



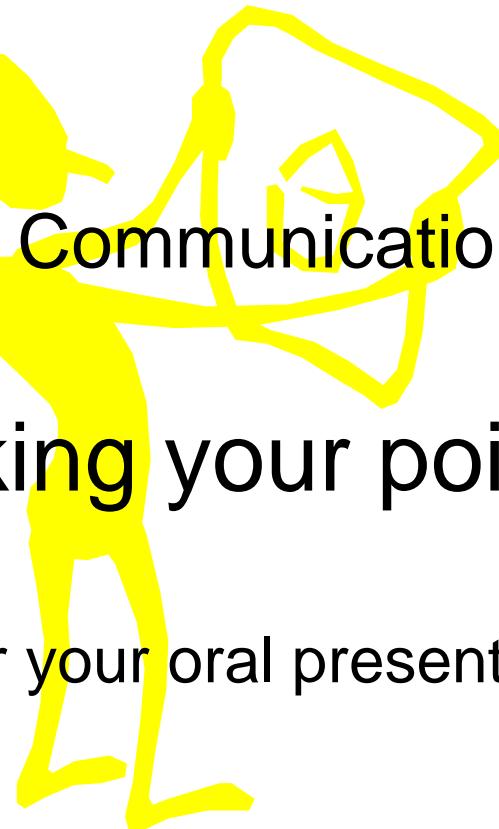
# INFO5990 Professional Practice in IT

## Lecture 04B



Oral Communication:

Making your point



Hints for your oral presentation



# By the end of this lecture you will be able to:

- Appreciate the importance of being able to give an effective oral presentation
- Identify characteristics of a ‘good’ presentation
- Explain guidelines for oral presentations
- Prepare an oral presentation of professional standard based on your chosen interesting article

# 68 easy slides !



# Speech's



**Why is it important for Information Technology Professional's ?**

# Giving a talk is a commitment!

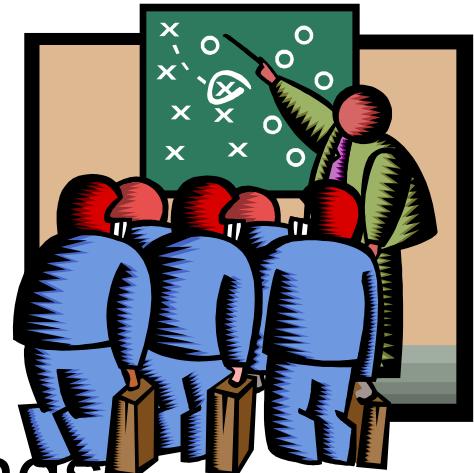
“A speech is a solemn responsibility. The man who makes a bad thirty-minute speech to two hundred people wastes only half an hour of his own time. But he wastes one hundred hours of the audience's time - more than four days - **which should be a hanging offense”.**



Jenkin Lloyd Jones, a Unitarian minister and the Secretary of the World Congress of Faiths held in 1993

# Why might we want to give a talk?

- To amuse
- To inform
- To convince other people
- To change other peoples' minds
- To demand action / investment
- To request additional resources
- To beg for help or funding



Communicate Information

# Example 1: Conference talks

- Used by academics to swap ideas and to keep up to date
  - Keep abreast of ‘up to the minute’ developments in research
  - Publishing in a journal often takes too long, particularly in IT
  - 10 – 20 minutes to get the message across



# Example 2: Presentations to peers or management

- Keeping colleagues up to date
- Reporting on progress
- Initiating a new project
- Securing sponsorship
- Introducing a new program, procedure
- Requesting additional resources



# Unfortunately ...

- Talks are too often boring, uninspiring
- Audience switches off
- Message is not communicated
- Purpose of talk not achieved
- So, whose fault is it?
  - The audience?
  - The presenter?
- Its about gauging the audience, facial / questions, responses



# We want to help you improve your oral communication skills

To achieve this, we will

- Analyse the elements of a presentation
- Identify what makes a presentation ‘good’
- Suggest guidelines to help make your presentations better, and
- Give you an opportunity to practise

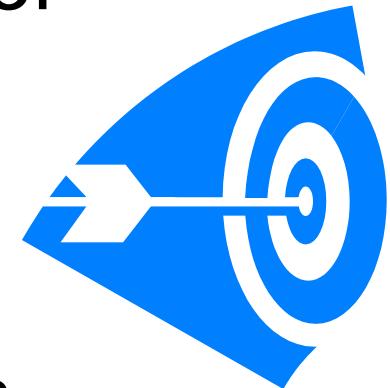
# Anatomy of a presentation

1. The Message
2. Structure
3. Timing
4. Physical factors
5. Personal factors
6. Visuals - Powerpoint



# 1. Message - Be sure of the message you want to communicate

- Decide what information, question or problem you want to present
- **First formulate your conclusion**
  - Yes, this gives you an aiming point!
- Collect supporting evidence or data
  - Find suitable references
  - Images and ‘Clip art’ can enhance
  - Word documents and Excel spreadsheets can be imported into PowerPoint



## 2. Construct your presentation systematically

1. Formulate your **conclusion with impact**
2. Determine a strong opening
3. Prepare slides containing the **main points** of the message
4. Add supporting material
  - data
  - visuals, graphs
  - quotations

# Some helpful hints

- Plan **introduction and conclusion** carefully
- Capture attention right from the start
  - Use humour, if you think it appropriate
  - Make provocative or challenging statement
  - Use a strong visual aid
  - Give outline to focus attention
- Arrange main points logically
  - PowerPoint makes it easy to re-organise
- Avoid repetition - say it once, properly
  - “... as I said before”

