

# Making Presentations

CMU 2022-23

1. What is a presentation?
2. What and how should be presented?
3. Using slides

# 3 Key Aspects

- Audience: Who is this for?
- Goal: What do I want to change?
- Time : How long do I have?

⇒ **Message**

# The Audience and the Goal

- Who are they?
- What do they know?
- What is the best possible result?
- How are they reacting?
- *Tip: Beware of content reuse!*

# Time

- Commitment with the audience.
- Key: Rehearsing (with less time).
- *Tip: 2 minutes per slide (on average).*

# Presentation

Communicate one  
concept to an  
audience in a limited  
amount of time.

# The Presenter

- Key Aspects: Clarity, Discretion, **Enthusiasm**.
- **Important**: what we know and can teach.
- **Not important**: who we are. (what is necessary to say).
- The speaker is us, not the univ./company.
  
- **Verbalize** your train of thought.
- **Don't verbalize** the presentation process.

# The Channel

- Keep it clean = Avoid noise.
- Prepare the location, yourself and devices.
- Avoid verbal or physical tics and quirks.
- Emphasize the essential.
- Who is feeling less involved?

# The Message: A Standard Paper Presentation

- The message must serve the goal!
- Tip: Constantly ask:  
*Is this needed?*  
*Is this working toward the goal?*  
*Can I reinforce the message?*



# A Standard Paper Presentation

- Title and Summary:
  - Informative: avoid “introduction”, “conclusion”, ...
  - Include credits.
  - *Tip: summary in the title slide.*

# A Standard Paper Presentation

- Title and Summary.
- Problem, Motivation, Goal:
  - Generally most important part!
  - Varies with the presentation type:
    - Science: Context
    - Commercial: Advantages, Gains
    - Academic: Place in Knowledge, Future Application.

# A Standard Paper Presentation

- Title and Summary.
- Problem, Motivation, Goal.
- Solutions:
  - Science: Contribution.
  - Commercial: Product.
  - Class: Concepts, Techniques.

# A Standard Paper Presentation

- Title and Summary.
- Problem, Motivation, Goal.
- Solutions.
- Practice:
  - Science: Implementation, Tests, Properties.
  - Commercial: Use Cases.
  - Class: Examples and Exercises.

# A Standard Paper Presentation

- Title and Summary.
- Problem, Motivation, Goal.
- Solutions.
- Practice.
- Conclusions:
  - Restate the relation problem  $\leftrightarrow$  solution.
  - Give pointers to further information.

# A Standard Paper Presentation

- Title and Summary.
- Problem, Motivation, Goal.
- Solutions.
- Practice.
- Conclusions.
- Q & A:
  - Listen to the question.
  - Repeat the question.
  - Be honest.

# Slides

- **Expose vs. Teach**
- Main **goal**: emphasys & time saving.
- Make them **simple**.
- Be very careful with **reuse**.
- Use graphical elements carefully.
- Be careful with contrast, detail and fonts:
  - “Those tiny numbers are...”

# Slide Design Models

- Models:
  - 2 minutes per slide, 6 words by 6 bullets.
  - “10, 20, 30”
  - Others: see videos in the references...

