

# THIS IS A PRESENTATION ABOUT PRESENTATIONS

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# DEMO DAY

- Presentations will be 4 minutes in duration, scripted and accompanied with a video.
- Every person on your team must speak for a significant amount of time.

**YOUR PRESENTATION IS YOUR  
PROJECT.**

# PRESENTATION OUTLINE\*

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# INTRODUCTION



# INTRODUCTION

- The first speaker should introduce themselves by name and then each of their teammates by name.
- The name of your application.
- The first words you speak should be cordial and welcoming.





Smile! Be happy to be there. Be excited to be there.





*“Hello and thank you for joining us today.*

*My name is Dakota and these are my teammates  
and friends Geoff (point/wave/smile), Corey (p/  
w/s) and Brian (p/w/s) and we are the team  
behind your new go-to lunchtime app:*

*Lunchcapades!”*





# APPLICATION OVERVIEW



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- ◉ What is your application?
- ◉ What problem does your application solve? What was your motivation for creating it?
- ◉ What are the major features?
- ◉ What are the unique, interesting features?



# SOLUTIONIFY YOUR APP

Introduce your app as a solution to a simple, relatable problem.





# THINK ABOUT USER FLOW

How does one use your application, start to finish?







# HOW YOU BUILT IT





**YOU ARE TRYING TO SELL  
YOURSELF AS A CREATIVE AND  
TECHNICALLY CAPABLE PERSON.**

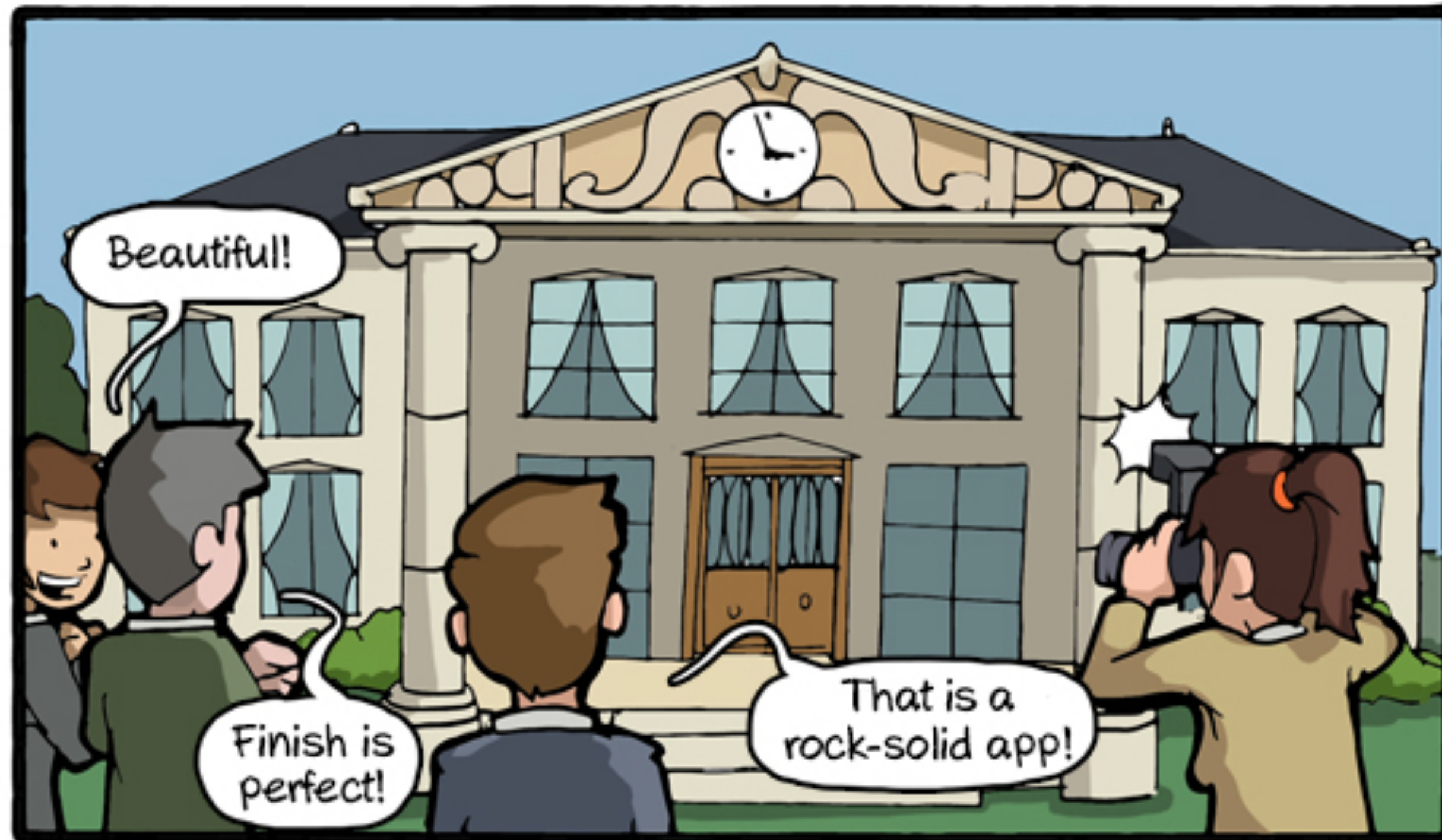
# HOW YOU BUILT IT

- ◉ Address difficult technical challenges you encountered.
- ◉ Show technical diagrams if it better addresses what you are describing.
- ◉ Keep it high-level. Don't talk about variables and functions; talk about architecture and tools.
- ◉ Talk about decisions you made, not simply how you got it to work, but how you got it to work in the best way possible (performance, scalability, flexibility, readability).

