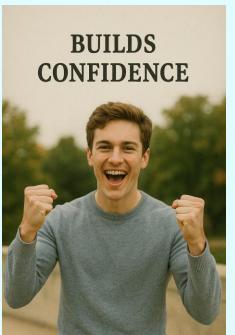
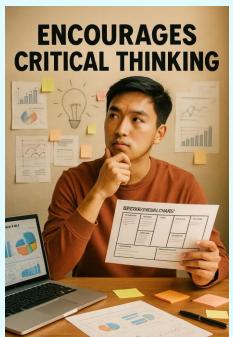


WHY?

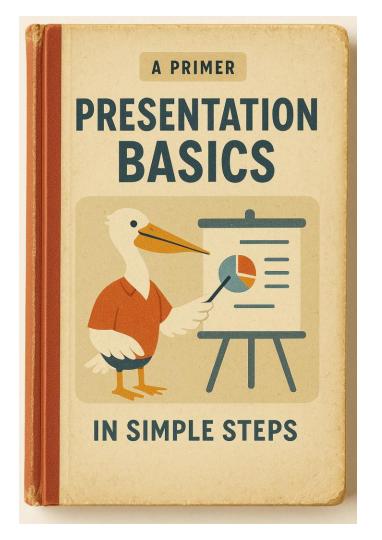




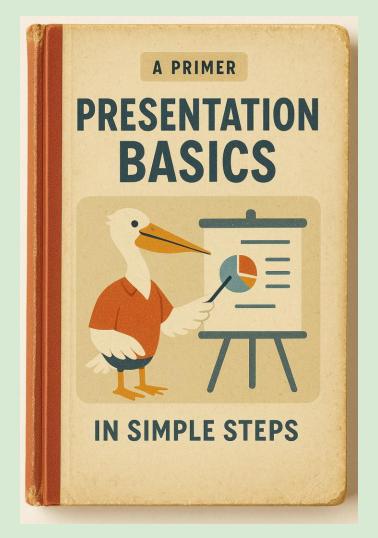




How?

