NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

Plan and Design your Presentations for EE3080

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Learning Outcomes

After attending this workshop, participants will be able to:

- Identify and list highlights to be included in a presentation
- Develop a story outline for a presentation
- Develop a story board for a presentation
- List :
  - Tips to create a good presentation
  - Steps to create short videos

Content

- Identify presentation highlights
- Develop a story line
- Develop a storyboard
- Using audio-visuals
- Tips for Video Production

Identify Presentation Highlights

1. Introduction
2. Summary
3. Team
4. Problem
5. Value Proposition
6. Market/Sales
7. Projections/Milestones
8. Conclusion/Close

Presentation Highlights

1. **Introduction: -** Project name and some tagline.

Include your Thematic Programme (TP01, 02, 03, 04, 05, 06, 07, 08 or 09) in the introduction).

Some innovative tagline. Example – ‘The Best Bed for Better Sleep’, Nike: ‘There Is No Finish Line’.

2. **Summary: -** Summarize selected information that gets your audience interested in your project.

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Presentation Highlights

3. Team: - A brief introduction about you team. List your team members.

4. Problem: - Explain the problem. How your innovation will solve the problem or answer a question.

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Presentation Highlights

5. **Value proposition: -** What is your value proposition? An effective value proposition tells the ideal customer why they should buy from you.

   (Value proposition should highlight who actually benefits out of your research or innovation clearly)

6. **Market/Sales: -** Market size for your product. How big is the market segment you are going after? (Market size may not be relevant for all projects)

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Presentation Highlights

7. **Projections or Milestones: -** Future directions for your research/project.

8. **Conclusion and close: -** In one or two sentence, reiterate your DIP project and its positive impact (How unique/special? How it solves? How it helps the community/society?)

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Template to develop Presentation Highlights

Presentation Highlights for a project – Template 1

(This template guides you to list the key points for a project presentation. Gather the required information and refine it with a couple of iterations to capture the highlights of your DIP project)
Note: Some sections of the template may not be relevant for your project and you may skip those sections.

1. **Introduction: -** Your project name and a tagline Good to have tagline if possible to give some insights about your project, some examples, Fresh Handmade Cosmetics, The Best Bed for Better Sleep, Nike: "There Is No Finish Line". (Include information relevant to identify your project "Category', 'Project-Id' etc.).

Introduction to our DIP project:

2. **Summary: -** Summarize all of the information that gets your audience interested in your project/company/product/your business model.

Summary of our DIP project:

3. **Team: -** Few lines of introduction about you team. List your team.

Team members of our DIP project:

PLAN AND DESIGN YOUR DIP PRESENTATIONS (EE3080)

4. **Problem: -** Explain the problem. How your project/concept/innovation will solve the problem.

The problem our DIP project has addressed & solved:

5. **Value proposition: -** What is your value proposition? An effective value proposition tells the ideal customer why they should buy from you. It should solve the problem you had mentioned. Example "Enables owners to list their space on the platform and earn rental money. Airbnb provides insurance to listed properties. Gives cheap options to travellers to stay with local hosts. Facilitates the process of booking living space for travellers." (Explains the benefits of your DIP project clearly)

Value proposition of our DIP project:

6. **Market/Sales: -** Market size for your product.

Who is your Customer? Profiles of target customers. Who is not your customer?
Competition - Who are your Competitors?
Estimated Sales - how big is the market segment you are going after?
What is the current sales in your market segment?
How much of the current sales will you take from the competition?
How much will be the new sales you will generate from new customers?

Presentation Highlights – Template 1 (March 2021)

PLAN AND DESIGN YOUR DIP PRESENTATIONS (EE3080)

Market and Sales Information about our DIP project:

7. **Projections or Milestones: -** It is difficult to create financial projections for a new project/company/product. If you have a financial projection, it is good. Alternatively, your forecast is just an educated guess. You could use future directions for your research/project here.

Projections/Milestones for our DIP project:

8. **Conclusion and close: -** In one or two sentence, reiterate your DIP project and its positive impact (How unique/special? How it solves? How it helps the community/society?)

Our DIP project's impact on the community/society:

Presentation Highlights – Template 1 (March 2021)

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Story outline?

A summary of the story, a short description of what the story will be about.

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Template to develop Storyline

Story outline (Few sentences for each section)	**Description**
Beginning: 1. Introduction 2. Summary 3. Team	*(Example: A talking head for introduction and summary. A video of the team members*)
Middle: 1. Problem 2. Value proposition 3. Market/Sales	*(Example: Posters & Power point slides showing data/infographics. A talking head explaining the problem. A video of the working model or product. Posters & PowerPoint slides and talking head explaining Market/Sales)*
End: 1. Projections or Milestones 2. Conclusion and close	*(Example: Posters, PowerPoint slides and talking head for conclusion.)*

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Storyboard your Presentation

A storyboard is a written and graphic representation of your story and typically involves a series of sketches to pre-visualize how your story will unfold.

Start on paper, not in PowerPoint!

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Why use a storyboard

Using a Storyboard to Plan a Presentation

Published on October 30, 2015

Melissa Clarkson

Think about the last time you began to prepare a formal presentation for a group. There is a good chance the presentation included slides. If you were not reusing an old set of slides, you probably opened up PowerPoint or Keynote, picked a template, and began creating slide content. I would like suggest a different approach to designing a presentation: creating a storyboard.