# 3. Timing is everything

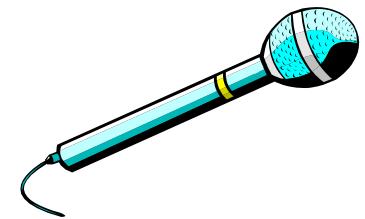
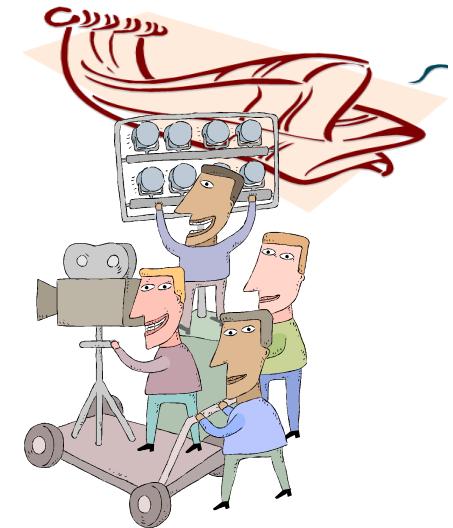
- Work out your timing
  - Allow time to present key points
  - Leave time for conclusion
- Practise with a stopwatch
- Running overtime is unacceptable
  - It is very bad form
  - It can affect others, e.g. at conference or meeting
  - It can disorientate the rest of the function
- "**Be sincere; be brief; be seated.**"

*Franklin D. Roosevelt*



# 4. Physical factors

- Is your audience comfortable?
  - Ensure that lighting is OK
  - Check that ventilation is OK
- Don't obstruct their view
- Don't stand with the light in your eyes
- If there is a microphone use it properly
  - Check volume
  - Not too close
  - Avoid feedback

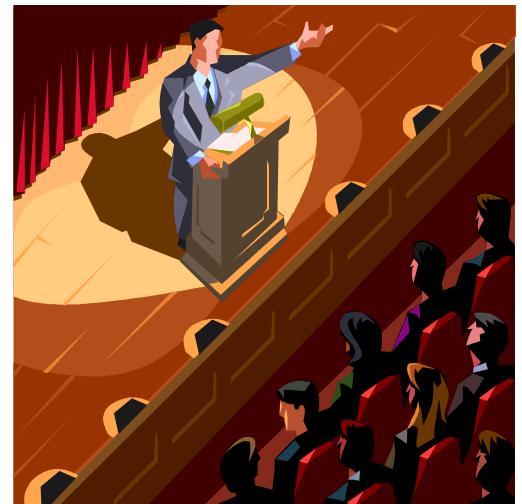


# Anatomy of a presentation

## 5. Personal factors

# 5. Know your audience

- How many in the group?
- Are they experts in your field?
- Are there non-experts as well?
- What are their interests and educational level?
- Why are they here?
- What are they hoping to get out of it?



# Know yourself

- Believe in what you are saying
- Be confident
  - 55% communication comes from facial expressions
  - 38% comes from vocal quality
  - 7% comes from the meaning of the words
- Talk to your audience
  - Look them in the eye
  - Look at each individual in turn
- Speak up, speak clearly, not too fast





# Things to avoid



- Don't read your talk
  - Use brief notes if necessary
- Don't turn around to read your slides  
(except for in lecture !)
- Don't walk about or jangle keys
- Avoid 'um', and 'ah' – prefer silence
- Curb irritating habits
  - "You know", "sort of", "like", "right?", "OK"

# 6. Why use PowerPoint?



# Question 1

It is a good idea to decide on your conclusion first because:

- (A) It means you are nearly finished
- (B) You may run out of time before hand
-  (C) It gives you a good aiming point
- (D) It is the most important point
- (E) BOTH (C) or (D)

Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Score / 6
A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	

# Question 2

In considering your audience for a presentation it is most important to find out

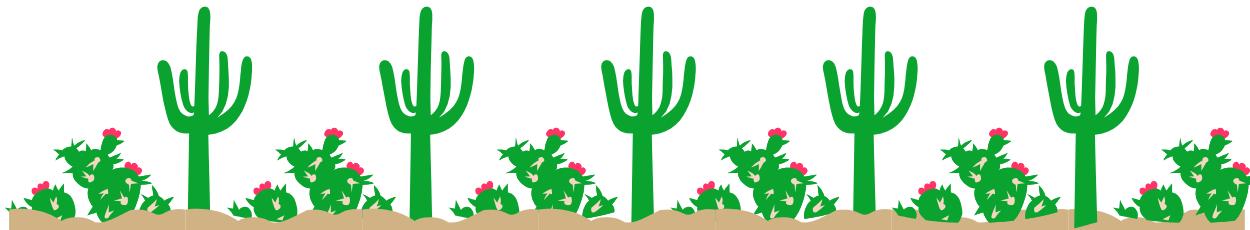


- (A) What they expect to get out of it
- (B) How many will be there
- (C) Whether they have a degree or not
- (D) Whether they all speak English
- (E) ALL of the above

Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Score / 6
A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	

# Keep slides SIMPLE

- Support just one idea at a time
- Uncluttered layout
- Simple colours
- Not overloaded with information



