ECE297
Oral Presentation

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UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING

M4 Design Document

- *Lessons Learned:* Worth 15% of the M4 grade

  ▸ 500-600 words, written and submitted individually

  ▸ Discusses challenges and/or learning opportunities in *three areas* in the course:

    1. Programming

    2. Written *or* oral communications

    3. Team work

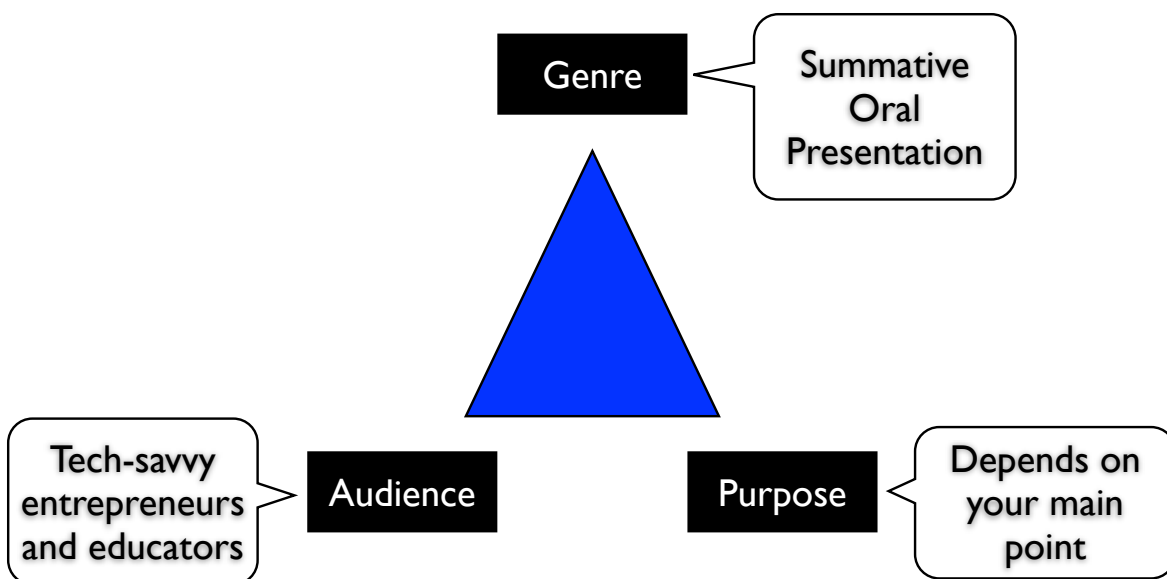 ▸ Might answer: "What would I do differently if I could start again? Why would I do it differently?"

Your CI will discuss Lessons Learned in next week's tutorial
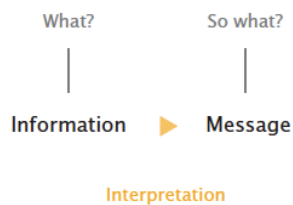
REVIEW Actions for a Good Presentation

1. Demonstrate knowledge of subject

2. Show a distinctive approach to subject

3. Connect with audience and teammates

4. Use positive body language

5. Speak clearly

Final Presentation

Genre — Summative Oral Presentation

Tech-savvy entrepreneurs and educators — Audience

Purpose — Depends on your main point

Effective oral presentations

Jean-luc Doumont

What? So what?

Information ▶ Message

Interpretation

Get your audience to

- pay attention to,
- understand,
- (be able to) act upon

a maximum of messages, given constraints

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

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Effective oral presentations

Jean-luc Doumont

Create presentations rich in messages

What? So what?

Information ▶ Message

Interpretation

What? So what?

Information ▶ Message

Interpretation

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Effective oral presentations

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Get your audience to

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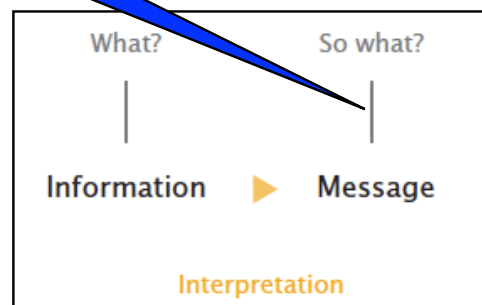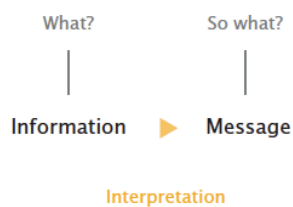a maximum of messages, given constraints

Get your audience to

- pay attention to,
- understand,
- (be able to) act upon

a maximum of messages, given constraints

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

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Effective Oral Presentations

To optimize communication...