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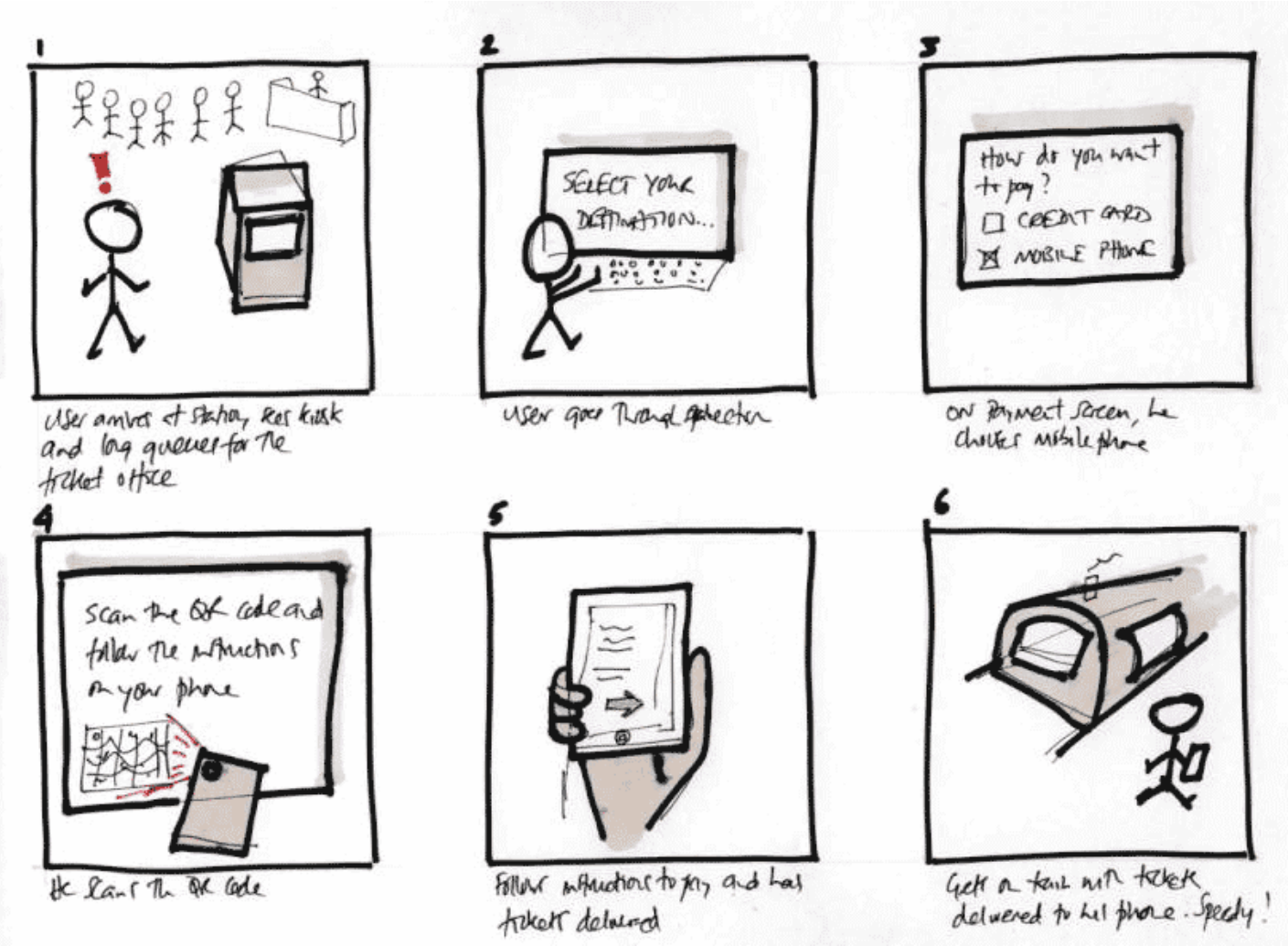
An example of a roughly sketched storyboard



https://www.rubiconcentre.ie/9-ways-to-inspire-that-million-dollar-idea/example-storyboarding-toolshero/

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Story board

Storyboard for a project presentation – Template 3

(Storyboard is an organizer that consists of written script, illustrations or images displayed in sequence for pre-visualizing the presentation. It should be simple & clear.)

Slide – 1 (Example : Title of the Project)	Audio/Script (Example: Background music upbeat piano music until the end of this scene. No narration or talking head.)
	AV-Elements (Images, videos, Animation) (Example :Text fade-in and fade out)
	Notes (Example: Animation for project title)
Slide – 2 (Example : A talking head giving a 20 sec introduction about the project)	Audio/Script (Example: A talking head - "We know that we are years away from understanding COV-19 fully. However, a preventive mask is one of the first few steps to prevent infections. Our 'new modular Mask'….." soothing background music saxophone)

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Prepare a Rough Presentation Outline

Use the storyboard to chuck out the unwanted portions from the outline

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Visual consistency from start to finish!

- Use neutral colour backgrounds and easy to read fonts.
- Use the same style of pictures for the whole presentation. For example, if using landscape, avoid any other type that changes the aesthetic
- Use one colour palette with no more than 3 main colours, and take advantage of white, black and grey tones.

