Making a
Presentation

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Part of the assignment for this module is to 'present' your idea for the essay that you will write. You are expected to deliver this presentation in week 9. You will have a maximum of 7 minutes for the presentation.

This presentation from me (Chris Jennings) is to give you a few tips about giving such a presentation. By giving you this assignment we hope to give you some experience in speaking and communicating your ideas to an audience. You will find in your future careers that you will often be expected to deliver a presentation and even to 'pitch' competitively for a project or job.

This presentation is very short. Just a few ideas.

Simple Rules:

- **Speak slowly**
- **Speak loudly**
- **Introduce yourself**
  - first slide with your name on it

This is a performance. You are communicating through speaking and body language.

Don't:

- **Look at the projected screen**
- **Hide behind the hardware**
- **Rush**
- **Apologize**
- **Mumble**

It is easy to get into bad habits when presenting. This is different from just talking close up to someone. Speak up.

Here are some things NOT to do.

Make sure to:

- **Prepare**
  - as much as possible
  - do research
  - Rehearse
    - This will foster confidence
- **Create notes for yourself**
  - and possibly for your audience
  - but don't read from a text
- **Smile!**

Sometimes, through my own mismanagement, pressure of work and just life, I tend to leave preparation till too late! You try not to. Prepare prepare prepare. This will give you confidence.

Notes are useful. I'm writing some now.

Perform:

- **With enthusiasm**
  - – be passionate
- **Be confident**
  - – It helps to have prepared
- **Sound knowledgeable**
  - – Research your idea

You are on the stage. Be professional. I hope that you are convinced by your own idea. Maybe you have to act that you are convinced by it, so that you can inject some enthusiasm into your talk.

The technology:

- **Test your presentation**
  - make sure the thing works
  - try on a different computer from your own
  - keep it simple
  - take a backup!

- **Use multimedia**
  - only if you need to!
  - don't try to compete with audio

- **Don't use 'rare' fonts**
  - unless you present from your own computer

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You don't have to use technology. Some people still use OHPs. It is highly likely that you will want to practice a part of this culture that uses presentation techniques with Powerpoint and a projector such as this. Get familiar with it.

Slides:

- **Create a structure**
  - Use 'outlining' as a way to develop ideas
- **More slides / less content on each**
- **Bullet points are headings**
- **Pace the slide sequence**
  - Less than 2 minutes on each slide
- **Not too much detail!**
- **Check the speling!**

Good design is going to count for an awful lot. Especially is you are pitching for a web design job or project.

On the slides:

- **Introduce the idea**
    - 'This is what this is going to be about'
- **Use graphics to illustrate your points**
    - Make the slide look good
- **Finish with a summary**
    - Define the idea with a title

Your presence:

- **Look at the audience**
  - Try to make eye contact with everyone
  - Smile

- **avoid getting in the way of the screen**
  - Set things up so you can be to one side

- **Don't fidget**
  - Only touch the mouse or keyboard when you need to

- **Don't move around too much**

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Body language is very important. If you are going for a job pitch, then you want to sell the idea and yourself!

Most important:

- **Introduce the talk**
- **Do the talk**
    - Don't go over time
- **Finish with a summary**

You need to start with the introductions:

First yourself. Don't apologise! Give some background.

When delivering the talk keep an eye on the time. Rehearsal would be a good idea even if it's just to time the presentation.

Leave the audience with something dramatic to finish with. Don't go back over the detail but just sum up with, perhaps, a final revelation, or what you might leave with your audience. Maybe you could leave them with a web site address where they may find further notes on this presentation.

www.pagetoscreen.net

You will find some notes for this talk and some web links for further advice on presentation giving

Leave with a web address