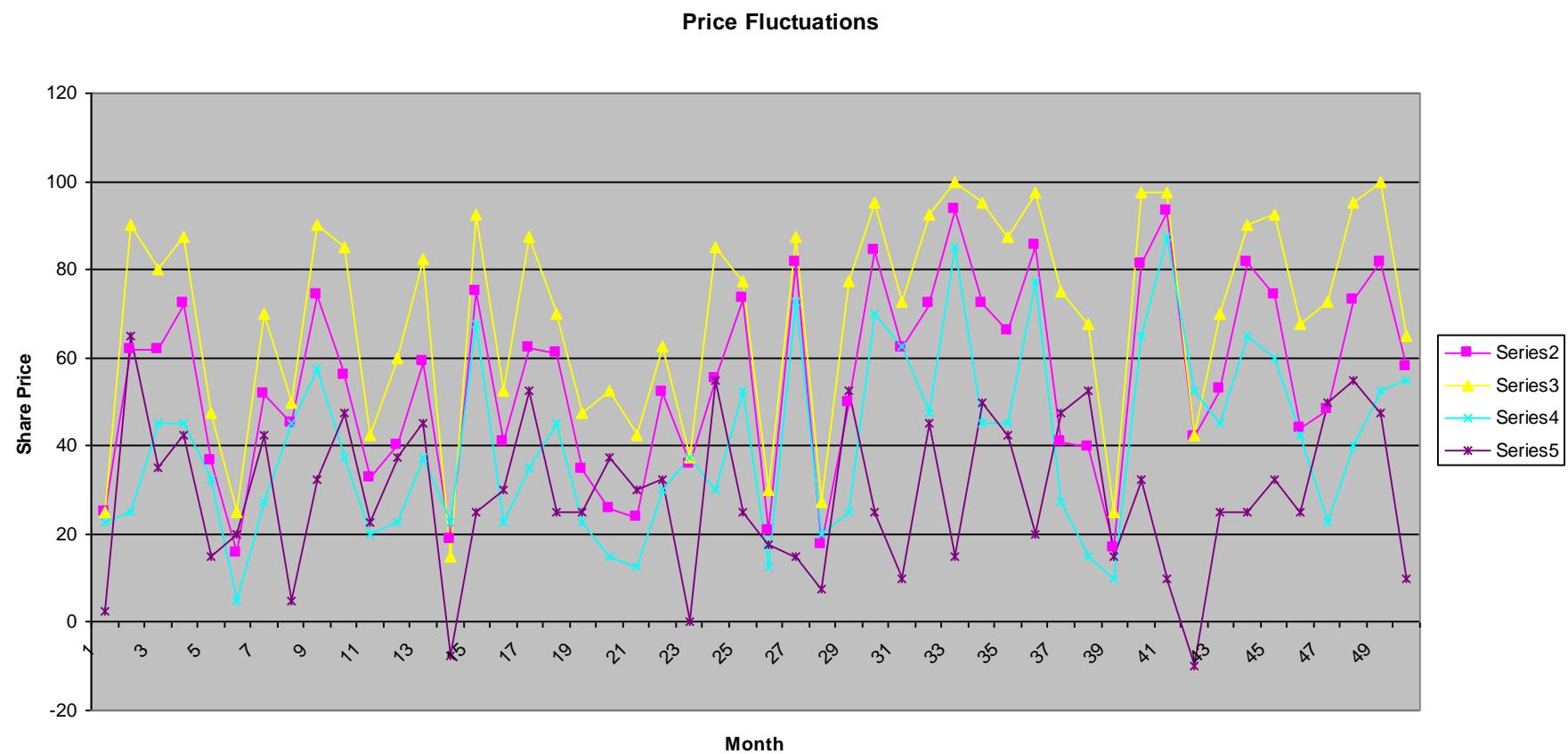
# Too much information

<i>Unit</i>	<i>HD%</i>	<i>D+%</i>	<i>CR+%</i>	<i>P%</i>	<i>Enrolment</i>
<i>Faculty Targets</i>	<i>4%</i>	<i>18%</i>	<i>50%</i>		
<i>Year 2</i>					
INFO2120		11%	42%	58%	90
SOFT2130	2%	14%	39%	61%	147

## *Year 3*

BINF3101			17%	83%	6
COMP3310	6%	22%	44%	56%	18
COMP3456	100%	100%	100%		1
COMP3457	100%	100%	100%		1
INFO3404	1%	12%	36%	64%	74
INFO3600	17%	83%	100%		6
ISYS3400		3%	35%	65%	40
MULT3307		15%	55%	45%	40
NETS3304	3%	26%	49%	51%	61
SOFT3300		8%	43%	58%	40
SOFT3302	1%	15%	53%	47%	81
<i>Grand Total</i>	2%	15%	44%	56%	605

# So has this one



# This one too

## University of Sydney Graduate Attributes

The University of Sydney categorises Graduate Attributes[1] under three broad headings: Scholarship, Global Citizenship and Lifelong Learning. Each of these overarching attributes can be understood as a combination of five overlapping clusters of skills and abilities which must be developed in disciplinary contexts:

*Research and Inquiry*: Graduates of the University will be able to create new knowledge and understanding through the process of research and inquiry.

*Information Literacy*: Graduates of the University will be able to use information effectively in a range of contexts.

*Personal and Intellectual Autonomy*: Graduates of the University will be able to work independently and sustainably, in a way that is informed by openness, curiosity and a desire to meet new challenges.

*Ethical, Social and Professional Understanding*: Graduates of the University will hold personal values and beliefs consistent with their role as responsible members of local, national, international and professional communities.

*Communication*: Graduates of the University will use and value communication as a tool for negotiating and creating new understanding, interacting with others, and furthering their own learning.

[1] for more detail see <http://www.itl.usyd.edu.au/GraduateAttributes>

# Make sure slides are READABLE

- Use appropriate FONT
  - Use san serif font (e.g. **Arial** not Times Roman)
  - Use font size at least 24 points
- Choose COLOUR thoughtfully
  - Too much colour can distract
  - Good contrast for text
  - Avoid heavy background
- Effective LAYOUT
  - Make good use of white space
  - Columns, indenting
  - Capitalization – mixed case is best