https://iseazy.com/blog/en/7-key-points-for-a-noteworthy-presentation/

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Remember these simple tips

- One idea per slide
- Less information will be more easily retained
- Highlight important concepts
- Use audio-visuals

https://iseazy.com/blog/en/7-key-points-for-a-noteworthy-presentation/

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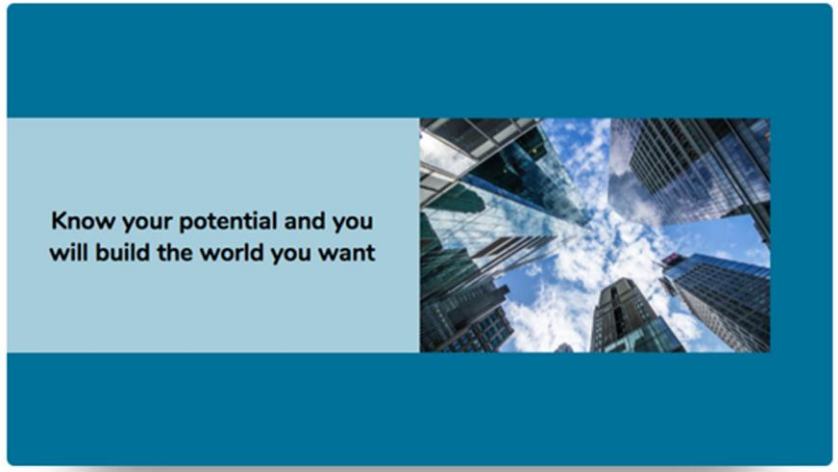
Take advantage of space



https://iseazy.com/blog/en/7-key-points-for-a-noteworthy-presentation/

Types of Audio-visuals

- A talking head
- Videos
- Images
- Animations
- Text

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Audio

- Background noise
- Avoid busy roads
- Avoid high wind for outdoor
- Microphone
- Background music

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Tips for Interview or Talking head

- Speak directly to the camera
- Do not read your script
- Speak in a conversational style
- Keep your eyes on the camera lens or imagine an interviewer

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Copyrights

Examples of copyright infringement

Using a song as background music **without permission** for your home movies, business presentations, or your own creative work.

Reference: https://www.copyrighted.com/blog/copyright-infringement

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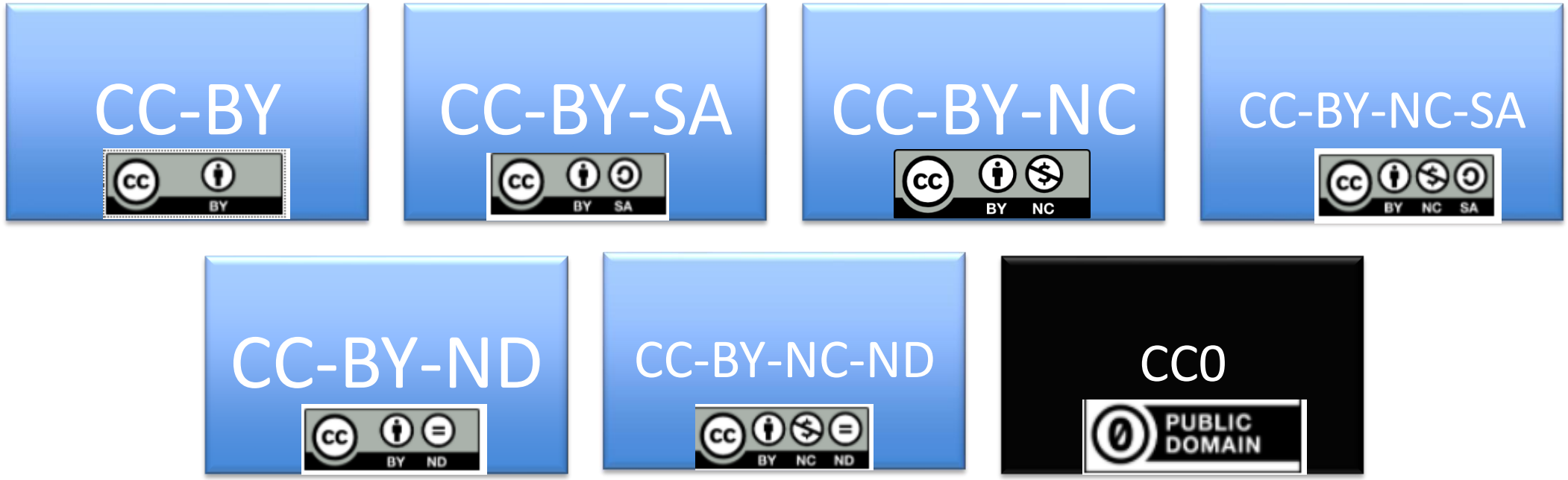

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- Display or perform the work (e.g. play a sound recording or film in class, or stage a play to parents);
- Communicate the work (e.g. make the work available online on the school intranet, learning management system or on a class blog); and
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Remember to attribute

Reference : https://www.smartcopying.edu.au/open-education/creative-commons/creative-commons-information-pack-for-teachers-and-students/what-is-creative-commons-

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Use stock videos, music and sound effects

