

APS 112 - Presentation Outline Form and Instructions

Introduction: The outline below will help guide your teams' work in preparing for both your Design Review Gateway and Final Presentations. This document can also help facilitate receiving feedback on the assignment, as it gives an instructor (like your CI) a chance to understand how your team has approached the presentation. It also helps your assessors to know what organization you intended to implement in your presentation, and whether you were able to keep to that plan.

Project: Wellness Room Expansion

Date: 03/05/2024

Event: Design Review Gateway

Purpose Statement:

Main Claim (Thesis or Central Argument):

Important notes:

1. Indicate who is presenting which part of the presentation.
2. No word counts apply to this document. However, you should keep it to no more than two pages. You do not need to go further in depth than that for this outline. You may keep more detailed notes for yourself, but it is not required to submit those with your outline. The template below lists four sub-claims, but that is just a guideline and not a requirement. It is fine if you only have fewer sub-claims but go into them in more depth.

INTRODUCTION

Opening Strategy (introduction of each team member) (supporting slide and talking points):

Presentation Summary and Preview:

Main Body of Presentation: Claims, Explanations and Evidence

Background/Context:

Sub-Claim A:

Evidence:

Explanation:

Supporting slides and visuals:

Sub-Claim B:

Evidence:

Explanation:

Supporting slides and visuals:

Sub-Claim C:

Evidence:

Explanation:

Supporting slides and visuals:

Sub-Claim D:

Evidence:

Explanation:

Supporting slides and visuals:

CONCLUSION

“Therefore statement” (Synthesis of Claims and Support):

Key recommendation(s):

Take-away statement:

Notes:

Basic Presentation Outline Form – Instructions

Below, you will find instructions on how to complete specific parts of the outline. Remember that an outline is a tool for you to use to help organize your presentation. Your specific use of this tool will depend on a number of particulars, such as the unique nature of your project, your team's communicative goals and style, as well as the expectations of your audience.

Note that this outline is used for both your Design Review Gateway (DRG) and your Final Presentation. Those two deliverables have different motivations and contexts, and occur at different stages of your design process, so the outline you prepare for each should be specifically tailored to meet the specific goals of those assignments.

Context and Background of Presentation:

This part of the outline covers pre-planning tasks and considerations for presentations. Consider these before you plan and begin composing slides and talking points for the presentation itself. These initial sections can guide your process of designing the presentation.

Event: Describe where and for what reason the presentation took place. You record this because you may want to use parts, ideas from it, or see what you already told a group so that when you next speak to them, you are progressing in a logical manner from the information you had previously given. This can help you track progress between your DRG and Final Presentation.

Purpose Statement: Explain what you want to accomplish with the talk. "Talk about our designs" is NOT a purpose statement. You should consider your audience, why you are gathered to discuss your topic, what they need to know, and what you need to be able to convey to them. Sometimes the purpose is explicitly stated in the presentation, as in: "today, students, I want you to be able to use a Pairwise Comparison Chart to organize your design objectives." Other times you will not explicitly make this statement to your audience. In both cases you use it for planning the talk.

Establishing a clear purpose statement will help you establish a main claim and plan supporting claims that are well tailored (or, apt) to the intended audience. It is always expressed in terms of the effect you wish to have on the audience. An effective purpose statement will not only help you focus your main claim, but it will also help you determine a take-away and improve the delivery of your talk. You can think of this as the result you are hoping to occur after your presentation. Are you hoping students understand the learning objective for your lesson? Are you hoping that the audience purchases your book in the lobby? Are you hoping that your client or boss is convinced of your design work?

In this context, this is where you indicate the specific purpose of your DRG and Final Presentation, as the requirements and related purposes of these assignments are different from each other, and each team will have unique challenges in meeting those requirements.

See *Designing Engineers*, "Organizing Presentations" for more information on audience, purpose and organizing presentations.

Main Claim: You may think of this as a thesis statement, or central argument. Your textbook refers to it as a "main message." Whatever it is called, the main claim identifies the core of the persuasive argument you are making in the presentation. You can consider the objective goal of your presentation to be to effectively deliver and support this main claim. The main claim should be unique to your talk and should guide, and can also be guided by, your selection of the sub-claims in the main body of the presentation. Evaluators will be looking at how well you connect the various arguments / sections of your presentation back to your main claim. If you make a main claim at the start of your presentation, and then never mention it again, this poor argument structure will be reflected in a poor grade.

The main claim can be decided on before you decide on the sub-claims and arguments you will cover in

the main body of the presentation, or you can start with the main body of the presentation and then use that to help determine the main claim. You will likely have to go back and forth between your main claim and your presentation, to make sure they work together. In any case, as stated above, evaluators will be looking for connections, so in revising and finalizing your outline, you should check the main claim against the claims made throughout the presentation to confirm they align and the connections are clear.