# Fonts

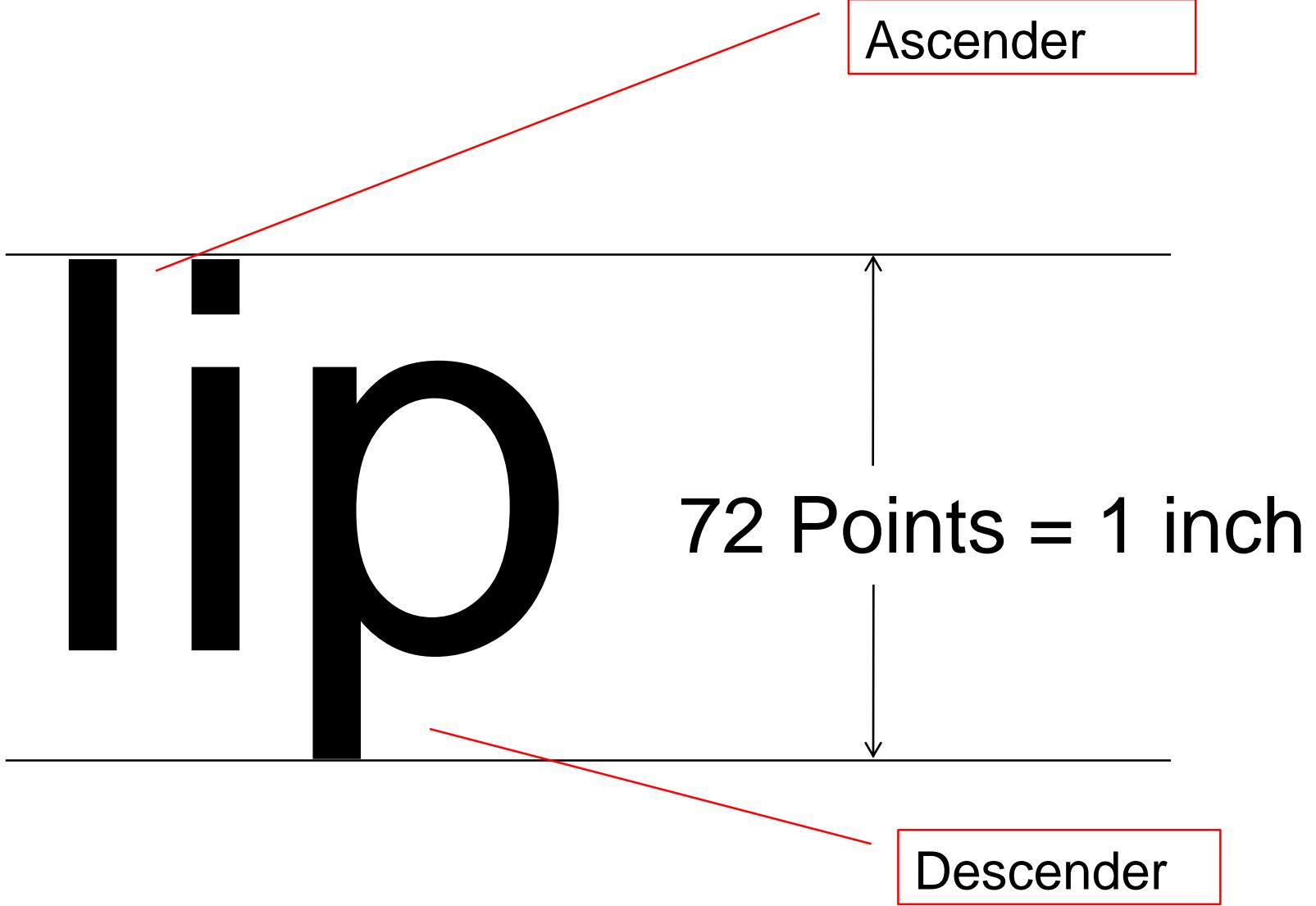
Times New Roman is a serif font

Arial is a non-serif font (sans serif)

Microsoft sans serif a variable width font

Courier New is a fixed width font

# Font size (points)



# Readability 1: Font type and Size

Arial

Size Times New Roman

A paragraph is

48

A paragraph is

A paragraph is

40

A paragraph is

A paragraph is

32

A paragraph is

A paragraph is terminated by

24

A paragraph is terminated by

A paragraph is terminated by a ¶ mark

18

A paragraph is terminated by a

A paragraph is terminated by a ¶ mark.

12

A paragraph is terminated by a ¶ mark.

A paragraph is terminated by a ¶ mark.

8

A paragraph is terminated by a ¶ mark.

# Readability 2: Colour and contrast

A paragraph is

A paragraph is

A paragraph is

A paragraph is terminated by

A paragraph is terminated by a ¶ mark

A paragraph is

A paragraph is

A paragraph is

A paragraph is terminated by

A paragraph is terminated by a ¶ mark

A paragraph is

A paragraph is

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A paragraph is terminated by

A paragraph is terminated by a ¶ mark

A paragraph is

A paragraph is

A paragraph is

A paragraph is terminated by

A paragraph is terminated by a ¶ mark

There are some combinations  
that are really hard to read

Purple on black is a good example

With slide background colour that varies across the slide ...

no matter what colour lettering you choose

contrast is going to be poor somewhere on the slide

Better to keep to simple, sure options like black on white!

# Designing a slide

- Three or four information points per slide. Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis
  - Use good contrasting colours. Avoid blue - orange, green - yellow, red - purple
  - Avoid ‘fancy’ templates as supplied

# Designing a slide – Template 1

- Three or four information points per slide. Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis.
  - Use good contrasting colours. Avoid blue - orange, green - yellow, red - purple
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# Designing a slide – Template 2

- Three or four information points per slide. Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis.
  - Use good contrasting colours. Avoid blue - orange, green - yellow, red - purple
  - Avoid ‘fancy’ templates as supplied