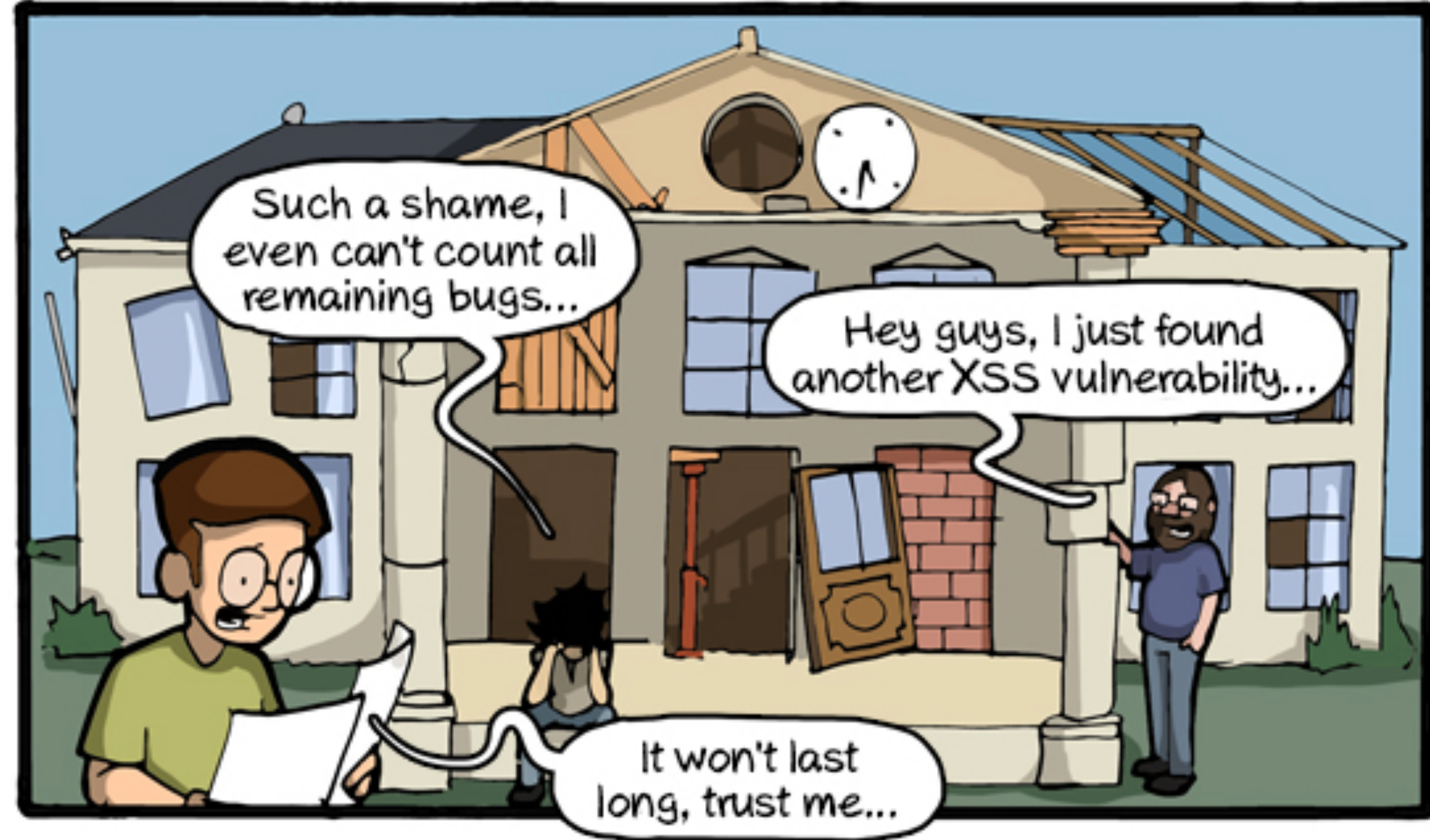
**DON'T TALK ABOUT  
EDGE CASES THAT  
DON'T WORK**



How people see my application



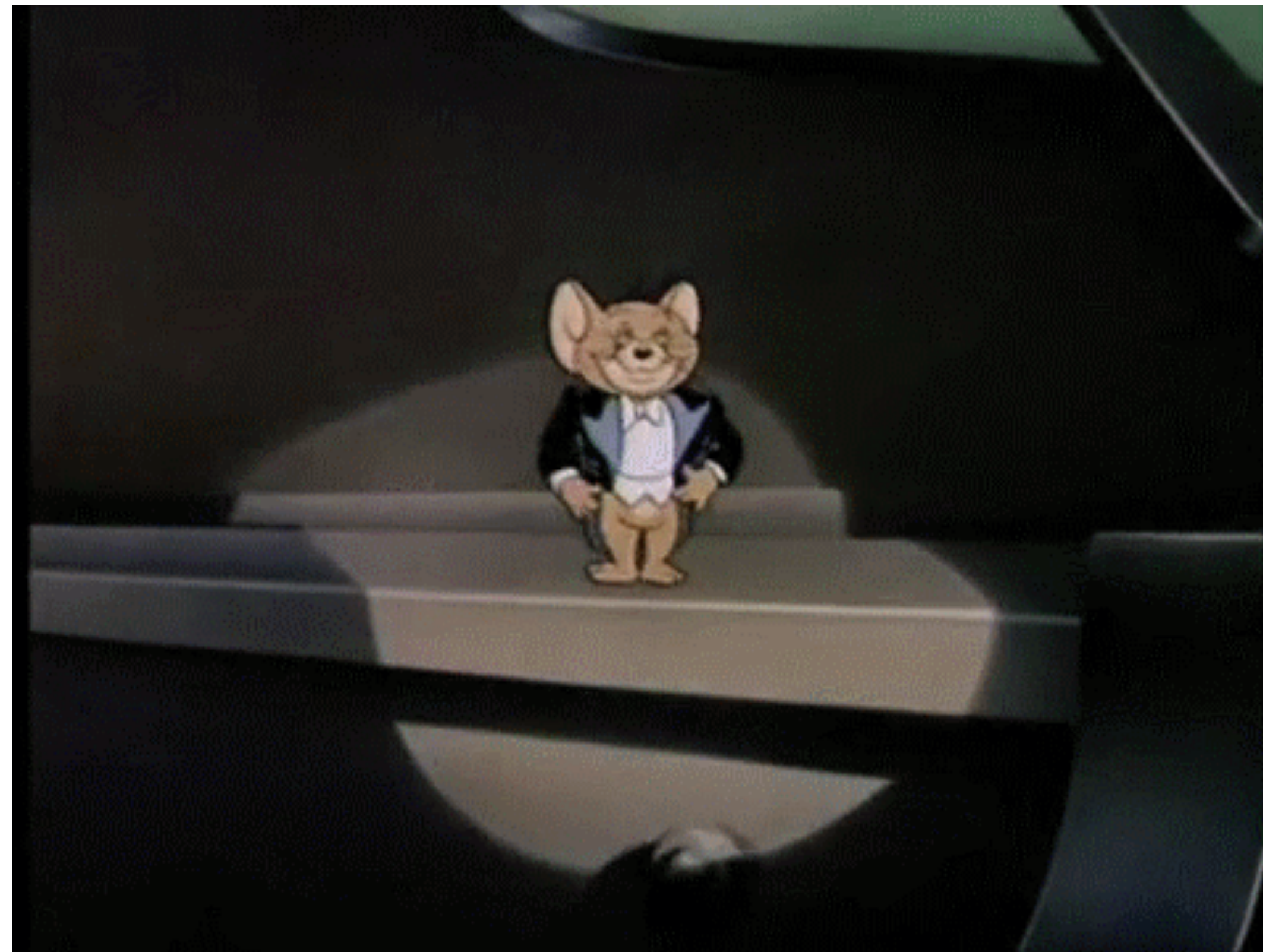
How I see my application







# CONCLUSION





# CONCLUSION

- **You should be deployed** and you should invite the audience to both try your application and check out the code you've written on Github (use the weekend).
- A heartfelt statement about how much you learned while working on this application and/or how much you enjoyed working with your teammates will have the effect of making yourself and your team seem hard-working and compassionate.
- Say thank you, obviously.

# SCREENCAST

(Use Camtasia 2)



# WHY A SCREENCAST? (Use Camtasia 2)



# WHY A SCREENCAST? (Use Camtasia 2)

- Nothing unexpected will happen.
- You can show more easily and effectively.
- Timing a script to a video is easier than synchronizing your speech with a human driver.
- To make up for the “lack of realness” of a video, you will have your application deployed for the audience to try out.

# AN EFFECTIVE VIDEO

- Has data (users, messages, content), not like a joke — simulate the best use-case
- Has diagrams to visualize being described