First law
Adapt to your audience

Second law
Maximize the signal-to-noise ratio

Third law
Use effective redundancy

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

Effective Oral Presentations

For an effective presentation…

1 **Plan the presentation**
Gather your thoughts

2 **Design the presentation**
Define a structure

3 **Create the slides**
Convey messages

4 **Deliver the presentation**
Master all channels

5 **Answer questions**
Drive your point home

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

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Drive your point home

Decide on a main message

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

Effective Oral Presentations

For an effective presentation…

1 **Plan the presentation**
Gather your thoughts

2 **Design the presentation**
Define a structure

Choose a path that leads the audience toward your goal

3 **Create the slides**
Convey messages

4 **Deliver the presentation**
Master all channels

5 **Answer questions**
Drive your point home

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

Effective Oral Presentations

First, focus on your audience

Introduce yourself in the task

Attention getter
Need
Task
Main message
Preview

Point 1
Transition
Point 2
Transition
⋮

Review
Conclusion
Close

Focus again on your audience

Plan the presentation
Gather your thoughts

Design the presentation
Define a structure

Create the slides
Convey messages

Deliver the presentation
Master all channels

Answer questions
Drive your point home

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

Effective Oral Presentations

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   Master all channels

5 **Answer questions**
   Drive your point home

Choose messages that best support your main point

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Effective Oral Presentations

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5 **Answer questions**
   Drive your point home

Create a style appropriate to your audience and situation

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

Effective Oral Presentations

For an effective presentation…

1 **Plan the presentation**
   Gather your thoughts

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   Define a structure

3 **Create the slides**
   Convey messages

4 **Deliver the presentation**
   Master all channels

5 **Answer questions**
   Drive your point home

Convey your messages clearly

Effective Oral Presentations

1 **Listen** to the whole question,
   to ensure you understand it.

2 **Repeat/rephrase** as needed,
   so others understand it, too.

3 **Think** to construct an answer
   that is brief and to the point.

4 **Answer** to the whole audience,
   keeping eye contact with all.

Plan the presentation
Gather your thoughts

Design the presentation
Define a structure

Create the slides
Convey messages
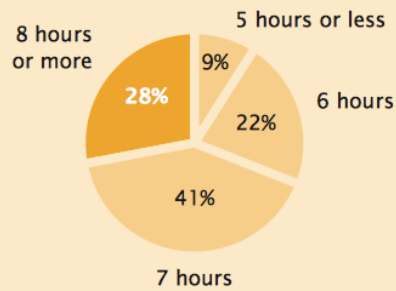
Deliver the presentation
Master all channels

Answer questions
Drive your point home

Create slides that deliver a clear message

Only 28% of adults sleep the recommended 8 hours

8 hours or more — 28%
5 hours or less — 9%
6 hours — 22%
7 hours — 41%

DISTRIBUTION OF THE NUMBER OF SLEEP HOURS FOR ADULTS

9%
28%
22%
41%

5 HOURS OR LESS
6 HOURS
7 HOURS
8 HOURS OR MORE
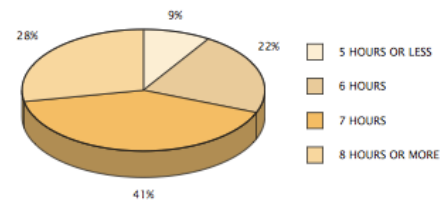
L'hebdo au féminin 106, p. 3, November 12, 1991

✓ ✗

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

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Delivering the Presentation

Verbal delivery

Memorize your outline but not your wording.
Eradicate filler words; learn to value silences.

Vocal delivery

Adjust mean tone, rate, volume. Modulate to convey meaning, complexity, importance.

