HowTo: Presentation

SS 2021

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Formalities

- Presentations: 28.06.2021 + 29.06.2021 (time TBD)

- Time: 20-25min each (+5min discussion)

- Virtual → Big Blue Button

- Have a video camera!

What we grade

- Appropriate for **target audience**

- Explained topic in a way that the other students (here in the seminar) understand the topic and can follow

- **Content**: does your presentation contain the key elements / basics?

- Meet **time** constraints (25 min + 5 min discussion)

- **Presentation style (**speak freely!**)**

- Appropriate slide design and figures

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Today's Seminar

- Structure of a presentation

- Slide Design

- Rhetoric

Today's Seminar

- **Structure of a presentation**

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- Rhetoric

Define your goal

- Target audience
  - Who do you present to?
  - What's their expectation?
  - What knowledge do they have?

- Goal of presentation
  - Eg. Teach, convince, inform, inspire
    - Different goals need different approaches
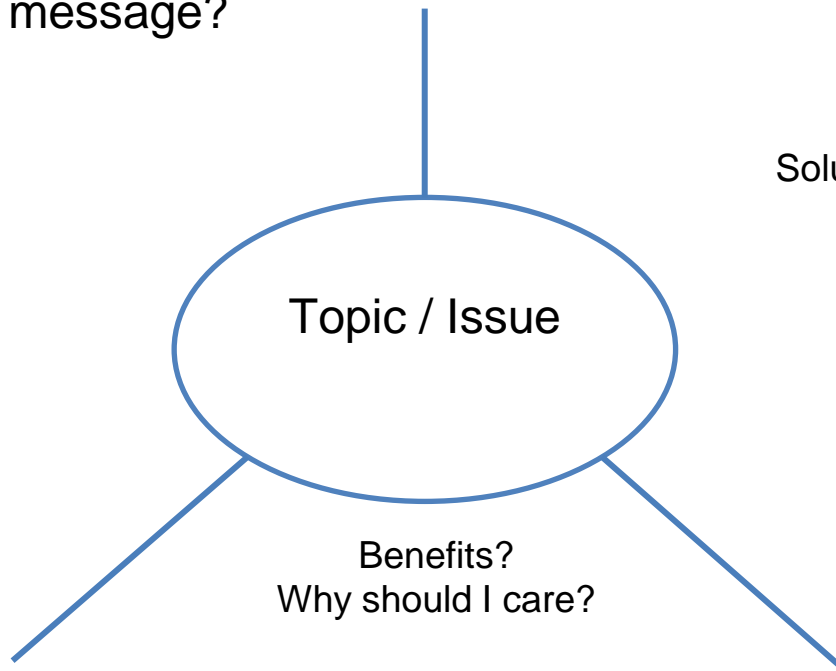 - Here: Explain the topic to fellow students

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How to get started

What is your key message?

Problem?   Solutions?

Topic / Issue

Benefits?
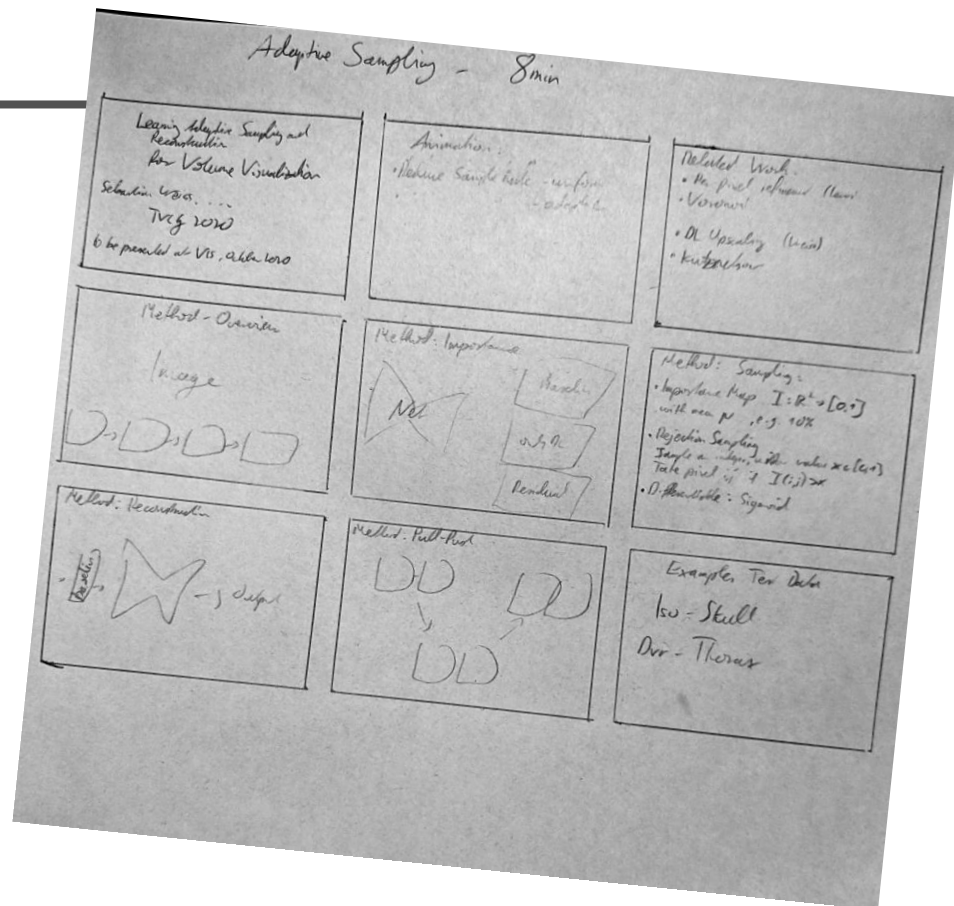Why should I care?

