

Presentation 1 Instructions

- It is a 2 min 15 seconds long presentation. You must stay within time (going under 2:00 or over 2:15 will affect marks).
- You were assigned a **specific audience in Week 3** (e.g., students, corporates, policymakers, children). Your job is to **adapt your topic and visuals** to suit the audience's needs, interests, and background.
- You must incorporate all the elements that you have mentioned in the worksheet in your presentation.
- **Dress Code: Business Casual**
- Your presentation will be graded using a detailed rubric covering **content, slides, and body language/audience engagement**.
- The rubric has been attached. It carries 115 Marks.
- Students must design **5 slides**. Presentation Slides should be designed in the following manner:

<u>Slide 1: Introduction / Hook.</u> Capture attention and introduce self + topic.	<i>Visuals:</i> Audience-specific background or image, Title in large font, one striking image, quote, or question to spark curiosity.
<u>Slide 2: The Audience Problem / Need.</u> Show you understand the audience's pain point.	<i>Visuals:</i> Problem-based image (before state), Icons (🚫, ✖) or a short scenario graphic.
<u>Slide 3: The Idea / Solution.</u> Present your central idea tailored to the audience	<i>Visuals:</i> "After state" or solution imagery, Infographic / flow diagram of how it works.
<u>Slide 4: Evidence.</u> Prove your idea is credible and beneficial.	<i>Visuals:</i> Charts, data, or quick comparisons, Audience-relevant example, Icons, progress bars, or before/after graphs.
<u>Slide 5: Conclusion.</u> Wrap up with a clear, memorable message	<i>Visuals:</i> Strong closing image (lightbulb, handshake, future vision, One takeaway statement (bold text).

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- Use minimal, readable text and simple visuals.
- Make slides engaging and audience-appropriate. Formal audience → bar charts, line graphs, pie charts. Informal audience → simplified visuals (e.g., a progress bar instead of a complex chart).
- Keep fonts, colors, and layouts uniform.
- **Content Expectations (9 Key Elements)**
 1. Hook statement to grab attention.
 2. Relevance to audience (tailored examples).
 3. Clear main idea.
 4. Defined problem/need.
 5. Logical, creative solution.
 6. Evidence or support.
 7. Organized flow.
 8. Effective visuals.
 9. Strong conclusion & call to action.
- **Body Language & Audience Engagement Tips**
 1. Maintain **eye contact**.
 2. Use **expressive facial expressions**.
 3. Add **natural gestures**.
 4. Stand with **confident posture**.
 5. Use space purposefully.
 6. Speak with **clarity** and **projection**.
 7. Add **vocal variety** (tone, pace).
 8. Show **confidence and poise**.
 9. Display **enthusiasm/energy**.
 10. Use **engagement techniques** (questions, stories, humor).
 11. Read and respond to **audience reactions**.
 12. Avoid filler words (“umm,” “like”) where possible.

BEST OF LUCK!!!