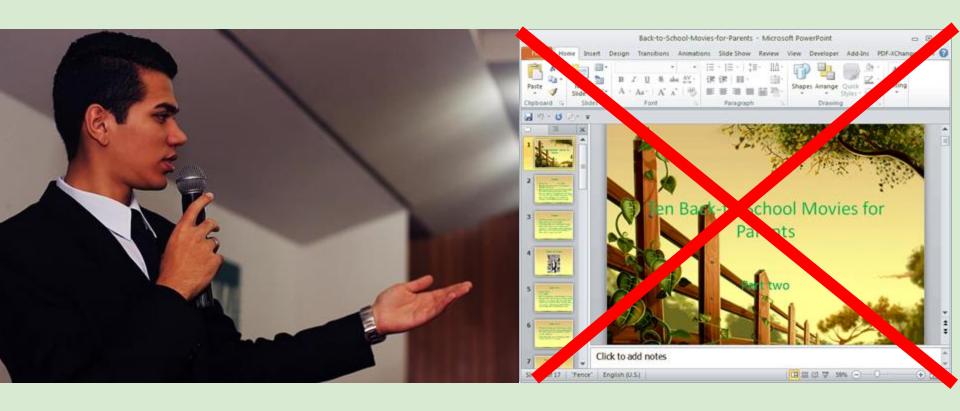








#2



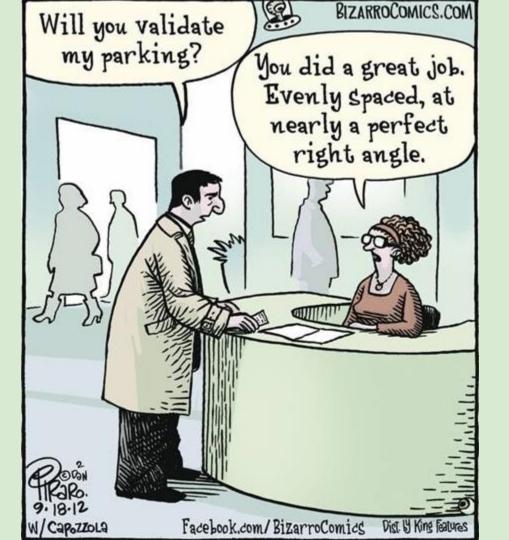


CREDIBILITY

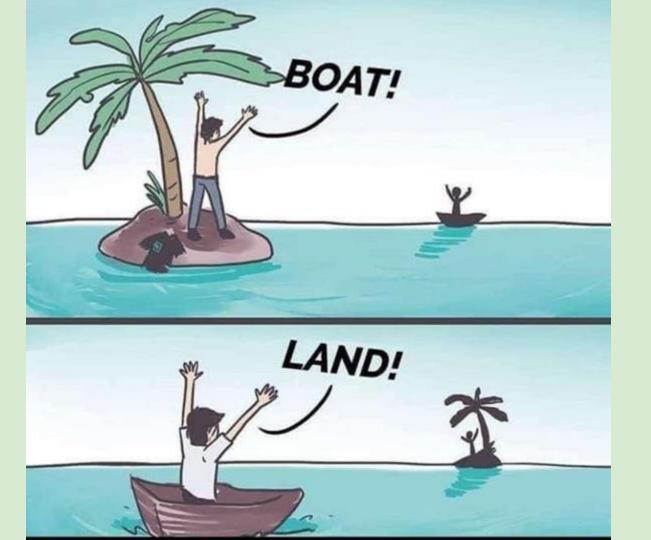


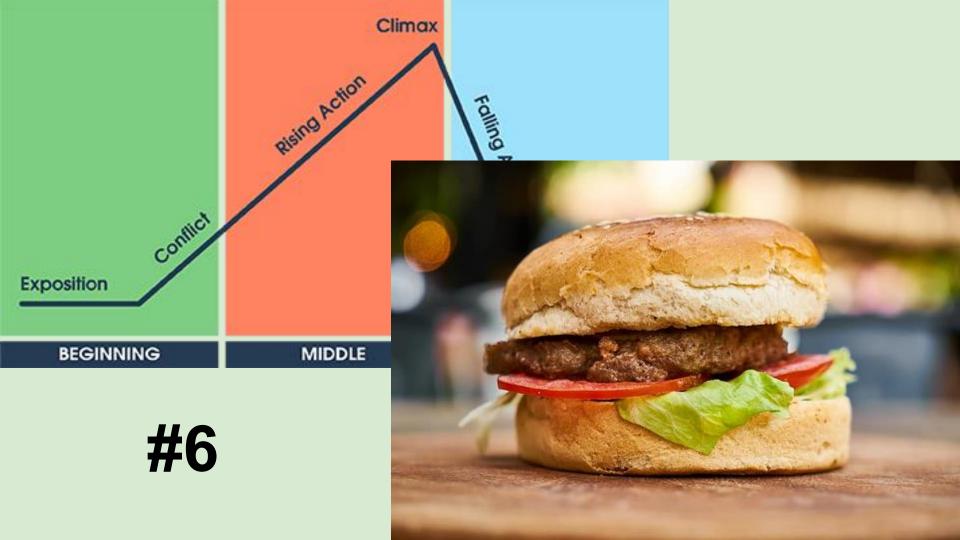
#3

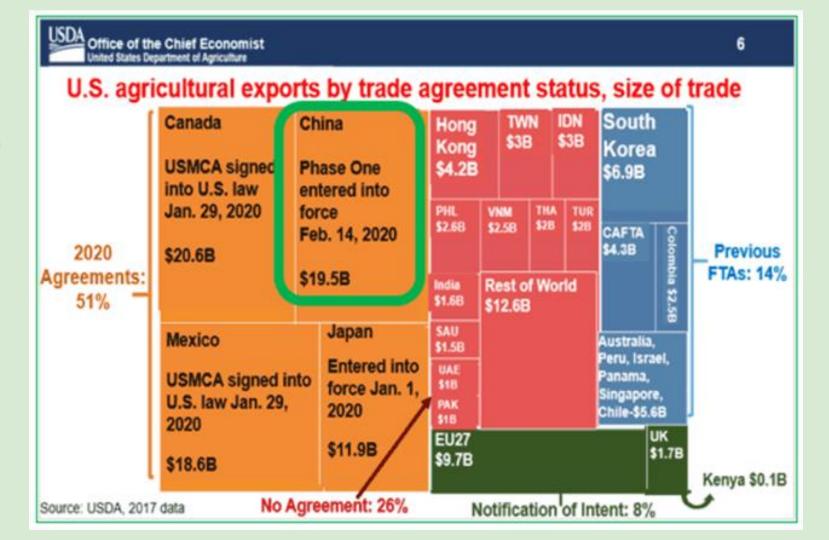
#4 VALIDITY











#8





"Simplicity is the ultimate sophistication."

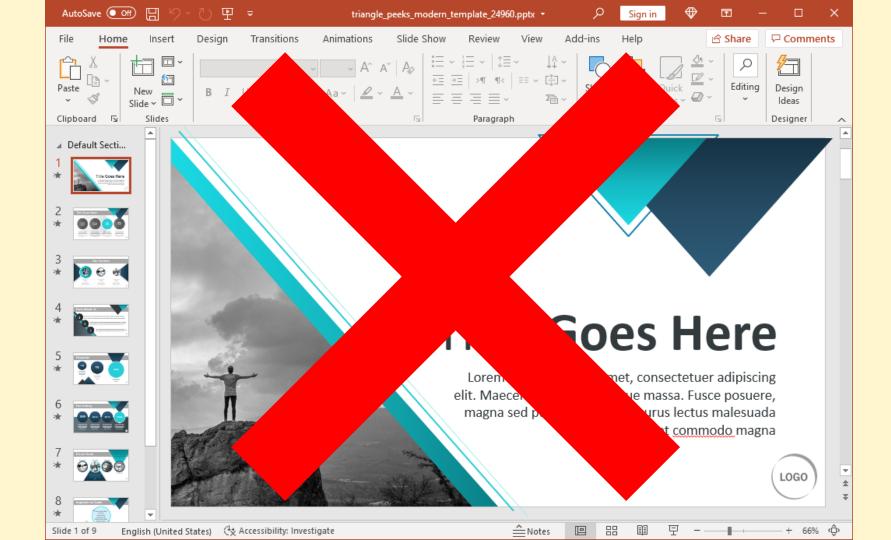
- Leonardo DaVinci



Primer Nuggets:

- Know your audience
- YOU are the presentation, NOT your slides
- Build Credibility
- Provide Validity
- Remember Perspective
- Craft a narrative
- Introduce data thoughtfully
- Show the most important information
- Keep It Simple Stupid
- Practice makes permanent









Emojis for everyone







- Since 1999 we have been using emojis.
- They allow us to communicate with others quickly and easily with fewer words.
- Now that they are used somequently around he world people are beginning to a k if everyone truly feels represented by the emojis available to mem.