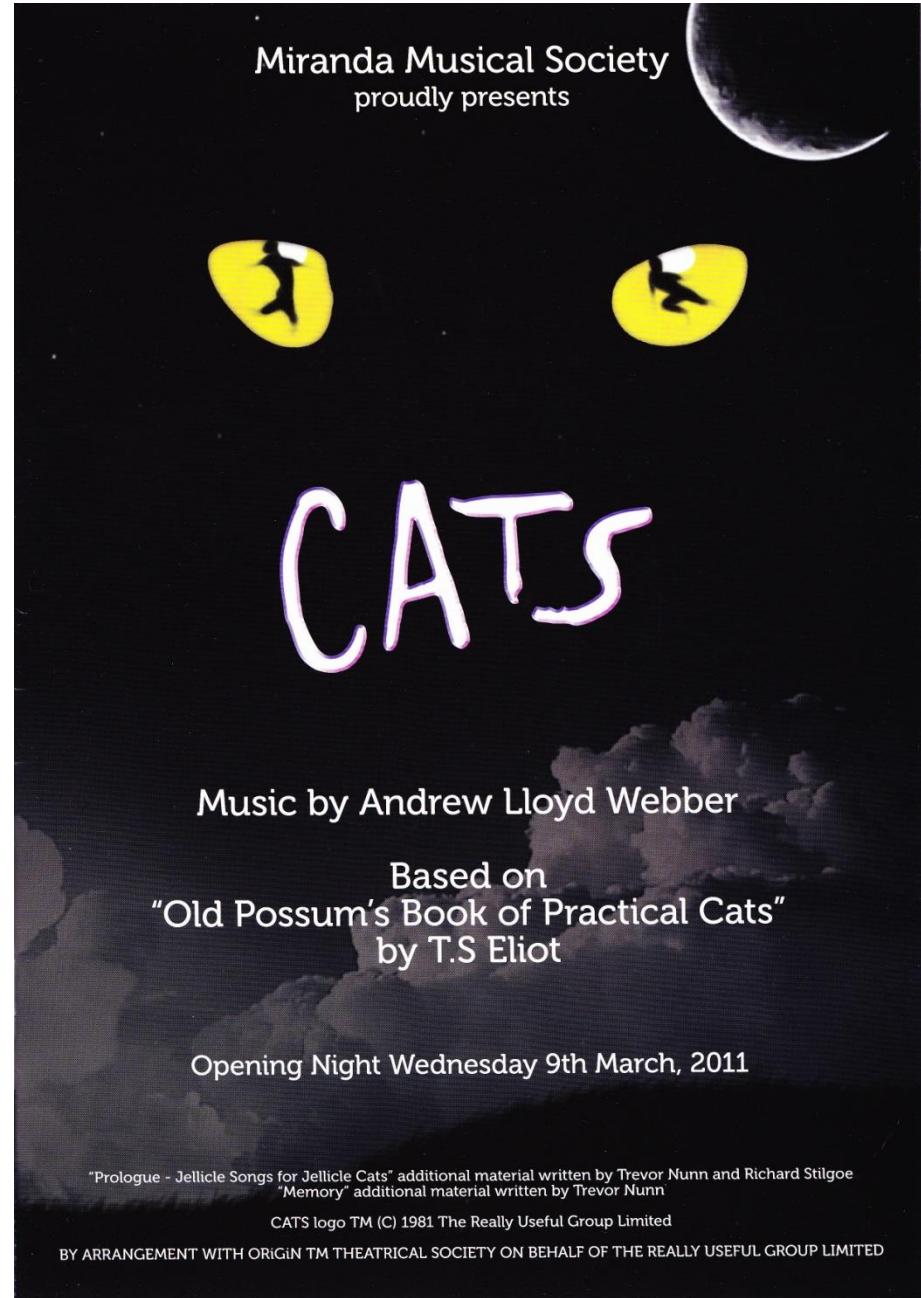
# Designing a slide – Template 3

- Three or four information points per slide.  
Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis.
  - Use good contrasting colours. Avoid blue - orange, green - yellow, red - purple
  - Avoid ‘fancy’ templates as supplied

# Designing a slide – Template 4

- Three or four information points per slide. Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis.
  - Use good contrasting colours. Avoid blue - orange, green - yellow, red - purple
  - Avoid 'fancy' templates as supplied

Design can  
be more  
'graphic' than  
effective



Design can  
be more  
'graphic' than  
effective

Bankstown Theatrical Society

Presents



A musical by ALAIN BOUBLIL &  
CLAUDE-MICHEL SCHÖNBERG

Music by CLAUDE-MICHEL SCHÖNBERG

Lyrics by RICHARD MALTBY Jr. and ALAIN BOUBLIL

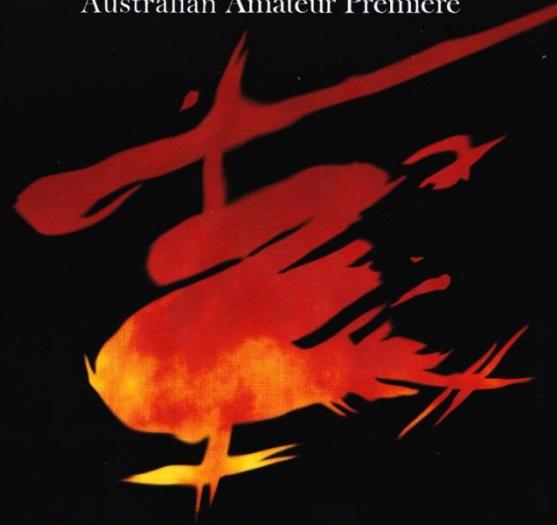
Additional Material by  
RICHARD MALTBY Jr.

Originally Produced on the stage by  
CAMERON MACKINTOSH

MISS SAIGON is presented through special arrangement with  
Cameron Macintosh Limited,  
Music Theatre International (NY) and Hal Leonard Australia.

Design can  
be more  
'graphic' than  
effective

Rockdale Musical Society's  
Australian Amateur Premiere



MISS  
Saigon

DIRECTOR  
Simon Greer

MUSICAL DIRECTOR  
Greg Jones

CHOREOGRAPHER  
Joanne Gilmour

13 - 21 MARCH 2009

ROCKDALE TOWN HALL  
111 BRYANT ST AND PRINCES HWY, ROCKDALE

Your donations to the Victorian Bushfire Appeal are greatly appreciated

A musical by Alain Boublil & Claude-Michel Schönberg  
Music by Claude-Michel Schönberg. Lyrics by Richard Maltby Jr. & Alain Boublil  
Additional Material by Richard Maltby Jr.  
Originally Produced on the stage by Cameron Mackintosh  
Orchestrations by William David Brohn  
'Miss Saigon' is presented through special arrangement with Cameron Mackintosh Ltd  
Music Theatre International (NY) and Hal Leonard Australia

# Design can be more 'graphic' than effective

**W**ith one in three marriages ending in the law courts, and celeb splits hitting headlines almost every day, divorce can look like a breeze. Well, news just in: it's not. It turns out, splitting from your spouse can be far more complicated and painful than many people think. Here are a few things that may not have occurred to you about untying the knot.