Visual delivery

Project confidence by controlling your body from toe to head: quiet noise, send signals.

http://www.treesmapsandtheorems.com/pdfs/TM&Th-3.0-summary.pdf

Slide Design

- Provide informative headings

- Minimize the number of slides

- Maximize the use of visuals

- Use point-form text where possible

- Reference sources at bottom of slides

If you choose to use colour

Yellow on white is hard to read

Red on blue appears blurry

Blue on red appears blurry

In the slide format proposed by Michael Alley

- The header contains an entire idea, not just a few words signifying the topic
- Whole sentences may be used in bullets
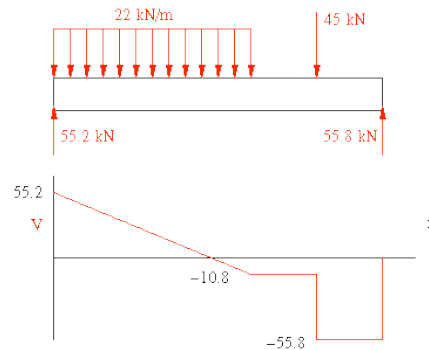- A graphic element is often incorporated in the right

Figure 1: Shear Force Graph

http://www.writing.engr.psu.edu/slides.html

Incorporating words and visuals

- Text to the left

- Figure to the right

Is this graphic easy to read? →

Fig. 1: Server Application

http://www.perle.com/products/Serial-to-Ethernet.shtml
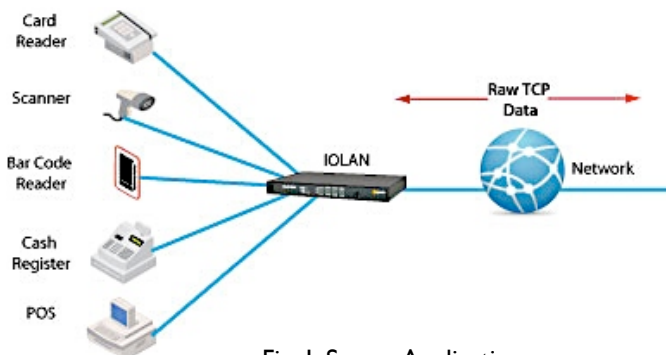
Two presentation overviews...

Agenda

▸ Problems
  ◦ Rising Electricity Demand
  ◦ Consumer Perception of Electricity Use
▸ Motivation
  ◦ Consumer Awareness
  ◦ Social Psychology
▸ Our System: A Household Power Monitor Control Network
▸ Project Status
  ◦ Achievements
  ◦ Delays

Outline

• Project Goal
• Project Requirements
• System-Level Design
• Progress
• Conclusion

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Two presentation overviews...

Provides audience with substantive information about project

Agenda

▸ Problems
  ◦ Rising Electricity Demand
  ◦ Consumer Perception of Electricity Use
▸ Motivation
  ◦ Consumer Awareness
  ◦ Social Psychology
▸ Our System: A Household Power Monitor Control Network
▸ Project Status
  ◦ Achievements
  ◦ Delays

Outline

• Project Requirements
• System-Level Design
• Progress
• Conclusion

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Two presentation overviews…

Generic; provides audience with no understanding of project

Agenda

▸ Problems
  ◦ Rising Electr...
  ◦ Consumer P...
▸ Motivation
  ◦ Consumer A...
  ◦ Social Psychology
▸ Our System: A Household Power Monitor... Control Network
▸ Project Status
  ◦ Achievements
  ◦ Delays

Outline

• Project Goal
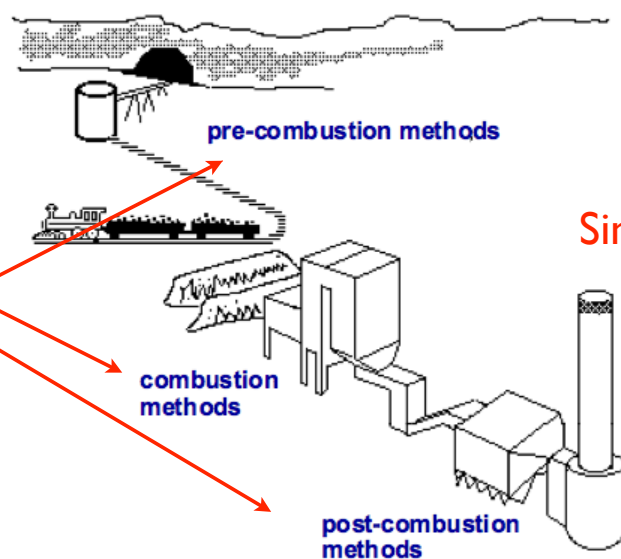• Project Requirements
• System-Level Design
• Progress
• Conclusion