bensound.com

youtube.com/audiolibrary

freesound.org

pexels.com/videos

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Bensound

https://www.bensound.com/

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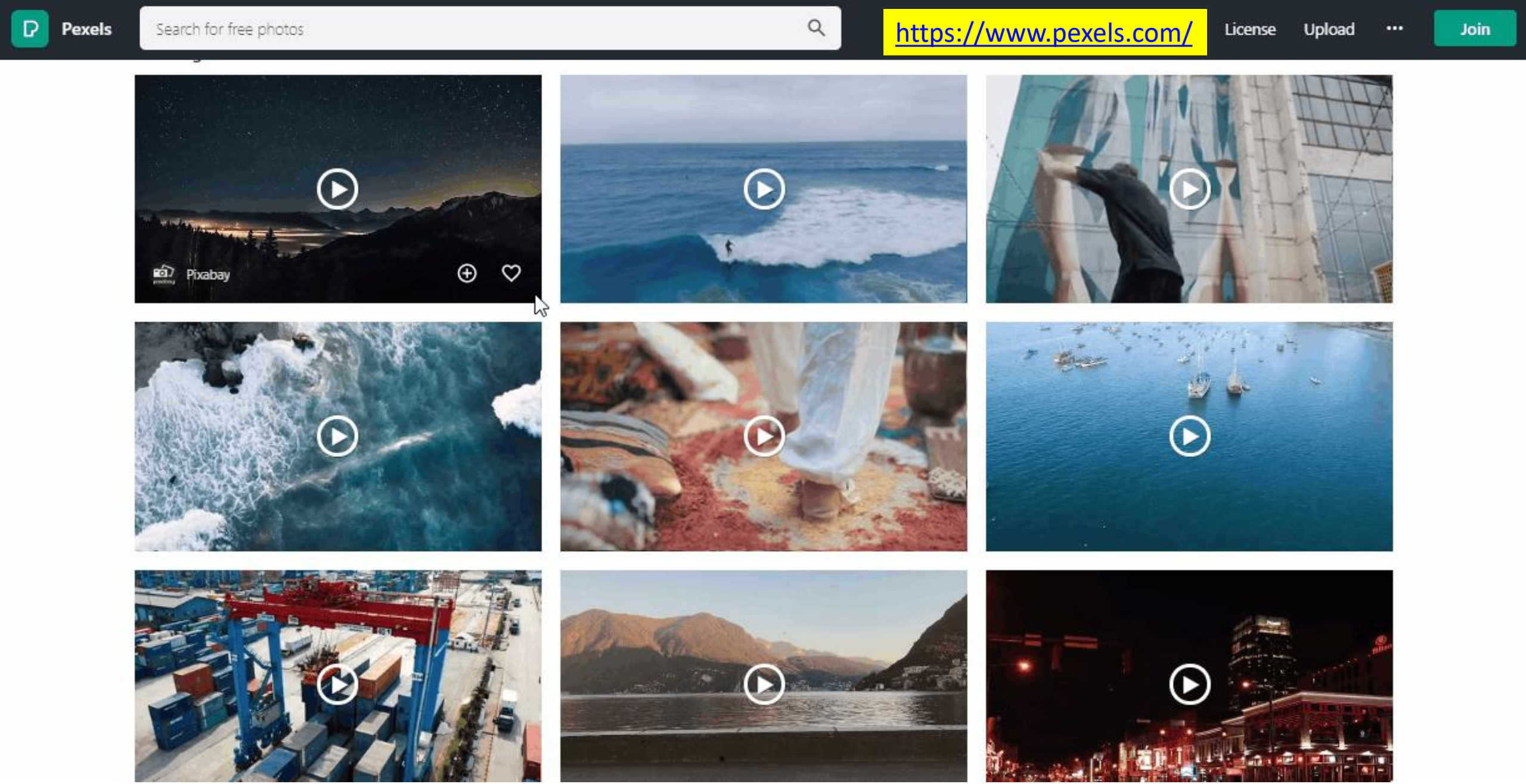

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Tips for Video Production

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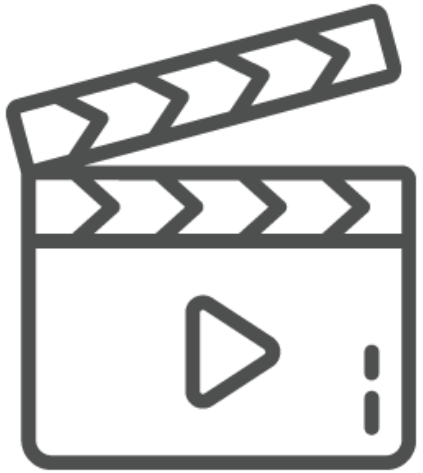

Production

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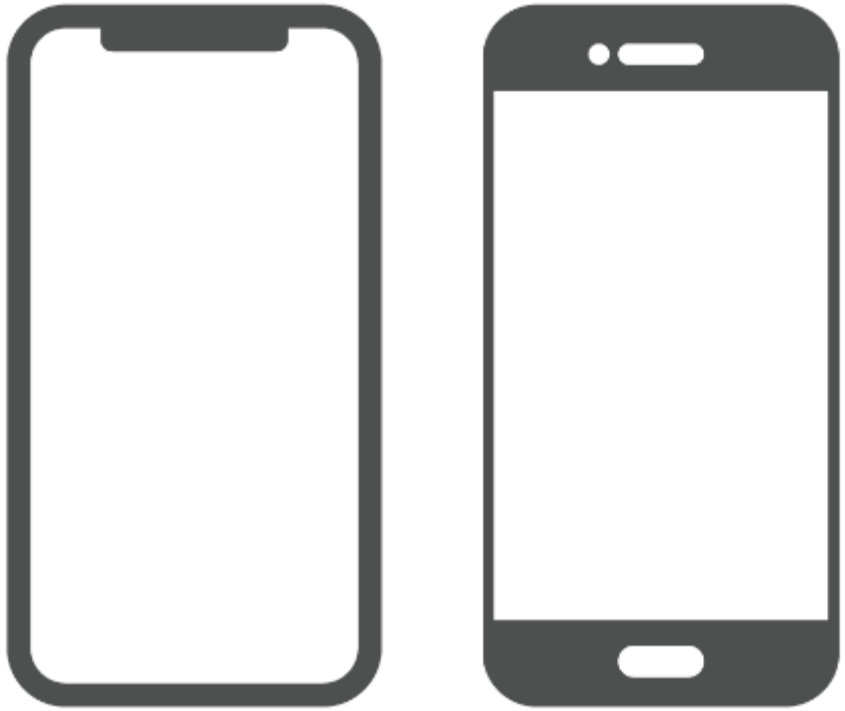
Camera



Smart phone
720p HD video recording at 30 fps

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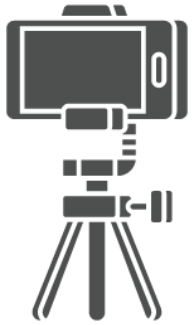
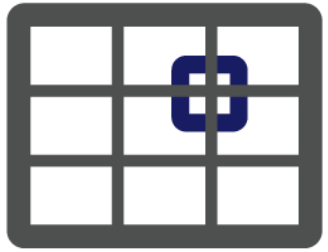
Basics