**1 YOU CAN BE SEPARATED WHILE COHABITING** As long as you don't cook each other's favourite nasi goreng, you can apply for a divorce after a year even if living under the same roof. You can't sneak in a quickie in a weak moment, but you can move into the spare room and call it separation. Nudity and arguments over the dishwasher are optional.

**2 YOU CAN'T REMARRY UNTIL YOU'RE DIVORCED** Some people don't look into divorce until they want to wed again, but beware the spurned spouse. "My ex wanted to make a joint application," says Nick, an IT specialist. "Then I told her I'd proposed to my girlfriend and she started dragging her feet. It was stressful as we were keen to set a date."

**3 THERE'S NO DIVORCE FAST TRACK** It can take years to decide to divorce but, once you've reached splitsville, you must be separated for 12 months before you apply. Then there's a six- to eight-week wait for a court hearing. Even when a divorce is granted, you're not officially single until a month and a day later, says Sydney-based family lawyer Mary Poliatis.

**4 TELL IT TO THE JUDGE** For your wedding, you're the boss, but marriage is a legally binding contract, so a judge decides when and how it's dismantled.

**5 IT'S NOT ALL ABOUT YOU** If the grown-ups act like grown-ups, no one gets hurt, right? Wrong. "In a divorce, children find a way of blaming themselves," says Melbourne

**6 PRE-NUPS DON'T JUST EXIST IN HOLLYWOOD** In Australia, we call them Financial Agreements - financial because they cost a lot (upward of \$4000) and 'agreements' because lawyers like to be ironic. Who would 'agree' not to stake a claim on a spouse's private jet? Knock it up any time - before, during or after the wedding - but earlier is better if you fear he might run off with your bestie.

**7 YOU MIGHT BE DIVORCING FRIENDS TOO** Mates can be collateral damage, as Ilia Buttrose says in her new book, *A Guide to Australian Etiquette*. "Sometimes, people you thought of as friends don't want to know you as a single person, as their interest in you was the shared interest of being part of a couple. Others might be afraid you'll steal their partner."

**8 IT DOESN'T HAVE TO BREAK THE BANK** There are two truths in life: love hurts and divorce costs, but you can DIY for as little as \$550 with an Application for Divorce, and file online at Comcourts.gov.au.

**9 PETS FEEL YOUR PAIN** No one wants to walk Rover, but mention the 'D' word and both parties want custody. Still, it's about what's best for them. Melbourne vet Dr Karen Budd warns: "Cats and dogs are finely tuned to emotions. When you're upset, they suffer, too." So find a shoulder - not a paw - to cry on.

**10 IT'S GOING TO HURT FOR A WHILE** 'No-fault' divorces have done away with blame, but they can't erase pain. Even if it's mutual, recognise what part you may have played in the marriage breakdown and seek counselling if needed. McCormack points out: "It's the death of a marriage - you have to give yourself time to grieve." ■

**10 HURDLES ON THE ROCKY ROAD TO DIVORCE**

STORY ANGELA MOLLARD

# Simple is good, so, keep it simple

- Three or four information points per slide. Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis
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  - Avoid 'fancy' templates as supplied

# Make each slide COUNT

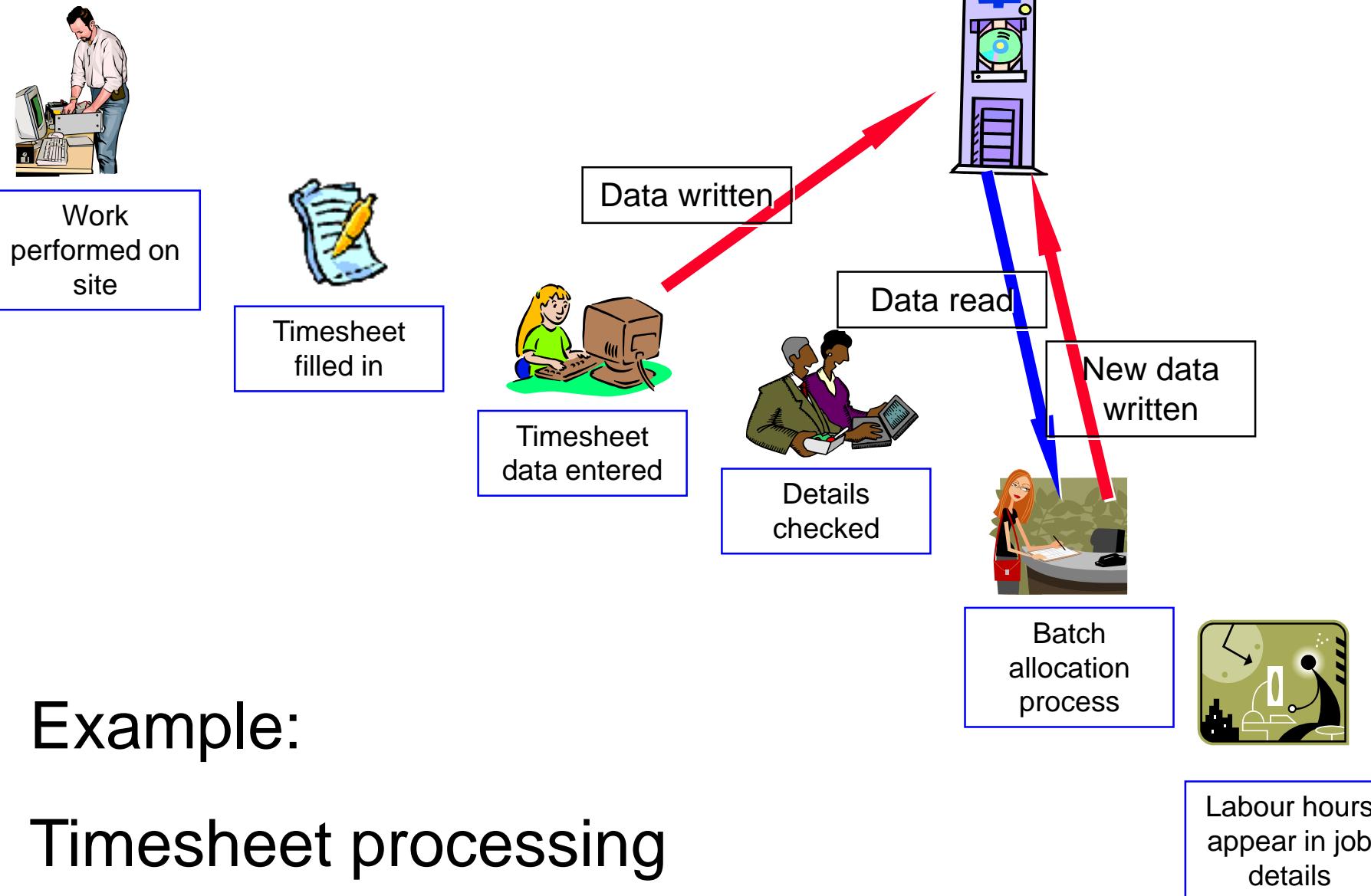
- The moment a slide is presented, the audience's attention is drawn to it ... so use it!
- Allow time for audience to read and absorb it
- Use every word on your slide
  - If you can simply 'skim over it' then leave it out
- Do not have too many slides
  - It's an ORAL PRESENTATION, not a picture show
  - Rule of thumb: no more **than about 1 slide per minute.** For 10 minutes, no more than 15 slides.