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Overview Slide

This presentation compares several methods for reducing emissions of sulfur dioxide

Informative overview heading

pre-combustion methods

Easy to process text

Simple visual

combustion methods

post-combustion methods

http://www.writing.engr.psu.edu/speaking/rethinking_penn_state.pdf

Edit your slides
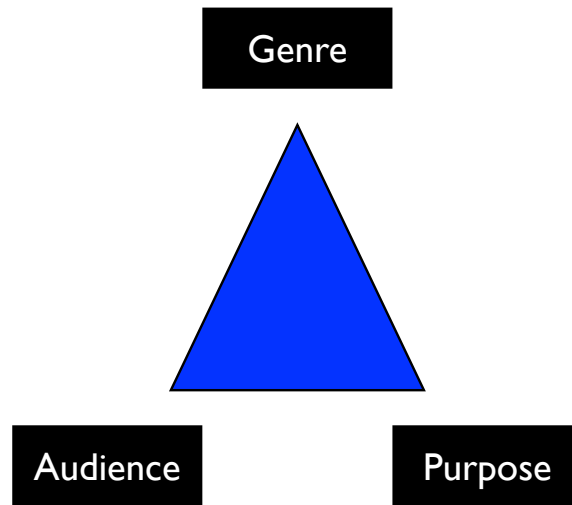
How the principles in the textbook connect to the assignments

- Purpose – the goal that motivates our communication
- Genre – the nature of our response to a situation
- Audience – the individual/group to whom we aim

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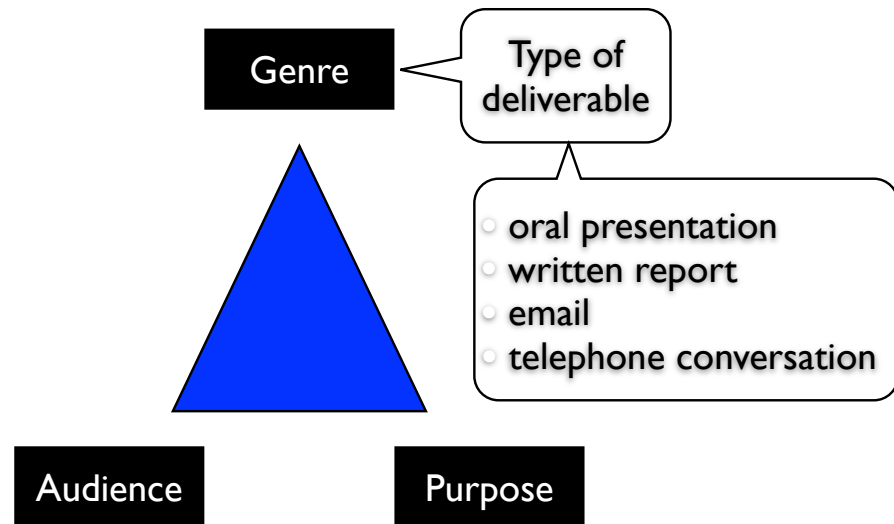## Communication Triad

Genre

Audience   Purpose

Each genre of engineering document has a unique purpose

- Genre is a term that defines both the structure of a document and the expectation of the reader of the document
- Common engineering genres are
  - Technical reports (lab report structure)
  - Proposals
  - Specifications
  - Progress reports
  - Instructions
  - Recommendation reports