Use a tripod

Mic

Strive for full, even light



Rule of third to frame your subject

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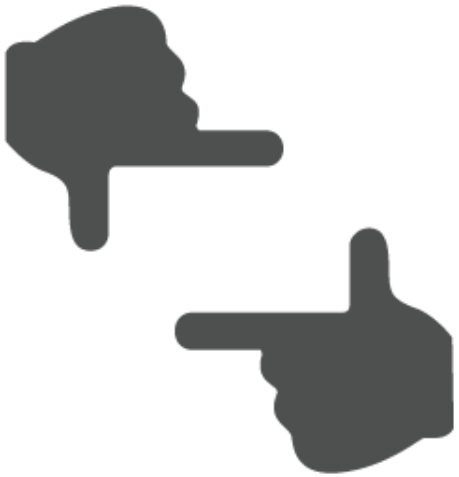
Setting Up



Framing & Composition

Lighting

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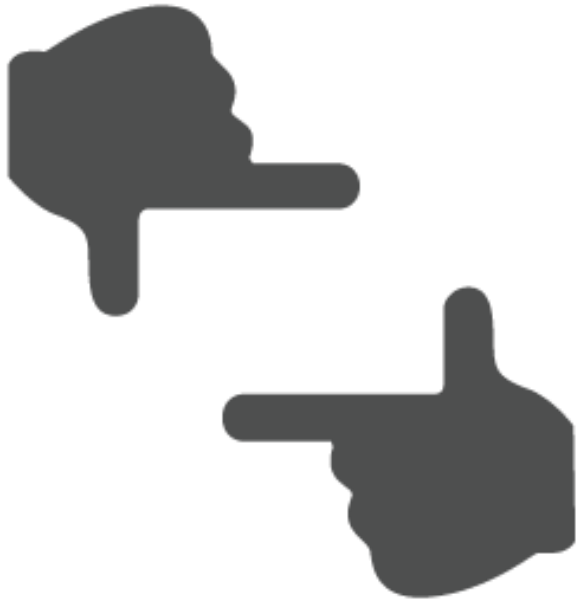

Framing & Composition

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Rule of Thirds

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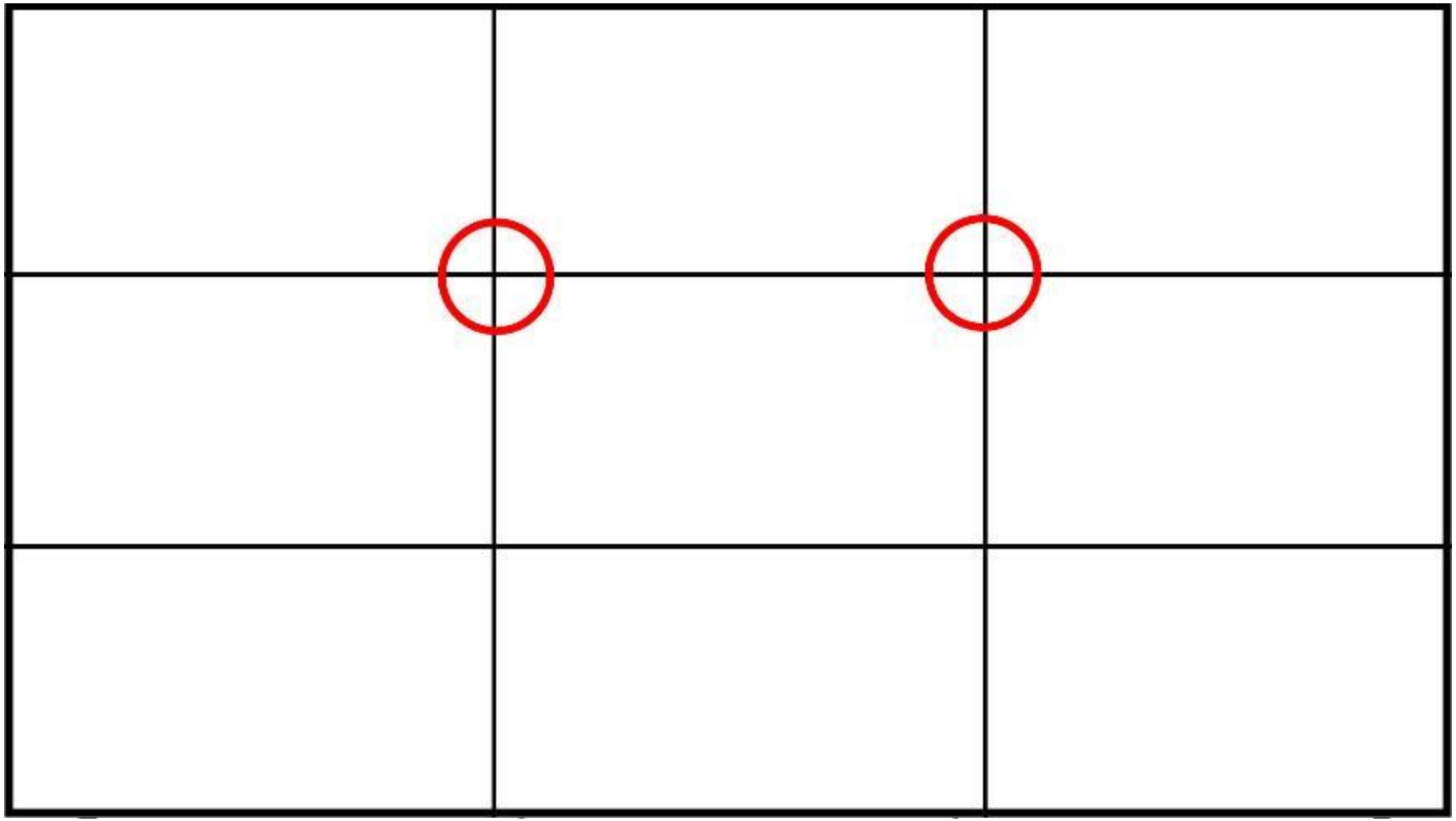
Rule of Thirds



