

Presentations: theory & practice

Communication lecture #2

SSY145
2024

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Today's agenda

- Assessment criteria
- Rhetorical foundation of presentations
- Oral presentations
 - Delivery
 - Visuals for presentations
- Planning checklist

Assessment criteria

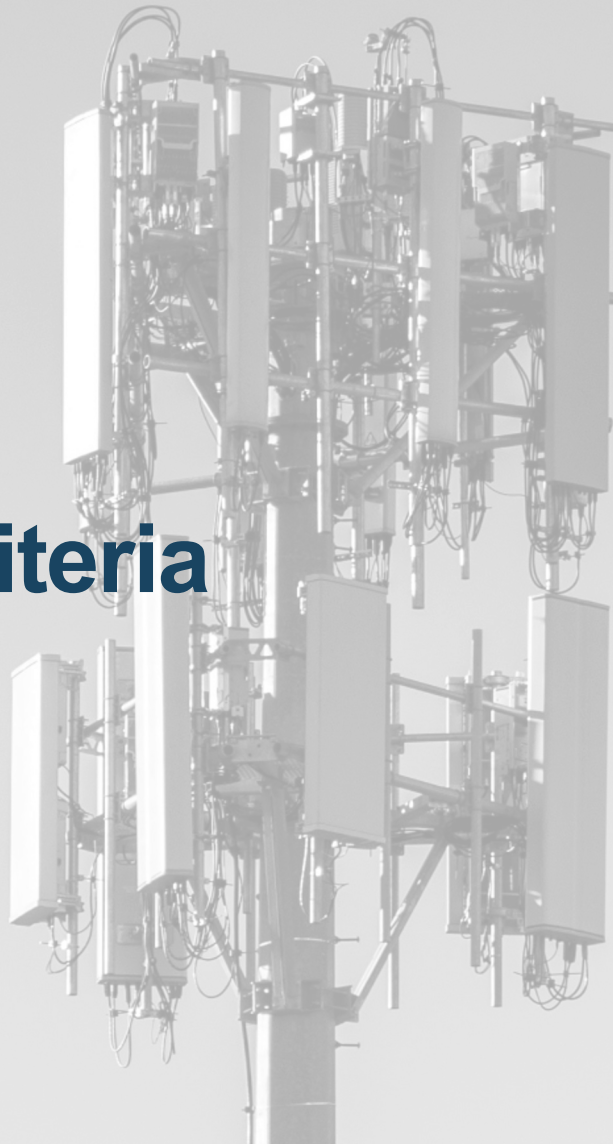


Image by Ben Vaughn via Unsplash
2024-05-15



SSY145 Final presentation criteria

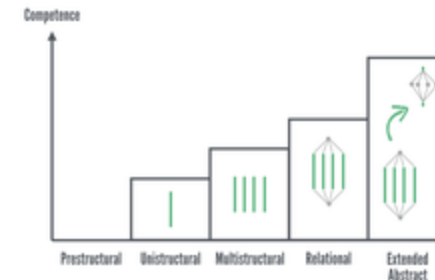
LEVEL	STRUCTURE	VISUALS	DELIVERY	GENERAL IMPRESSION
Excellent	<ul style="list-style-type: none"> • Organization: Clear, logical; main idea presented at start in a focused way • Sections: Thorough introduction indicates purpose; conclusion not only summarizes talk but points back to intro • Linking: Smooth transitions between ideas, sections, and presenters enhance audience understanding 	<ul style="list-style-type: none"> • Design: Clear, uniform, very easy to read and follow; each slide has a well-chosen title • Purpose: Clearly support spoken portion and enhance audience understanding • Content: Very clearly illustrate and reinforce content of talk 	<ul style="list-style-type: none"> • Audience orientation: Eye/camera contact strong; engaging • Style: Natural, conversational speaking tone • Slide use: Uses slides effectively to enhance audience understanding/guide audience's attention • Notes: Limited or no reliance on notes 	<ul style="list-style-type: none"> • Group impression: Professional & well-prepared; excellent command of content; strong teamwork evident • Timing: Within set time limit
Good	<ul style="list-style-type: none"> • Organization: Generally clear; main idea presented reasonably early in talk • Sections: Clear introduction and conclusion • Linking: Transitions are mostly present between ideas, sections 	<ul style="list-style-type: none"> • Design: Generally clear, uniform, and easy to read and follow; slides have functional titles • Purpose: Generally support spoken portion and are informative • Content: Generally illustrate and reinforce content of talk 	<ul style="list-style-type: none"> • Audience orientation: Good eye/camera contact; informative • Style: Generally natural speaking tone • Slide use: Uses slides generally well • Notes: Used occasionally but does not interfere with delivery 	<ul style="list-style-type: none"> • Group impression: Academic and prepared; good command of content; teamwork generally evident • Timing: Within one minute (+/-) of time limit
Satisfactory	<ul style="list-style-type: none"> • Organization: Generally easy to follow; main idea is revealed at some point • Sections: Introduction and conclusion present, but perhaps not fully clear • Linking: Transitions are used occasionally 	<ul style="list-style-type: none"> • Design: Mostly easy to read, not always uniform, a few slides may be missing a title • Purpose: Informative in general, though some items might not relate to aim of talk • Content: Relate to content of talk 	<ul style="list-style-type: none"> • Audience orientation: Some eye/camera contact; functional • Style: Adequate speaking tone but might sound like some material is being read (as if from a script) • Slide use: Referred to • Notes: Used a bit too much, interfering with delivery 	<ul style="list-style-type: none"> • Group impression: Functional and generally prepared; reasonably comfortable with content; teamwork not always evident • Timing: Within two minutes (+/-) of time limit