Outline for delivery of Presentation:

Once you have determined your purpose, you should begin designing your presentation to fulfill that purpose. This part of the outline also allows you to organize sub-claims in a logical, compelling and persuasive order, and to support your main claim.

Opening Strategy: If we want to establish a rapport, how we begin is critical. Fortunately, we have a wide variety of strategies at our disposal, depending on the context. Design your opening strategy so that it grounds your audience in your topic, while motivating them to want to know more. That is, you should give them enough information and context so they understand what the presentation is about, but you should also frame the project as important, so the audience is motivated to be keenly attuned to the content that follows.

Weak opening strategies leave the audience unmotivated and confused. Strong ones clue them in and make them eager to hear more.

Presentation overview and preview: As you begin a talk, you want to give the listeners a mental roadmap of points you are going to make in support of your main idea. It is best not to write this until you have figured out the body of your talk. A key point summary may be used to forecast the direction your talk is going to take, increase the sense of flow, and prepare the audience to recognize key points as they occur. Finally, it reassures the audience that you are in control of your speech.

Weak overviews provide structure with no meaningful information. Strong overviews provide structure but also effectively introduce or support (if it is already introduced) the presentation's main claim.

Background: May be based on the Problem Statement for your project or a combination of the Problem Statement and Main Statement of this talk. Give the audience enough information so that they can appreciate the design situation at the moment. Identify the client and their motivation. You may also identify any particular ways in which your team has decided to approach the project.

Sub-Claims: The main body of your presentation should be organized into 3-4 important claims that support the main claim and are supported by evidence and explanations. You must think about the order of the points so that they have some kind of logic. They may be organized in a number of ways: chronologically, in order of importance, thematically (according to type of content), or otherwise. In any case, they should not be random or just in the order the ideas came to you. Rather, they should be in the order that will be most meaningful for the audience.

As in your design documents, each claim should be supported by **evidence and explanation**, and they should be selected based on their importance to your project and their connection to your main claim. In both the DRG and Final Presentation, as in your Executive Summaries, you do not have enough time or space to cover every detail contained in your design documents. Therefore, you should consider combining important aspects captured in different aspects and sections of your design documents when formulating your claims. However, certain aspects of your design process might be better covered alone, in their own part of the presentation. Still other aspects, that might be covered in some detail in the documents, may only warrant a brief mention in a presentation. Therefore, your team must decide how to select and organize your content.

Consider your collection and organization of content as a set of design decisions your team must make.

You must decide what must be included, how it can be included, and what you do not have time and space to include. For what is left out, know there is an in-built risk mitigation for that: if those excluded details are covered in your documents, then that mitigates the risk of excluding them from your presentation, because that information is still available to your audience in that other form. Be prepared to answer questions about any aspect of the project, including material from your document(s) that may have been excluded from the presentation.

Support your claims with slides that aid in making the claims, explanations and evidence clear. See the DRG and Final Presentation lectures for advice on slide design.

“Therefore statement” (Synthesis of All Above statements): Your ending makes a lasting impression. Plan it carefully. In fact, after your purpose, you might want to plan this next. Also, signal that it is coming with phrases like “In conclusion” or “to sum up.” Give the talk unity by briefly referring back to your main points (you do not usually need to summarize unless the talk has been quite long and complicated). Do not repeat your headings, but bring out the important idea from each point. This section is labelled “Therefore statement” because it is often difficult to create a conclusion that is more than a mere repetition of points. If you begin it with the word “therefore” in your mind, you are more likely to come up with a synthesis than a repetition.

A weak therefore statement may leave the audience thinking “so what?” A strong therefore statement will leave a lasting positive impression in the audience, and they will remember the most important aspects of your presentation.

Key recommendation(s) and next steps: In some cases, recommendations are appropriate. The DRG is a progress report and so would not normally have a recommendation, but may include information on the team’s immediate plans, especially those that may be uncertain or challenging. For the Final Presentation, you should end by making it clear what design concept you recommend and why.

Take-away statement: The take away moves the focus off of yourself and puts it onto the audience. Because it relates the content of the presentation to them and tells them the next step they are to take, it is highly related to the purpose you have set for your talk. The worst way you can end a presentation is by apologetically mumbling, “That’s all I have to say.” Plan your ending in advance and make it appropriate and memorable. You may even script it; just make sure you have time to say it with confidence. Be sure you have addressed the core of what your audience needs to know.

What the audience needs to do next depends on the purpose of your presentation. Consider the actions your audience might do in reaction to your presentation. For the DRG, your EM would typically be faced with the decision to recommend this project to go forward, or not. For the Final Presentation, your multiple audiences (CI, EM, Client) will all have to decide if they agree or not with your recommendation. Keep those needs of the audience in mind as you plan your takeaway statement.

Notes: Here, you may touch on any aspects of the presentation not covered in the rest of the outline. This may include any particularly complicated or risky plans (showing a video, or other potentially complicated modes of presenting content). You may also include here important aspects of your design you do not have space to adequately address in your presentation.