- Has animation to ease into a new concept, all that





# REHEARSING





# REHEARSING

- Rehearsals should be often and many. You should have presented live dozens of times before the big day.
- You should take open feedback warmly and iterate your presentation in order to improve each time.
- This is a good time for you to get used to using the microphone.
- Don't forget about choreography!
- Everyone should be practicing.

# PUBLIC SPEAKING

- Practice with the microphone. Not too close, not too far. Learn to control that hand from gesturing as you talk to keep its position.
- Do not speak too fast and do not mumble. Relax!
- Do not face the projector. Face the crowd. Your toes should be pointed towards the audience.

# WHEN NOT SPEAKING

- Smile, dammit!
- Stay in sight. Do not cower behind someone else. Use the space you have.
- Have one person "driving" the video at any given time in case you need to pause or play.

# ASSORTED ADVICE

- Do not use the word **I**; use the word **we**.
- Humor is effective; don't be afraid to use it.
- Prepare yourself to answer a difficult question. Brainstorm and anticipate what these questions will be so you will have a great answer seemingly off-the-cuff.



**BE CREATIVE.**

# YOUR PRIORITIES

1. Prepare and rehearse your presentation
2. Deploy your application and attach a domain name
3. Fix **hyper-critical** bugs (screenshot affecting only)
4. Tweak design
5. Write documentation and tests (Customize your README)
6. Refactor code to be more elegant
7. Work on small/edge-case bugs or new features

# Tips

- **Make it short! 4 minutes or less**
  - You are going to be repeating this to a lot of people
  - Have all your examples, transitions, alternate states, logins, etc. ready to go in separate app instances / windows / desktops / screens etc.
  - ...*minimize* setup / teardown / resets
  - Have everyone's names and headshots at the beginning
- **For a non-technical audience**
  - Prepare explanations for more technical aspects (metaphors / similes)
  - Be ready to talk about *your* contribution
  - Going off-script to answer questions is good (keep audience engaged)

# SCHEDULE

Thursday	2:30	Begin writing Script
	3:30	Initial Table Reads
	4:30	Begin Screencast
Friday	10:30	Practice with draft screen cast
	2:30	More practice with screen cast
	5:00	Chris explains Demo Day
Monday	10:00	Final Dress Rehearsal
	12:30	Lunch
	2:00	Special Presentation
	2:15	Main Event
	5:00	Update your README