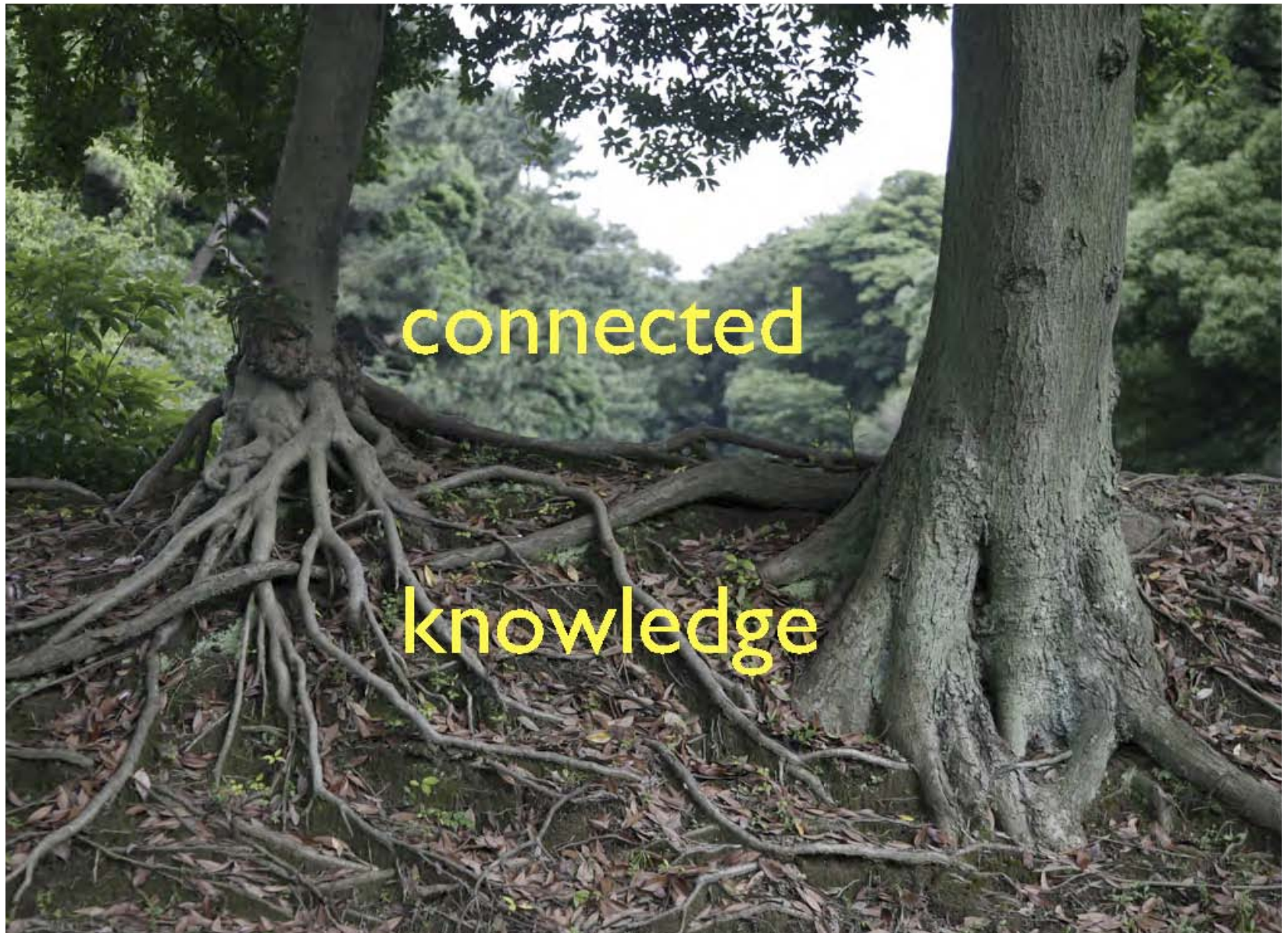


# Slides

- Emotions and critical points:
  - *Tip: Slides should not be handouts.*
- Speaker: detailed content.
- Practice transitions:
  - *Does the next slide work?*

# Figures

- Great speakers (almost) only need figures.
- Figures should be memorable models!!!
- Better **boring and clear** than funny and confusing.



A close-up photograph of two hands, one from the left and one from the right, both wearing dark suit sleeves and white shirt cuffs. The hands are holding a rolled-up banknote, likely a US dollar, between their fingers. The background is solid black. The word "connected" is written in yellow text across the upper part of the hands, and the word "knowledge" is written in yellow text across the lower part of the hands.