Inadequate	Difficulties following presentation because of illogical order, missing purpose, inadequate and/or missing transitions	Visuals present but not informative, difficult to read or follow; or visuals are not present	Style is too stiff or too informal; heavy dependence on notes harms eye/camera contact; and/or sounds like reading aloud from a script	Group is unprepared, disturbing communication of ideas; and/or timing is more than two minutes short, or you were cut off.

Assessment Criteria Oral Presentation - Technical Content Perspective

- Give background and motivate the importance of the field
- Present your system model(s)
- Present your studies
- Highlight your key findings
- Conclusions

John B. Biggs observed learning outcomes (SOLO) taxonomy will be used as input to the *technical assessment* of your demonstrated *technical* learning level.

John B. Biggs Observed Learning Outcomes (SOLO) Taxonomy



- **Extended abstract** – The previous integrated whole may be conceptualised at a higher level of abstraction and generalised to a new topic or area.
- **Relational** – The different aspects have become integrated into a coherent whole. This level is what is normally meant by an adequate understanding of some topic.
- **Multi-structural** – The student's response focuses on several relevant aspects but they are treated independently and additively. Assessment of this level is primarily quantitative.
- **Uni-structural** – The student's response only focuses on one relevant aspect.
- **Pre-structural** – The task is not attacked appropriately; the student hasn't really understood the point and uses too simple a way of going about it.

Source: Wikipedia, https://en.wikipedia.org/wiki/Structure_of_observed_learning_outcome



Schedule for Mini Conference on Mon May 20

Room: ES 51

12:45-13:00 Welcome

- **13:00-13:20 "Backhauling and fronthauling"** + Q/A 10min (incl. change of speaker group)
- **13:30-13:50 "Multi-antenna techniques in wireless networks"** + Q/A 10min (incl. change of speaker group)

14:00-14:10 Break

- **14:10-14:30 "Security in wireless communications"** + Q/A 10min (incl. change of speaker group)
- **14:40-15:00 "Vehicular communications"** + Q/A 10min (incl. change of speaker group)

15:10-15:20 Break

- **15:20-15:40 "WiFi"** + Q/A 10min (incl. change of speaker group)
- **15:50-16:10 "Wireless communications in industry automation"** + Q/A 10min (incl. change of speaker group)

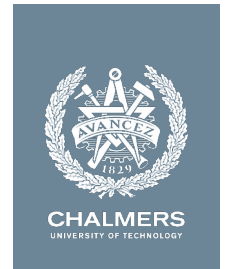
16:20-16:30 Break

- **16:30-16:50 "Resource Allocation in optical-wireless networks"** + Q/A 10min (incl. change of speaker group)

