

## Instructions for PBL assessments

### *(1) Oral presentations*

Short oral presentations are vital as communication tools – think of the importance of the “elevator pitch” ! They are challenging because you have to get across key facts in a short space of time. So you need to be organized and practice.

The presentations should have a strong introduction that provides an informative background and introduces the challenge; description of the design and testing of your model and finally a conclusion that highlights the not only the benefits but also the potential difficulties.

Imagine that you are pitching your proposal to a team of scientific colleagues and investors with a solid understanding of biology.

These presentations are to be of 15 min duration with 5 min for questions and discussion.

There should be **no more** that 20 slides for each presentation (excluding the Title Slide). Each group member should speak for an approximately equal length of time.

Timing will be strict.

You must upload a copy of your Powerpoint to Blackboard before giving the presentation. A drop box for submitting Powerpoint presentations of your PBL stream can be found in the Assignments folder on Blackboard.

Please note – this is a theoretical experimental design task – there IS no right or wrong answer but your model needs to be scientifically accurate – based on what you have learned in your studies or can draw from the literature.

If you have not heard of it before – you might like to turn to iGEM for some inspiration to see what other young undergraduate students are doing in this space.

[http://igem.org/Main\\_Page](http://igem.org/Main_Page)

[http://2015.igem.org/Team:Stony\\_Brook/Description](http://2015.igem.org/Team:Stony_Brook/Description)

[http://2012hs.igem.org/The\\_Project](http://2012hs.igem.org/The_Project)

[http://2011.igem.org/Team:Missouri\\_Miners/Project\\_Background](http://2011.igem.org/Team:Missouri_Miners/Project_Background)

### **Marking Criteria:**

The marks will be awarded to the group with equal weighting on

- Quality of the slides and visuals
- Scientific accuracy
- Clarity of presentation – clear speech – is it engaging for the audience.
- Group effort – the presentation should not feel like 5 different talks, rather that there is a consistent and logical flow
- Answers to questions

## **(2) Video Task**

This task is not about making professional quality videos. You are welcome to be as creative as you like, however, the end communication must be scientifically accurate. By video we mean a visual multimedia presentation so it could be an animation, moving pictures, video etc.

Your job is to create a video of **between 3-5 mins** in length. The video must have a title sequence and feature your names. You must include any other attributions in the Youtube information. You must upload a copy of your video to Blackboard before the beginning of the session 3 of each PBL problem. A drop box for submitting video presentations of your PBL stream can be found in the Assignments folder on Blackboard.

In addition to visuals – you will need an audio track with narrative. You can of course also add background sound – but be aware of copyright issues – so either make some of your own (Garageband or make your own noises) or look for royalty free / creative commons content.

The final videos will be posted to a YouTube channel for you all to enjoy and learn from. You will also get a chance to vote for your favourite videos. As a prize for the best videos we will remake them using some professional equipment and software with help from our friends at Architecture and Design.

Making a video can of course be a challenging task. Like an oral presentation you need to storyboard a structure and narrative.

You can use any device you choose, mobile phone camera, video camera, Go Pro, SLR ! Similarly you can use any software – iMovie is easy as are the android versions – if you have Premiere Pro or Final Cut – please go ahead. Also feel free to use animations – things like the new Adobe Character are lots of fun and very easy to use. You can draw on pieces of paper or on the walls or in the sand... The use of selfie sticks is also sanctioned.

You should aim to make a good quality product with the resources that you use. You will be marked on the creativity, clarity, scientific accuracy and engagement of your piece rather than on the production values.

We appreciate that making videos can be a time consuming exercise – so manage your time appropriately to come up with a nice product. We are not expecting miracles !!

Some minor tips...

<http://www.socialmediaexaminer.com/create-social-videos-smartphone/>

### ***Marking Criteria***

The marks will be awarded to the group with equal weighting on

- Scientific accuracy
- Clarity of message
- Narrative and flow
- Level of engagement generated by storyline and presentation
- Overall quality of product – was care taken in the preparation.