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Assignment -2

1.Write summary of two pages of book HBR presentation

the aurthor of the book nauncy duarte hbr presentation owns a firm since 1990 that deals with publications and presentations. though experienced gained as presenter . and steps that need to be followed to be a good presenter are explained in this book

some of the steps are as follows 1. know your audience 2.message 3. story 4. media 5. slides 6. delivery 7. impact

1. Audience:

know your audience and plan presentation accordingly. the key idea behind is audience should be able to carry your idea forward . get thier knowledge updated. divide them in to subgroups and target presentation to most desirable subgroup rather than considering audience as faceless dumb people. thus know your audience prior to presentation either though online research social media posts company profiles thier press releases. knowing thier mindset is key in influencing thier deccsion in desired way

2.message:

your big idea is that one key message you must communicate . its what compel audience to change the coruse.express your message with full sentence. when asked what this presentation about instead of just saying "software about"reply it in a sentence expressing whats its about.generate content to support your idea. write down your ideas on paper white baords or sticky notes instead of firing slides software.brain strom idea individually or in group.question your message will your grandmonther understand it . make it simple for audience to digest. adapt well crafted ryhmic bytes in your sentences

3.Stroy Telling:

if you use stories in your presentation the audience can recall what they have learned from you and even spread the word. thus all stories have begining middle and end. make sure presentation and story you tell within it. have clear transition between them.try to connect with audience what currenty they are using . and what impact your idea is to going to have for future

4.Media:

Choose Right Vehicle for your message.its time to determine how the popele your addressing prefer to process information so you can select the best vehicle for reaching them.slides are not the only media you can communicate with think of audience it can be done though broadcasted streamed downloaded and distributed vouchers sketches tablets videos handouts. instead of writing bullet points try to visualize ideas.

5.slides:

good presenter think like designer. good presenters displays data clearly,simply and compellingly . they select visuals that convey meaning and brand value and persude audience and help them to solve probelm. each slide should pass glance test that is people should be able to comprehend it in three seconds. think slides as bill boards while driving a car people take thier eyes off main focus the road to process billboard information. audience should focus on what your saying by jut looking only briefly at your slides when you display them.stick to point of one idea per slide.when things move eyes are drawn to them so plan when to use animation tools

6.Delivery:

Rehearse Your material well. get honest feedback from skilled presenter.fiddle with your slides until the day you present you become familiar with content of your slides reharse few times in slide show mode. practice on camera . know your venue . seating plan food plan weather talk is recorded broadcasted to remote audience try to connect with them. manage your stage fright. keep calm breathe laugh visualize remember your audience .

7.impact.build relationship though social media. try to tap in to communications of aurdience though social media to steer your presentation to address the issues or feed back. create a twitter handle where audience can communicate with you.

2.write about highs and lows in steve jobs presentation of iphone 2007.

It's been more than a decade and several versions of the iphone have been released. Presentation so well planned to excite the audience for the product. Jobs started his presentation with high pitch saying he is going to release a product that is going to revolutionize the industry. Explained about ipod touch that changed the music industry.

Then as low point he said he is going to launch three products phone ipad and internet browsing device . again to excite audience he combined all these three and show cased iphone. Then he showed then existing smart phones with physical keyboard how the applications in phone not able to change keyboard layouts. And provide interactive buttons and show cased iphone touch screen with pinch ability.

He demonstrated how the iphone can be used as ipod with music categorized in to albums artists . how layout of phone changes with applications. With low he talked about existing telephones voice mails where we need to listen to mails in sequence where iphone can be used to check voice mails randomly. Apps like google maps and safari browser able to change the layout are demonstrated.

As hype various ceo of leading companies like yahoo,google,at and t visited the launch and appreciated steve for remarkable product he has launched and mail services are integrated as one device for all the purposes.

He closed the presentation by revealing a price. He presented low saying iphone may cost 999 but left audience with a price tag of 499. With all audience in good emotion and willing to buy one.

3.Death by presentation video explanation from youtube

This video explain what not to do in while presenting over power point techniques or things that should be avoided while using power point presentation. The video on TEDx talks give us 5 major points to be avoided

1. One message per slide. It is common for the audience not able to grasp multiple points from one slide . so keep the slide simple with one message per slide
2. Rather than flooding presentation with text using short text with catchy image. So audience will have power to grasp the message.
3. The most important point of power point should be biggest nothing else.
4. Principle of contrast blurring out which are not the focus of talk. Bring out elements which your talking about and blurr remaining by animation move out to second point and blurr out the rest. Using white contrast background causes audience attention just to the power point with stress on eyes drawing focus from presenter to power point
5. How many objects do i need in a power point . this is demonstrated by showing random balls and time to count them. Audience where able to count fast just by looking at . presenter has given a number 6 as a magic number to have number of objects

4. Thought process for presentation for research topic

Title of presentation is content based video retrieval(CBVR) . the audience are phd scholars newly joined along with me. Lets start by explaining what it meant by CBVR. with real world example whats the problem domain how i am intend to solve it.

Let start by how traditional approach is done which is a tag based video retrieval. Even popular video search engines such as youtube is using. Every one here used youtube . it gives the results of video based on search tag we give to the system. And the system compare the tags attached to the videos. These tags are attached by the uploader relaying on him to explain the video. The uploader tags may miss to explain the content of video. Or fraudulent uploader may attach fraudulent tags to a video misleading the search engine.

TO address this issue we have CBVR . where we will use deep neural networks to identify key frame inside video and generate tags based on these keyframes that explain the content of video and retrieve similar videos based on the content of video rather than tags attached to it. Unlike traditional method these tags where text attached to them . in cbvr these tags could be of featured vector that are derived from deep neural networks and machine learning methods.

Hope my work will revolutionize the way we search the videos and retrieve them from internet.