17:00-17:15 Wrap-up of the Mini conference

It is mandatory to attend the whole Mini Conference, and please be active asking questions!
*Remember to upload your Presentation slides and Logbook to Canvas before the end of the day, **Mon May 20!***

Planning your presentation



Audience

- Define the audience you are addressing
 - What does your audience expect?
 - How you build your presentation starts with the audience



Goal and Context

- What is it you want to achieve with your presentation?
- Why are you giving the presentation?
 - Hint: “because it was assigned” is not the answer to this



Style

- Adapt your presentation to the situation
 - Context dictates style
 - Different contexts require different presentations

Presentation building blocks



- Opening

- How might you grab the audience's attention?
- Remember to introduce yourself aloud AND on a title slide



- Background

- What does the audience need to know to understand your talk?



- Main body

- This might be further divided into sections, but make links between sections clear.



- Conclusion

- What memorable last line might you deliver? How can you let your audience know you are done in a clear, professional manner?



Openings

- What works best for you, the content, and the audience?
 - A An anecdote or a striking statistic?
 - B A quick overview/summary?
 - C Introducing yourself and your project by name?



Sections

- How will you divide the talk?
 - One person per section?
 - Back and forth, so that each person speaks several times?
- How will you hand off between presenters?
 - Using verbal cues (e.g. “... and now Joakim will tell you about our methods”)?
 - Without verbal cues (e.g. with every presenter knowing the last line of the previous presenter)?



Conclusions

- How can you end strongly?
 - A memorable last line?
 - A short overview/summary?
 - A brief ending, like “thank you for your time”?
- What to avoid:
 - Sudden endings (e.g. “That’s it,” “I’m done”)
 - Uncertain endings, or finishing such that your audience is not certain whether to applaud



Planning in groups

- Planning:
- Each group member should have clearly defined tasks
 - Set deadlines
 - Communicate regularly
 - Notify your partners early if there are problems
- Aim for each person to speak for similar spans of time
- Think about consistency of information and slide formatting

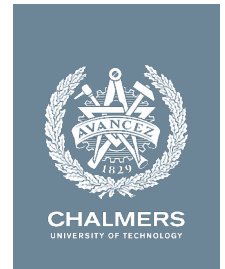




Creating presentations in groups

- Make sure that all team members know the plan
- Work on consistency of information and slide formatting
 - Keep all contributors consistent regarding:
 - Color scheme, font choice, backgrounds
 - Amount of text per slide
 - Amount of time per presenter





Delivering presentations in groups

- The first speaker should introduce everyone in the group (including him- or herself)
- Aim to have everyone know how the person before them will finish his or her portion(s) of the presentation to ensure smooth hand-offs
- The final speaker will, of course, conclude the entire presentation



Planning your presentation (20 mins)

Who is your audience?

What is the main message you want to deliver?

How are you going to open up your presentation?

How are you going to organize your presentation?

How are you going to create the presentation as a group?

How are you going to deliver the presentation as a group?

Creating a presentation (visualization)

Discuss the following (10 mins)

- What can go wrong with presentation visuals (font, visualiations, animation, capitalization, amount of text, amount of figures, size of figures ... etc)?

Why talk about presentation visuals?

- Why use visuals?
 - Introduce yourself and topic
 - Visualize concepts and ideas
 - Create interest
 - Reinforce ideas
 - Remind audience of points
- Remember to highlight and explain – in particular if you have a figure, diagram, table, or other graphic that requires data commentary



Visuals aid communication

- Listening alone can be difficult for an audience
- Visuals offer a way for audiences to quickly understand dense material
- Presentations with visuals increase audience's retention of information

How long do audiences remember?

