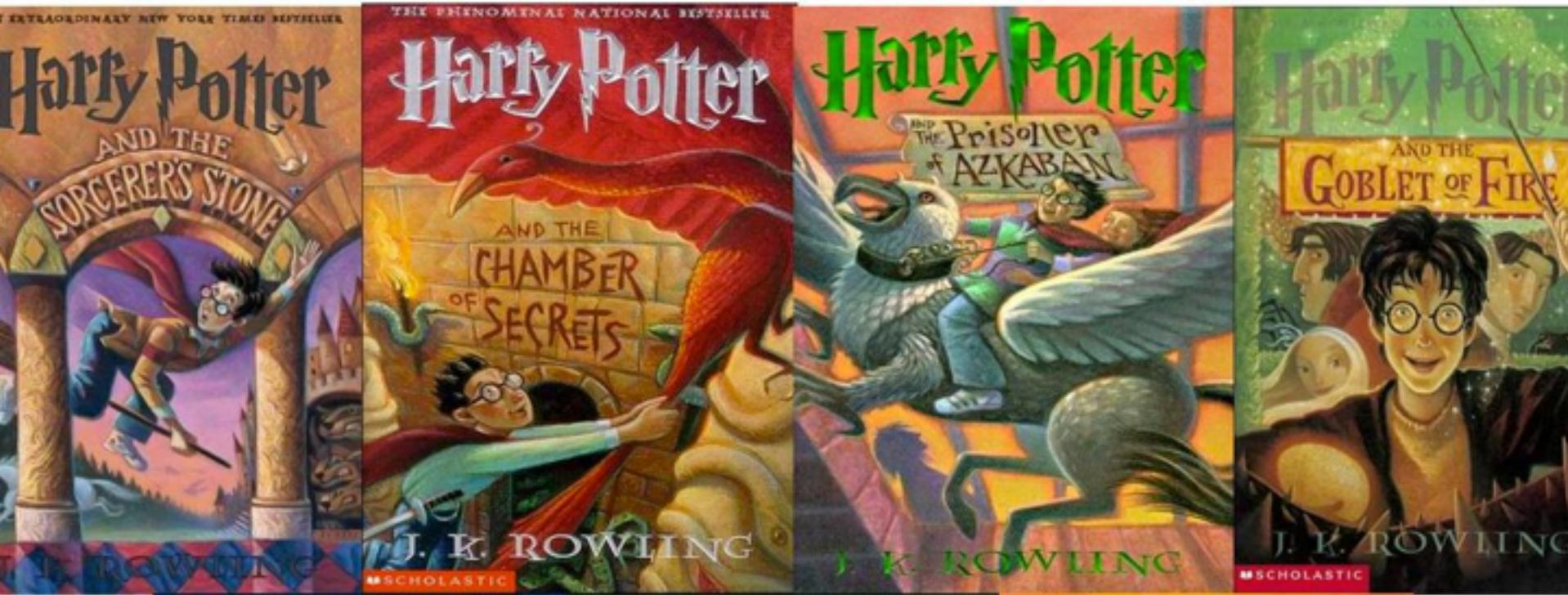
PHOTOGRAPHER





WRITER





A close-up portrait of Steven Spielberg. He has grey hair, a full grey beard, and is wearing black-rimmed glasses. He is smiling slightly and wearing a dark, textured leather jacket over a dark turtleneck. The background is solid black.

FILM MAKER



JURASSIC PARK



FACILITATOR



Others?

PERFORMANCE



EXERCISE

Learning Objective

Create a performance/presentation on a given topic.

Agenda

1. 20 minutes. In project teams.
2. Construct a story around the topic of your project.
3. Create a 5 minute play/presentation on that topic that blends various creative styles (or crafts). This must include ALL members of the team.
4. Present it to the class.

Deliverable

An illustrative play

Resources

Actors, pen, paper, markers, props, whatever you want!



Q&A