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### Presenting Creativity Logically

In the article that I read about how to become a better presenter, I have learned about different techniques to increase the viewers' attention as well as create pacing for the presentation. For instance, presenting creative works can sometimes lead to creating a PowerPoint with too many distractions – a good PowerPoint presentation should only have a singular focal point on each slide. This makes it easier for the viewers to be more attentive to the speaker rather than focusing only on the PowerPoint.

However, I also understand that it is one thing to read about how to present information in front of a group, and an entirely different thing to actually execute the presentation. However, I think that the article gives some great advice in terms of making sure that the presentation follows a logical flow. Creating a slide dedicated towards outlining what will be presented undoubtedly makes it easier for viewers to be more engaged with the presentation (and also makes it easier for you to make sure you cover all of the things you want in your presentation).

One of the large issues with presenting creative material is to make sure that the creative material can be presented in an understandable way through a PowerPoint presentation. For instance, presenting a complicated 3D render of a video game character through just static images might be better off being recorded as a video/gif, which makes it easier for the audience to see all of the model through a perspective that seems more natural.

Providing feedback is also a skill that must be honed – there are different methods to provide feedback effectively. For instance, providing balanced positive and negative feedback to a presenter makes it easier for them to digest the information you're providing (and make it seem like you're giving them constructive criticism rather than just highlighting the negatives). Providing effective feedback also requires a balance in both relationship and behavior – a person who appears upset while giving feedback (and who might also have bad relations with the presenter) might not be able to effectively communicate the feedback to the recipient.

## Works Cited

Cofer, Jonathan. "The Art of Presenting Creative Work: Inside Design Blog." *Invisionapp, Inc.*, 27 May 2016, [www.invisionapp.com/inside-design/how-to-present-design-work/](http://www.invisionapp.com/inside-design/how-to-present-design-work/).

Stutman, Randall. "How to Give Balanced Feedback | Randall Stutman." *YouTube*, YouTube, 12 Nov. 2020, [www.youtube.com/watch?v=P-Qh2qS0i0Q](https://www.youtube.com/watch?v=P-Qh2qS0i0Q).