- Designers around the world are beginning to think about how they can better characterise their communities in this medium.
- This graph shows user aspenses to the question of how likely they are to esestandard emoss compared to ones specifically designed in representation culture.
- You can see that by incorporating diverse content users are more likely to use this

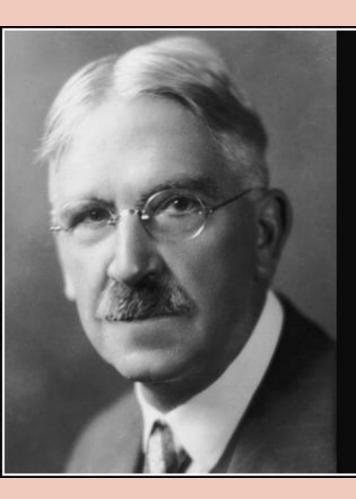


Reported emoji use per day in sample

ve offered a selection of users from different regions the opportunity to trial representative emojis. This graph demonstrates their use.







We do not learn from experience...we learn from reflecting on experience.

— John Dewey —

AZ QUOTES

What are two (or more) things that you noticed about your role/performance in the presentation that you feel you did well? Be specific.

What advice would you give yourself for the next presentation? Be specific.

What is something that a classmate did particularly well that you would like to emulate in your next presentation? Be specific.