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Rule of Thirds

Too much to the left

Just nice

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Rule of Thirds

Ideal

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Framing

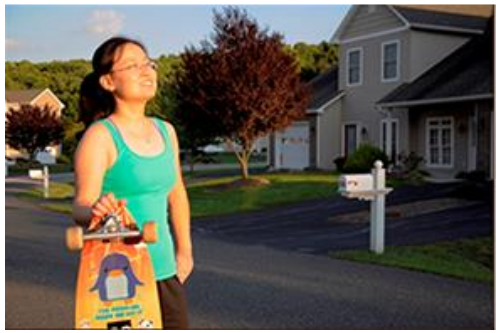
Shot sizes

Very Long Shot (VLS)

Long Shot (LS)

Medium Close-up (MCU)

Close-up (CU)



Medium Long Shot (MLS)

Mid Shot (MS)

Big Close-up (BCU)

Extreme Close-up (ECU)

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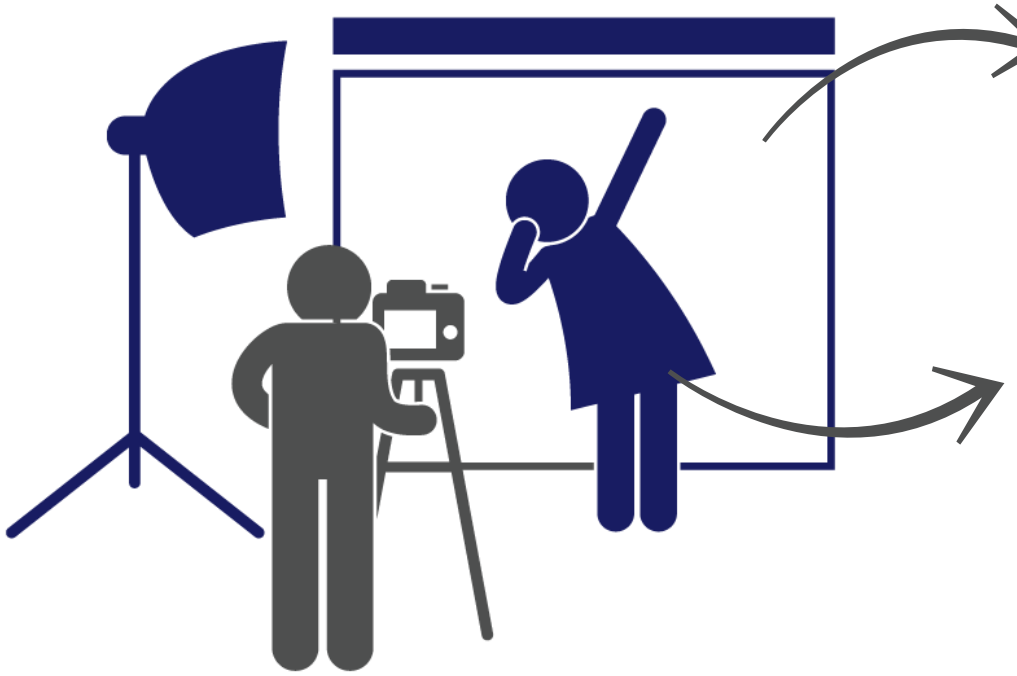
Composition

Setting the scene



Plain backdrop or speaker's workspace

Backdrop & wardrobe

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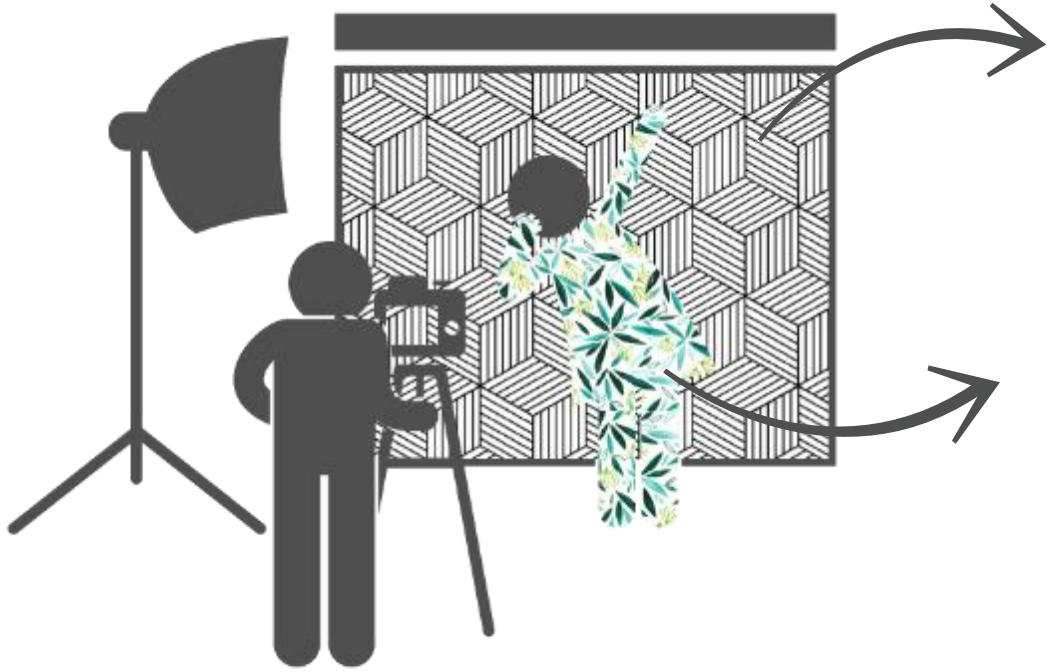
Composition