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Communication Triad

Genre

Type of deliverable

- oral presentation
- written report
- email
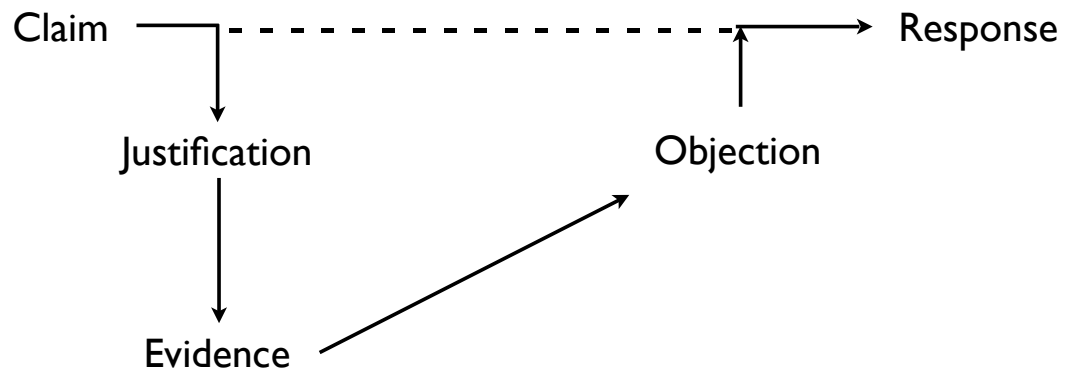- telephone conversation

Audience

Purpose

Credible Argument

- Primary elements of argument

  - Claim: the assertion you are making

  - Evidence: supporting facts, data, statistics
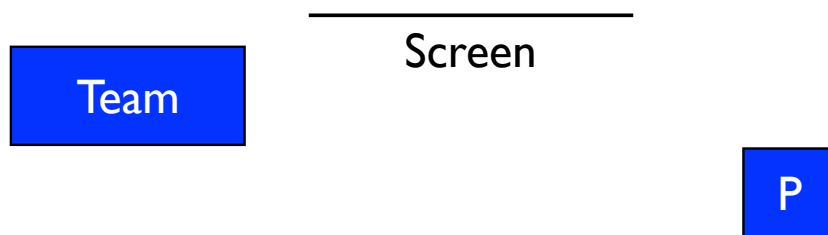
  - Explanation: explains the claim and/or the evidence.

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Mapping a complex deductive argument

Claim → - - - - - - - - - - - → Response

↓

Justification   Objection

↓   ↑

Evidence →

Presentation Physical Blocking

_____
Screen

Team

P

Presenter in power position

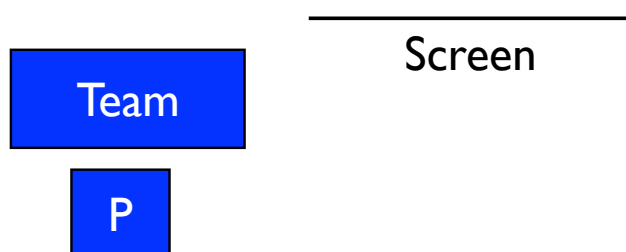Presenter must cross screen to present

← Audience →

Presentation Physical Blocking

Screen

Team   Team

P
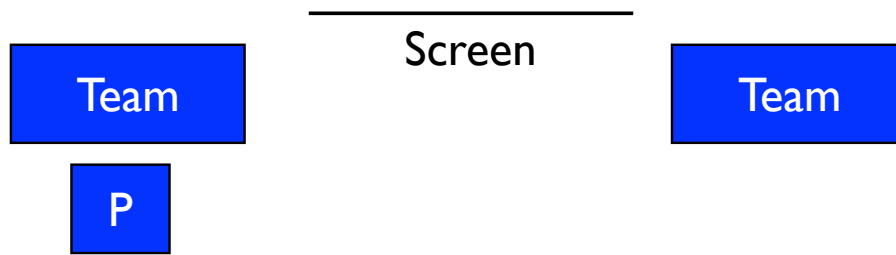
Breaks large team into groups
Presenters can begin by taking one step forward
Easy reference to slides

← Audience →

Presentation Physical Blocking

Screen

Team

P

Effective for smaller teams

← Audience →

Steve Jobs: June 7, 2010

Steve Jobs: June 7, 2010

- Adapt to your audience?
- Maximize the signal-to-noise ratio?
- Use effective redundancy?

Steve Jobs: June 7, 2010

- Adapt to your audience?
- Maximize the signal-to-noise ratio?
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Questions?