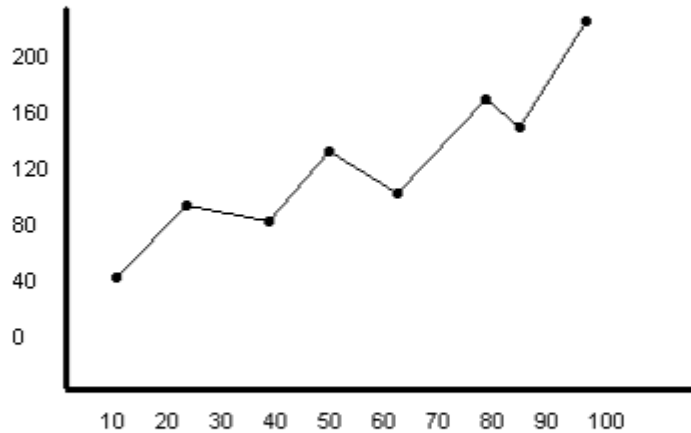
connected

knowledge

# Graphs

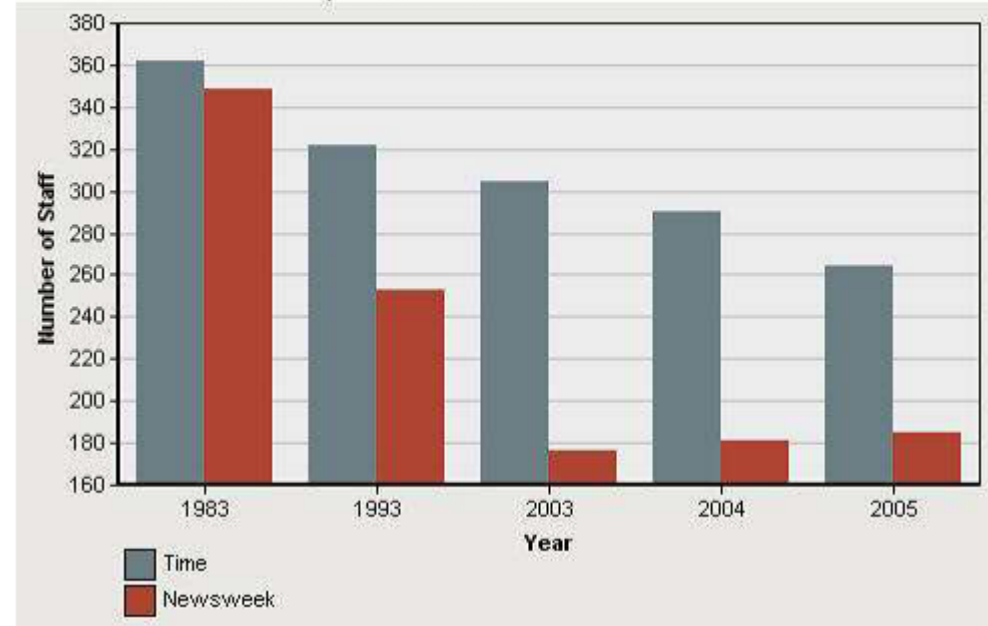
- Graphs: 1 message, readable, with a legend, with units!
- *Tip: explain the figure before making your point.*