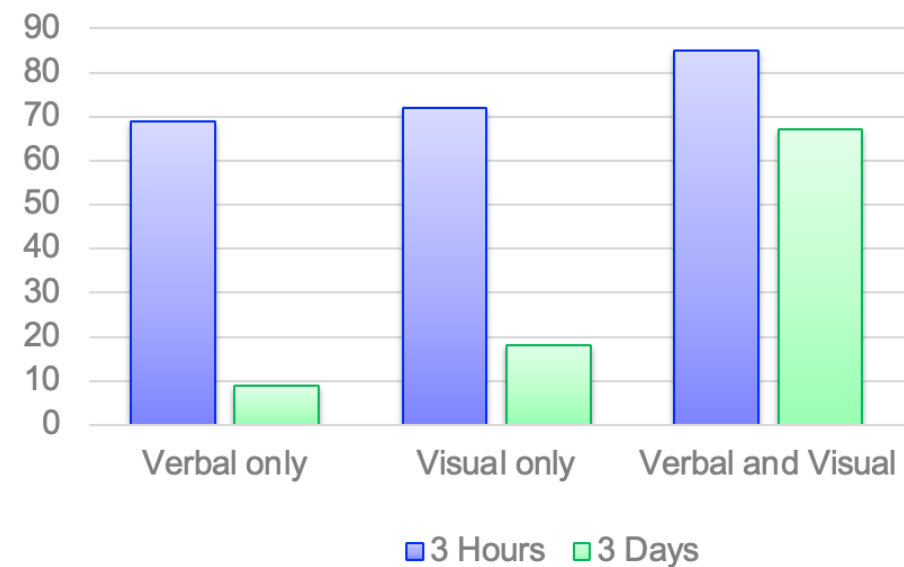


Image modified from Allyn & Bacon

Capital letters

- READING ON A SCREEN CAN BE QUITE DIFFICULT. HOWEVER, BY MIXING UPPER AND LOWER CASE LETTERS, THE TEXT IS MOCH EASIER TO READ. DON'T YOU AGREE?
- Reading on a screen can be quite difficult. However, by mixing upper and lower case letters, the text is much easier to read. Don't you agree?
- ● Note: Powerpoint does NOT spellcheck any text written in all capital letters. If you use this kind of text, be careful to check the spelling.

Pick a readable font size

- People in the back of the room should be able to read your text easily, but text that is too large will look informal, cartoonish, or strange. Use the text below as a guide.

This is Arial 6 point

This is Arial 8 point

This is Arial 12 point

This is Arial 18 point

This is Arial 24 point

This is Arial 36 point

This is Arial 54 point

Animate wisely

- Animations can be useful, such as when you are building up a formula
 - Build up complex ideas piece by piece
 - Showing everything all at once can fragment the audience's attention
- But do not use too much animation – only use it to draw attention where needed

Simplifying a polynomial

- Combine like terms

$$x^2 + 6x - x + 10$$



Simplifying a polynomial

- Combine like terms

$$x^2 + 6x - x + 10$$



Simplifying a polynomial

- Combine like terms

$$x^2 + 6x - x + 10$$



$$x^2 + 5x + 10$$



Decide as a group

- To make sure that the visuals look unified and coherent, all group members should use the same:
 - Background or template
 - Color scheme
 - Font and (at least most of the time) font size
 - Amount of text per slide
 - Style of animations

Image by Roberto Catarinicchia via Unsplash



Less is more

- If you have more than 1 visual for each minute you are speaking, that is likely to be too much
- When audiences view visuals, they may have difficulty focusing on what you are saying

Problem: too much info at once

- Problem: Diagrams/other figures that contain too much information
- Solution: Use **color** or **shapes** to draw attention

