

SI 501: Presentation for Class

[Team Assignment]

Nov. 29, Nov. 30, or Dec. 6, 2021 – slides, if any, due one before Lecture

Objectives

- To provide your classmates with an in-depth look at one aspect of your contextual inquiry that you found particularly intriguing, impactful, or valuable.
- To craft an impactful yet succinct message for an internal (UMSI) audience.
- To gain experience delivering an effective, concise oral presentation so that you have more practice before presenting about your project to the client.

Assignment

- As a team, develop and present a single 6-minute talk which provides an overview of your client project, goes into detail of *exactly one* of the following:
 - i) **one significant problem, and the corresponding findings, analysis, and recommendation(s) that go with it; *or***
 - ii) **one significant recommendation, and the corresponding problem(s) that it addresses; *or***
 - iii) **two or three “smaller” problems, each with its corresponding recommendation.**
 - Start with a brief overview of the client, and the original problem they posed to you.
 - Six minutes is way too short to cover your full set of findings and recommendations, so don't even try. Instead, focus on presenting exactly one of the finding-recommendation combinations indicated in **boldface** above.
 - Make sure that you make the *actual* problem(s) – which may or may not be the problem the client posed to you – clear to the audience in the course of the talk. Explain any twists in the story, especially if the real problem turned out to be different from the original one as posed.
 - **Include concrete facts and quotes from your interviews that highlight the problem(s)**, to make the problem come alive. Abstract, high-level analysis is important, but concrete details are what makes your points convincing.
 - If it makes sense, use diagrams and images to illustrate the problem and/or recommendation. Refer to the Beyer & Holtzblatt readings on work models for inspiration.
 - Use logic or narrative so that there is a flow to the overall talk.
- The talk you do for class will likely be much shorter than one you do for your client. However, there will probably be overlap in content, slides, and approach.
- Your presentation can take any creative format. Most teams use slides and give a formal talk. In the past, however, we have had teams that have performed skits

(some with slides, some without), or have presented their work in the form of a live documentary.

- Craft your presentation for an SI 501 audience. Leave out anything that other 501 students know. (E.g., don't review what an affinity wall is!) On the other hand, explain jargon (or avoid it altogether) that people who aren't your client would *not* know.
- Work hard to make your talk *interesting*! Use every skill, insight, creativity, and experience you have to make a compelling presentation. If you find that most of your slides consist of bulleted text, you might want to search online for tips on giving good presentations.
- Aim for exactly 6 minutes for the presentation. We will cut off presentations that go longer than 6 minutes and 30 seconds. At the same time, talks that are too short suggest you could have included more content.
- Following your presentation, there will be a 2- to 3-minute question-and-answer (Q&A) period. (The total time you have as a team is 9 minutes.)
- Each team member should take part in the presentation, either as a presenter or as a person fielding and answering questions.
- Practice, practice, practice! Unlike the brief, informal presentation you did for the Affinity Wall Walkthrough, you will be graded in part for the quality of the presentation, in addition to the content.

To Submit

- Submit your slides (if you have them) on Canvas **one hour before** the Lecture of the week when your talk is scheduled. You can submit files or links as you wish. **Please submit your presentation in PDF format if at all possible to avoid problems with set up.**
- The instructor and your GSI will decide that date and order of presentations. If anyone on your team has a reason why they cannot be present during Lectures or Discussions the weeks of Nov. 29 and Dec. 6, please let your GSI know right away.

Rubric

- 30% -- The content of the presentation is good. It briefly overviews the client and their initial problem. It presents finding(s) and recommendation(s) according to one of the three bold-faced options above. It uses the data as evidence by referring to relevant interviewee comments. It offers an appropriate set of recommendations.

- 25% -- The content is presented in an appropriate, compelling structure, with appropriate visual (or other) aids. Slides, if any, are organized in an order that makes sense in some way and which matches the content. There is good use of images along with judicious use of text.
- 25% -- The presentation is well-rehearsed and flows well. The team's presentation style is professional and confident.
- 20% -- Each team member is engaged actively in the presentation and/or Q and A.
- 5% -- Extra credit -- the strongest presentations will include creative elements that align with the content and are memorable.

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