Sometimes it is necessary to use numerical data, graphs, or equations ...



... if so, slow down, and talk your audience through each equation or table of data

# Use animation to build up a complex slide



Example:

Timesheet processing

# You can even include video clips



# So, remember ...

- No more than about 1 slide per minute
- Three or four information points per slide.  
Fewer if complex points.
- Use simple animation to build up a more complicated image.
- Use colour sparingly for emphasis.
  - Use good contrasting colours. Avoid blue - orange, green - yellow, red - purple
  - Avoid ‘fancy’ templates that reduce readability

# Question 3

Which of the following type faces is best on PowerPoint slides?

- (A) New Times Roman
- (B) Any type face that has serifs
-  (C) Any sans serif type face
- (D) Any font as long as it is over 12 points
- (E) EITHER (A) or (B)

Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Score / 6
A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	

# Question 4

Which of the following combinations of colour gives the best contrast?

- (A) Red on white
-  (B) Black on white
- (C) Purple on black
- (D) White on black
- (E) Yellow on green

Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Score / 6
A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	

# Question 5

About how many PowerPoint slides would be usual for a 50 minute lecture?

- (A) Between 10 and 20
- (B) Between 15 and 35
- (C) Anything up to 100
- (D) Anything less than 50
- (E) Between 50 and 100



Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Score / 6
A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	

# Question 6

Which of the following statements about PowerPoint is true?



- (A) PowerPoint is a great tool for slide presentation
- (B) PowerPoint is very difficult to use
- (C) PowerPoint design templates should always be used
- (D) The more colour used on a PowerPoint slide the better
- (E) Unfortunately it is not possible to include video clips in PowerPoint

Write down  
your score



Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Score / 6
A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	A B C D E	

# Hints for your oral presentation

Starting weeks 7-onwards

**(helpful to get your thoughts clear)**

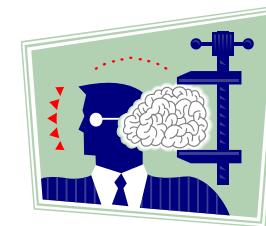
# INFO5990 Oral Presentation

- Individual presentation
- PURPOSE: for you to communicate some information to an audience of your peers
- The content of the presentation will be the same article which you chose to write about
- Your presentation will be assessed on
  - how well you are able to communicate

# Use your presentation to

- **INFORM**

- Have something to say
- Know your stuff! Be sure of your message



- **ENTERTAIN**

- Keep your language simple
- Make effective use of PowerPoint (when using)



# General instructions

- Commencing Week 7
- Continues until Week 12 but everybody must be ready to present
- Swapping not permitted
- Duration: 2min for individual / 10 minutes per presentation for group.
- Contributes 10% towards your final grade.

# General instructions (continued)

- Rearrange material from your assignments for oral presentation.
- Do not simply read it!
- Concentrate on aspects which you think will be of interest to your audience
- Prepare PowerPoint presentation to accompany your talk – 2<sup>nd</sup> assignment

# Structure of your presentation

- PURPOSE
  - Purpose of assignments
- KEY INFORMATION
  - experimental work referred to, or details of project, or survey data, or review of other published work,
  - choose aspects of the project you are interested in
- SUMMARY
  - brief summary of author's findings, contributions or recommendations

# Oral 1: Timing for your talk



- |                    |            |  |
|--------------------|------------|--|
| 1. Purpose         | 30 seconds | <span style="background-color: green; width: 100px; height: 10px;"></span> |
| 2. Key information | 1 minute   | <span style="background-color: green; width: 200px; height: 10px;"></span> |
| 3. Summary         | 30 seconds | <span style="background-color: green; width: 100px; height: 10px;"></span> |