What to avoid



Busy backdrop or
high traffic areas

Patterned clothes
E.g. Stripes, houndstooth

Backdrop & wardrobe

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Composition

Setting the scene

Workspace or lab

Quiet controlled area

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Lighting

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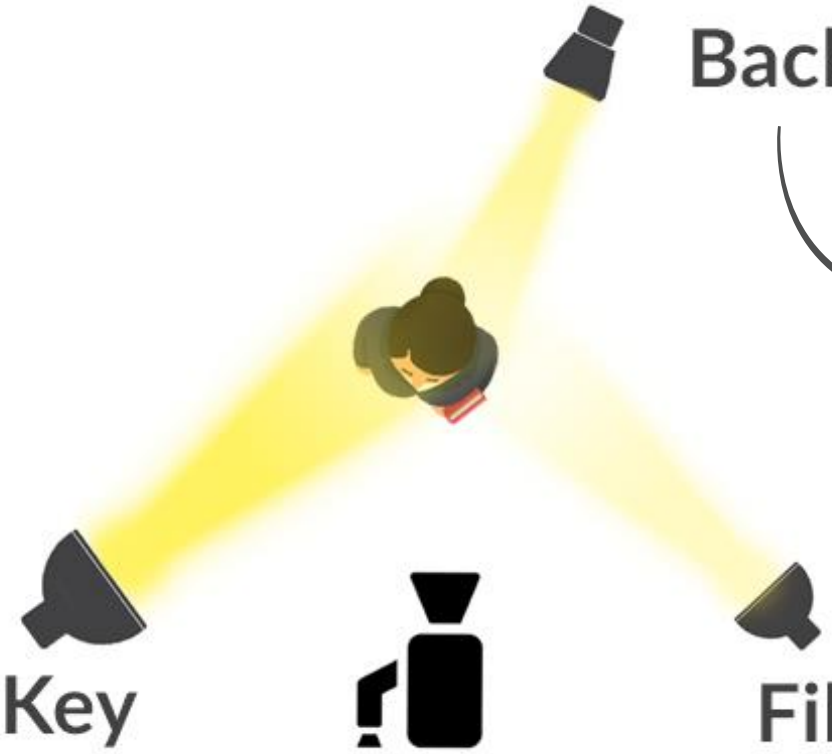
Lighting



- Separates subject from background
- Avoid setting against a window

- Highest intensity, at an angle
- Use natural light – e.g. window

- Soften edges & remove shadows
- Use table lamp, paper

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Lighting

Key Light only

Key Light + Fill Light ✓

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Lighting

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Video editing features and tools

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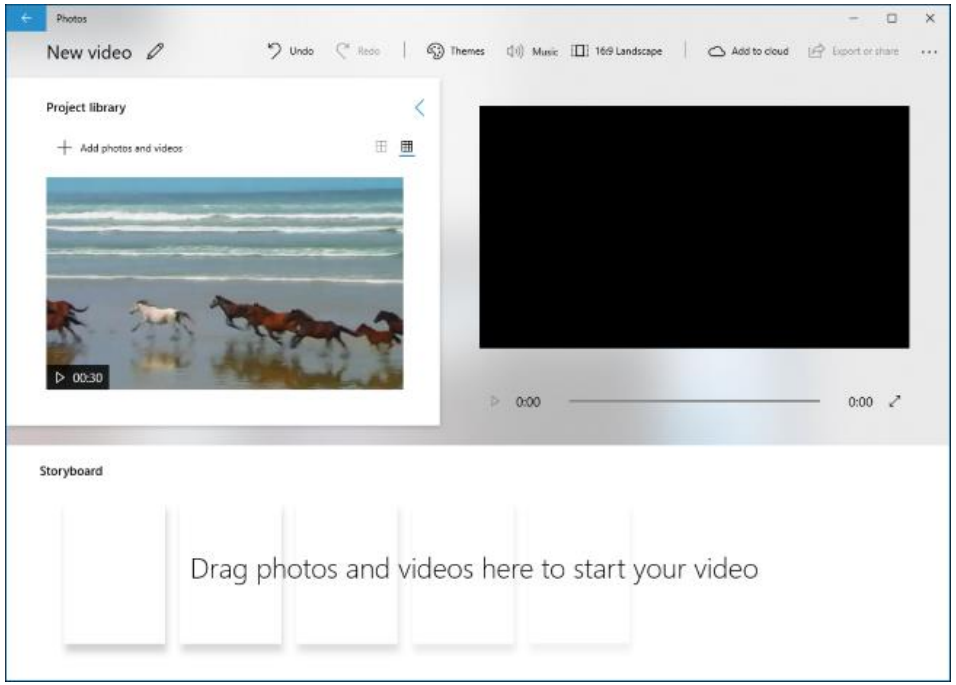
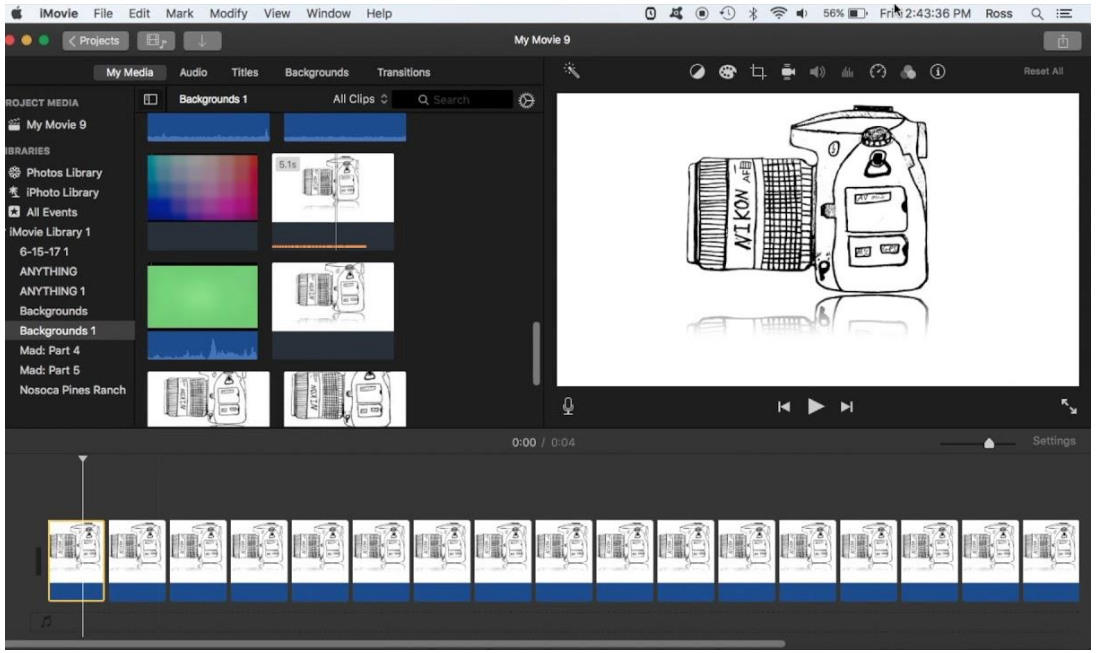
Free video editing tools