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How to get started

Create a storybook

- Focus on the content
- Not distracted by the layout
- 1-2 min per slide

- Stress key message

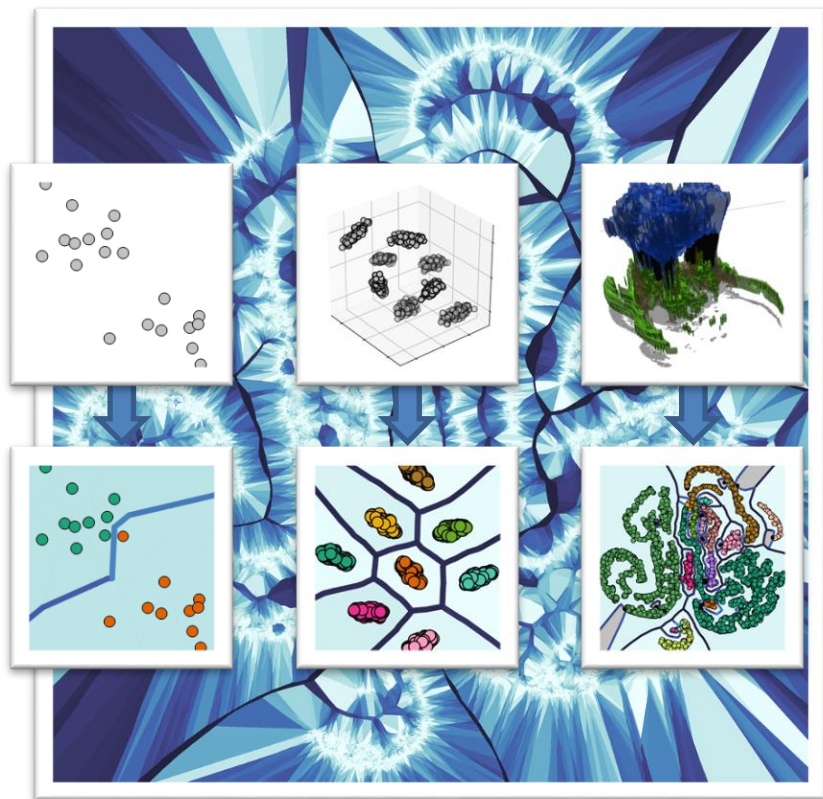→ Common Thread / „Roter Faden"

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Structure

- First and last slide are most important
- Begin:
  - Impress the audience!
  - Motivation/Goal
  - Outline (as concise as possible)
  - No table of content for short talks
- Main content
- Conclusion
  - **One** well thought slide
    - "Take-home-message"
    - Images
- No "Thank you!" slide

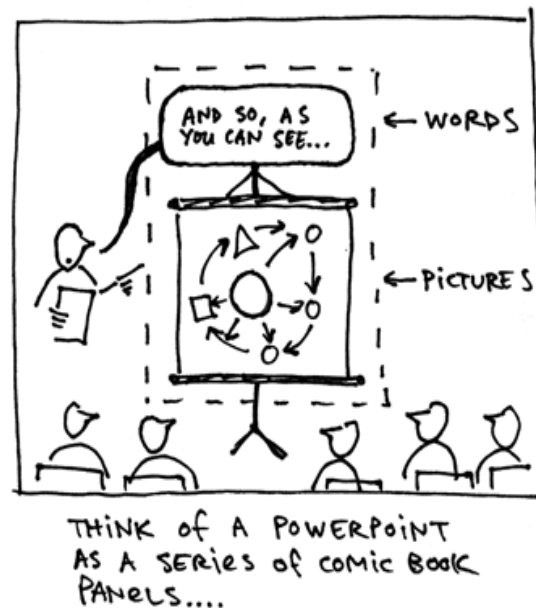tum.3D
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Title slide