2 minutes

# Assignment 2: Timing for your talk



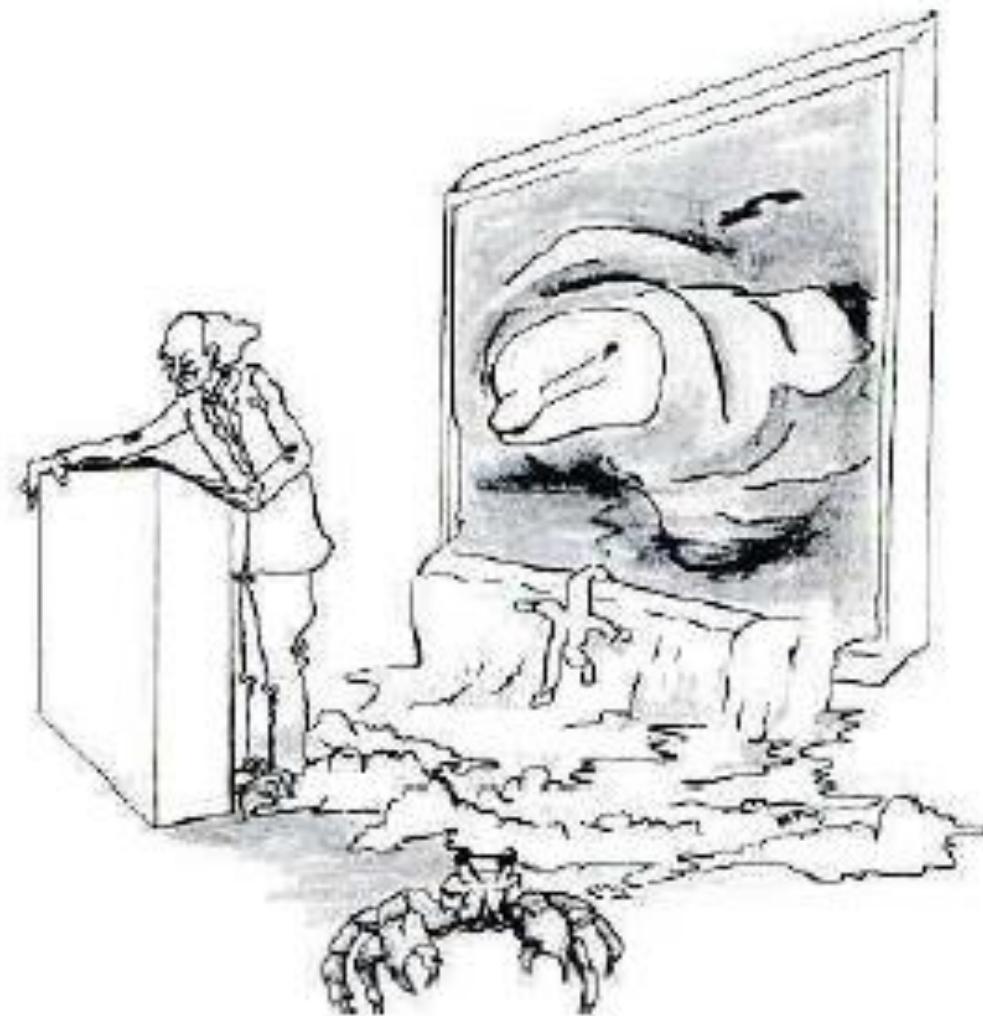
1. Motivation	1 minute	<div style="width: 100px; height: 10px; background-color: green;"></div>
2. Purpose	1 minute	<div style="width: 100px; height: 10px; background-color: green;"></div>
3. Key information	6 minutes	<div style="width: 900px; height: 10px; background-color: green;"></div>
4. Summary	2 minutes	<div style="width: 200px; height: 10px; background-color: green;"></div>

10 minutes = 10 slides

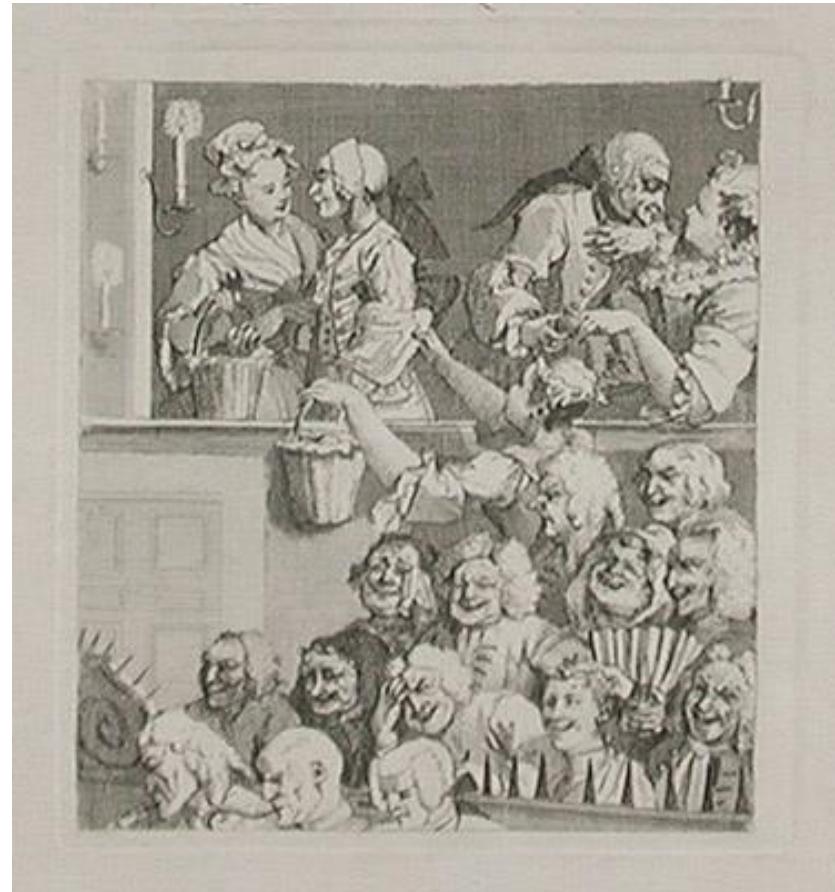
# What if English is not your first language?

- Don't worry
- SLOW DOWN
- Check the pronunciation and meaning of any words you are not sure about
- Practise
- Try your presentation out on friend or relative

# Bring your subject to LIFE!



# ENTERTAIN your audience



## SPEAK UP and don't rush

# Try to make an IMPACT!



# ENJOY the experience!



# Above all PRACTISE!