Windows 10 Video Editor



iMovie (Mac)



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Advance video editing tools

- Adobe Premiere Pro (Win/Mac) (sub)
- Final Cut Pro (Mac) (Paid)
- Openshot (Win/Mac) (Free)

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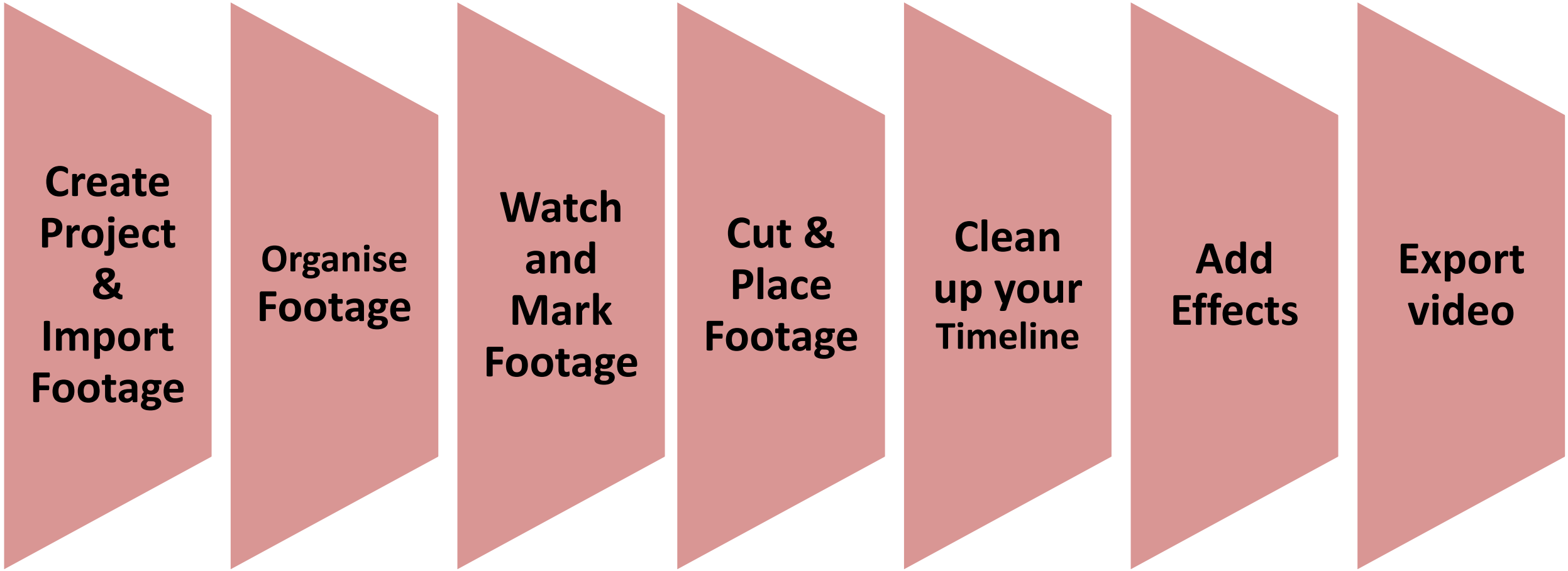
Video production sequence



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Steve Jobs practiced 1 Habit That Turned Good Presentations Into Great Ones

He put a lot of effort into making it great!

https://www.lafabbricadellarealta.com/how-to-handle-minor-presentation-glitches-like-a-pro/

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The Scientist Videographer: Make your own science videos
http://thescientistvideographer.com/wordpress/
Impact Challenge Day 18: Make a video abstract for your research
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Your Feedback

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http://tiny.cc/EEEDIPquiz2021

QuiZ

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Templates

http://tiny.cc/EEEDIPtemplates

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