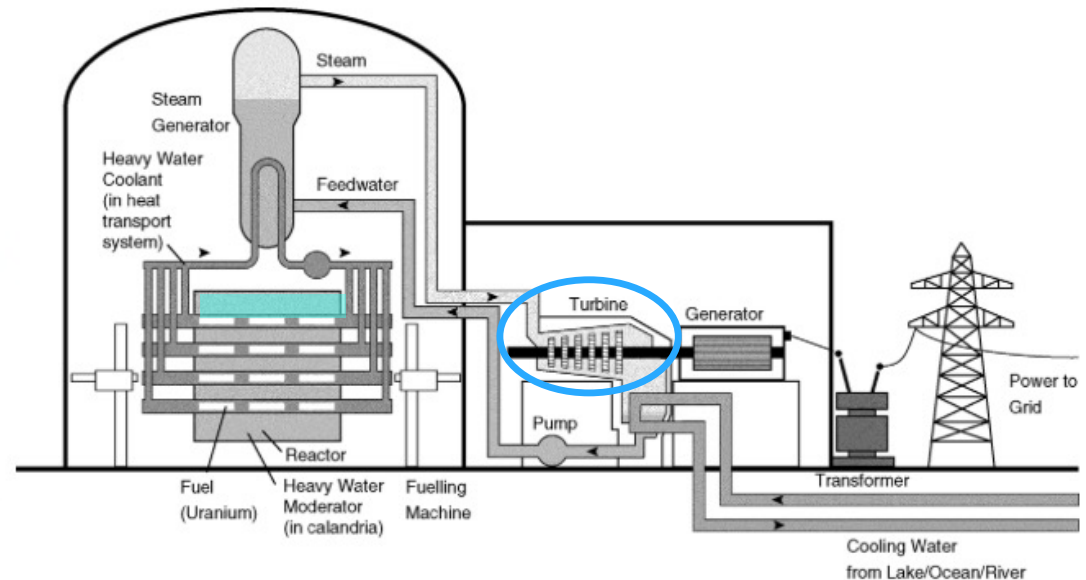


Image by UNENE, *The Essential CANDU*. Bill Garland, ed. 2017.

Problem: too much info at once

- Problem: Diagrams/other figures that contain too much information
- Alternate solution: Show one section at a time of a complex image OR show only part of a complex image
- Can also use **highlighting** in this solution

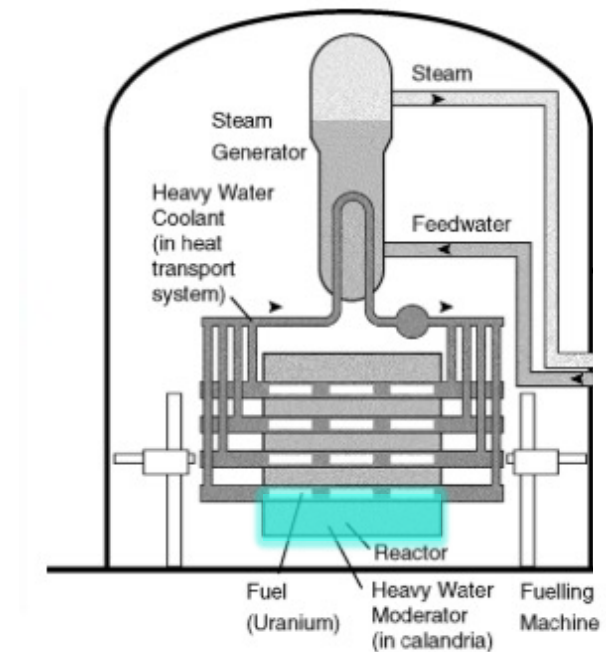
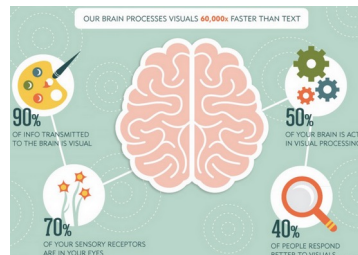


Image by UNENE, *The Essential CANDU*. Bill Garland, ed. 2017.

Problem: visuals are too small



- Problem: Visual not sized properly
- Solution: Make sure the image is big enough for the audience to see/read

When presenting in person, check by testing in the room in which you will present, seating yourself as far from the screen as possible

Image by The Next Web

- Problem: Slides without titles
- Solution: Include a title for every slide
 - This helps audience understand the purpose of your visuals, which lets them follow along better