# Bad Graphs



## NEWS MAGAZINE STAFF SIZE OVER TIME

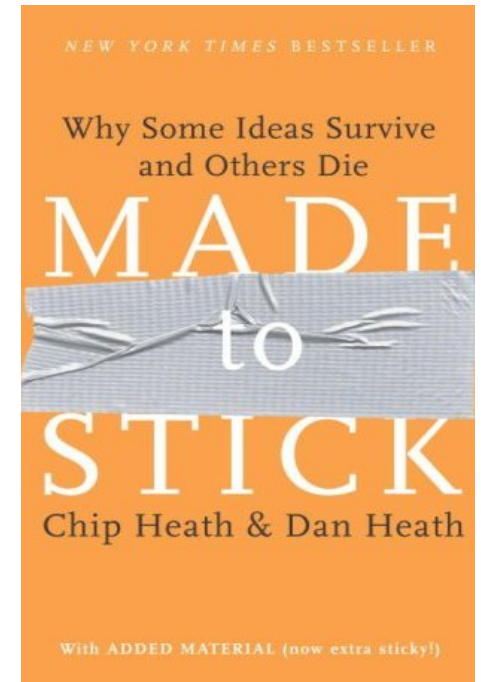
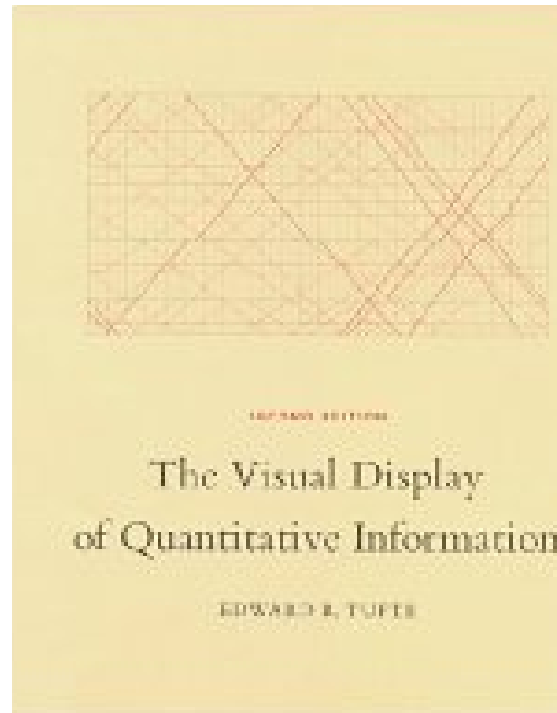
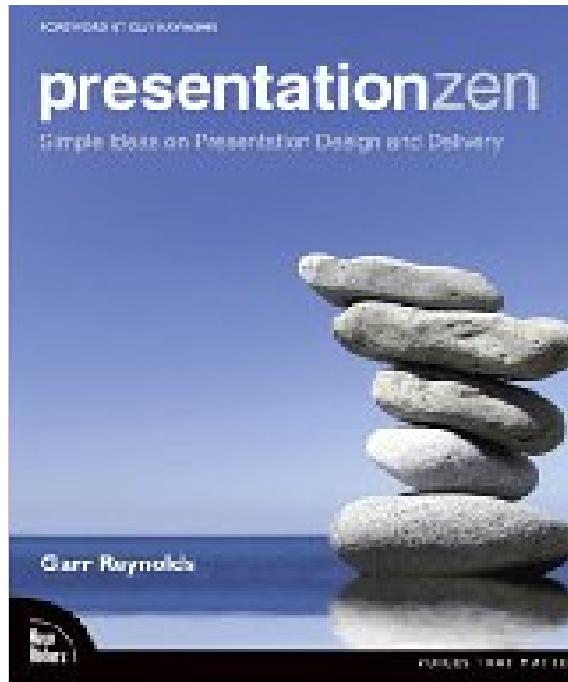
Time and Newsweek select years 1983 - 2005



# Conclusions

- A good presentation is:
  - Tailored for the audience.
  - Coordinated to reach a particular goal(s).
  - On time.
  - Clear.

# References





# Video References

- 3 min thesis:  
<https://www.youtube.com/watch?v=dh0pJdgY6Lc>
- Identity 2.0:  
[www.youtube.com/watch?v=RrpajcAgR1E](http://www.youtube.com/watch?v=RrpajcAgR1E)
- Clifford Stoll @ TED:  
[www.youtube.com/watch?v=Gj8lA6xOpSk](http://www.youtube.com/watch?v=Gj8lA6xOpSk)