- Title of the presentation

- Name

- Name of supervisor

- Date

- Optional: Teaser image

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Making use of slides

- Talk and slides should complement

- Audience cannot focus on listening and reading
  - Too much text reduces attention

- Don't just read from slides

https://austinkleon.com/2008/05/13/for-successful-powerpoint-presentations-look-to-cartoonists/

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„Perfection is not when there is nothing more to add,

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Design - Template

Think about

- Pros and cons for page numbers / status

- Title of presentation on every slide

- Logos / Colors (TUM corporate design)

- Try a dark background color

- You may use TUM3D Template
  http://wwwcg.in.tum.de/teaching/teaching/winter-term-1718/proseminar-bachelorseminar-how-to-make-a-pixar-movie.html

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Design

- ➔ Professional
  - ◆ Well designed slides create credibility

- ➔ Be consistent
  - ◆ Design changes can ne used to show importance

- ➔ Use appropriate size of graphics and text

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Design

- **Professional**
  - Well designed slides create credibility

- Be **consistent**
  - Design changes can be used to show importance

- Use appropriate size of graphics and text

- Check colors (projector, light, color blindness, ...)

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Slide content

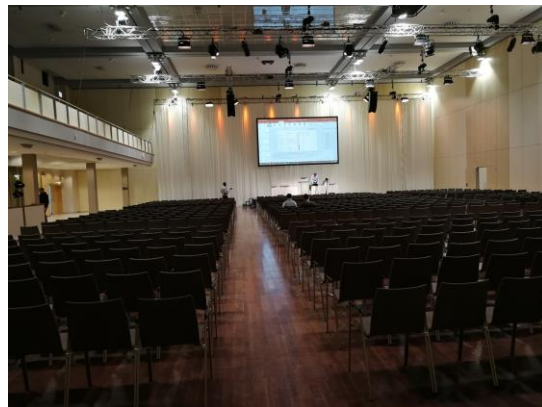- **Not too much** content per slide

  1 Slide = 1 Thought

- Alternatives to bullet points?

- Be careful with formulas

- Use **relevant** figures **(cite!)**
  - **Explain**, beyond the obvious
  - Use labels

- Animations may help with complicated figures
  - Avoid unnecessary animations

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Preparation

- Preparation
  - **Practice!** Speak out loud
    - Record times
  - **Test presentation** (on target environment)
  - Laptop, Laser Pointer, Microphone, Light, …
  - Check videos
  - Be early!

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Today's Seminar

- Structure of a presentation

- Slide Design

- **Rhetoric**

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Rhetoric

- Avoid äääns / fillers

Rhetoric

- Avoid ääähs / fillers

- Intonation

- Pace, pauses

- Sign posting

- Body language

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1983

HANSROSLING

Intonation

- Stress the correct words

- Falling voice towards the end

- Make it sound „real"

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Pace, Pauses

- Speak slowly

- Enjoy the silence

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Sign Posting / Highlighting

- Signposting Transitions

  - Next, we will take a look at …

  - I will now show you an example

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Sign Posting / Highlighting

- Highlighting

  - „The important thing about X is Y"
    „What's really important about X is Y"

  - Keyword -> Context -> Content

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Body Language

- Look into the camera!

- Use your hands if appropriate

- Sit upright

- Smile ☺

https://commons.wikimedia.org/wiki/File:Supermassive_black_hole.jpg

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Virtual Presentations

- Clear speech!

- Interaction with the audience less easy

- Eliminate disturbance sources
  - Open window, messenger, flat-mate (not literally)

https://unsplash.com/@cdc
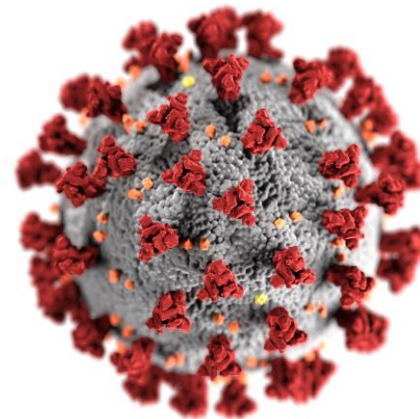
Summary

- Define your goal and focus of talk

- Build up and stick to common thread

- **Practice** your talk

- Act confident and professional

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