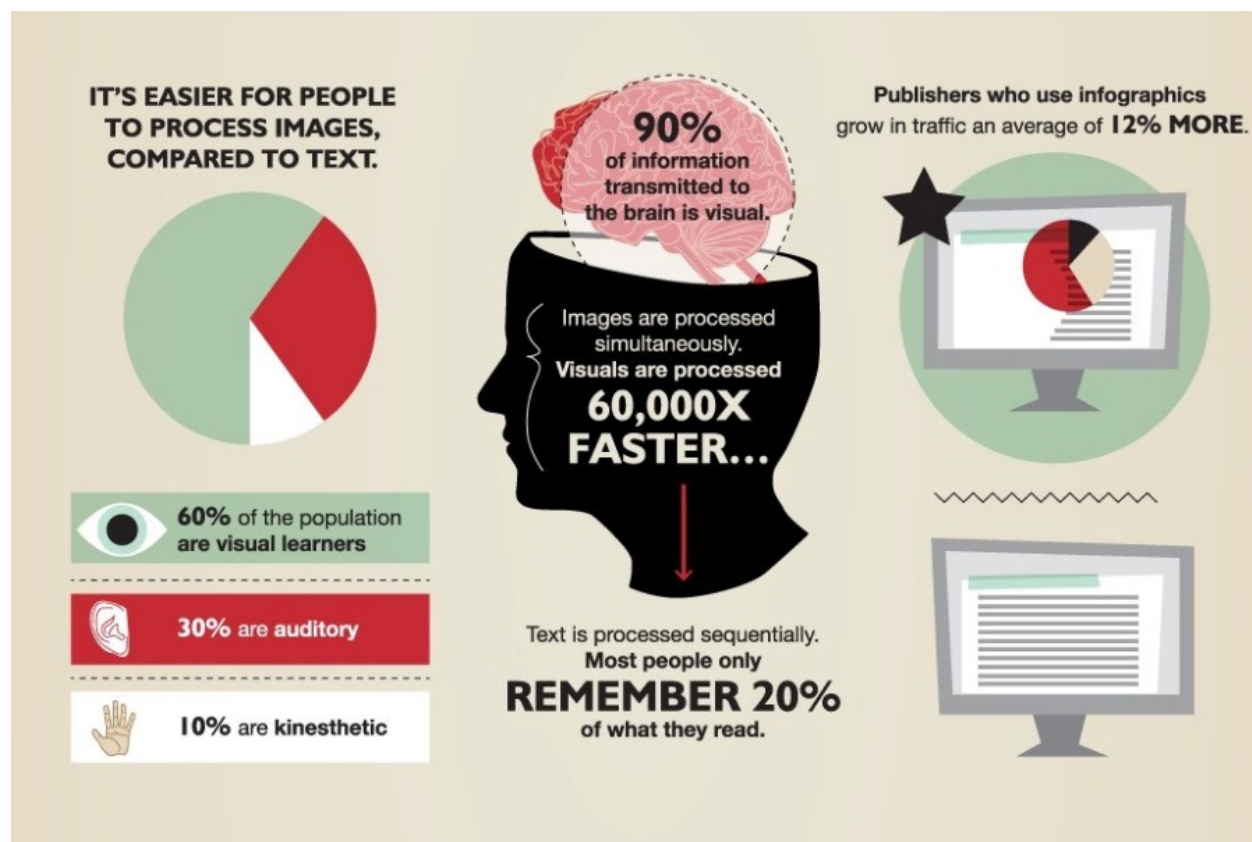


Image by Saigon English

Presentation delivery



Discuss the following (10 mins)

- What makes a successful presentation delivery?

Delivery can aid a talk

- Remember to keep an even pace and adjust your volume
- Some other elements to consider:
 - Vocabulary
 - Register
 - Tone
 - Signposting



Signposting



- Transitioning between partners
 - Elias will now explain ...
- Indicates what is to come
 - Next, moving on to step three ...
- Referring back to what came before
 - As Linnea said earlier ... , Comparing this to our previous sample ...
- Also: adding new information to old, restating/repeating, signaling an ending

Delivery: using notes

Hints for using notes on paper

- Use keywords rather than a “script”
- Use a large font for easier readability
- Color code (to make it harder to lose your place)

Reading from a phone is not recommended



Non-verbal tools

- Non-verbal elements
 - Eye contact
 - Using notes sparingly (or not at all)
 - Facial expressions
 - Gesturing, including pointing to slides
- Intonation
 - Word stress
 - Emphasis
 - Pauses



Summary



Planning checklist

- ☐ What is my purpose?
- ☐ How will I structure my information?
- ☐ How will I open/close my presentation?
- ☐ Which visuals will I use?
- ☐ Can I keep to the time?
- ☐ Have we ensured that all group members have unified sections of the talk?



In summary

- **Know your subject**
 - speak, do not recite*
- **Know your audience**
 - adapt your presentation*
- **Emphasize logical structure**
 - organization is essential for clarity*
- **Have an enthusiastic approach**
 - you must want to tell the audience something*





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