

Introduction to planning a presentation

Decide ...

On your **topic** ... what do you want to
make the presentation about

Decide ...

- Decide what **type** of message you are going to present

this is your method of presentation!

message types ...

- **Informative** presentations
 - When you are trying to get some **information or knowledge** across to the audience
- **Persuasive** presentations
 - When you are trying to get the audience to **do** something

remember this!

take action!

Decide on the purpose ... the goal

- Before you begin –
 - decide what the audience should **know** at the end of your presentation, or
 - decide what the audience should be able to **do** at the end of your presentation
- this is your purpose!**

Look at your target audience

- **Who** are they?
(a room full of people? a few people?)
- **What** do they already know?
(or what is their knowledge of the topic?)
- **What** do you need to present to them to get them to the new level of knowledge?
(or what do you need to include?)
- **How** are they going to view your presentation – on a tablet, on a phone, on a laptop, a desktop computer, as a rolling presentation, using a data projector?



Gather your information

- BEFORE you begin creating your presentation
 - identify sources of information which are consistent with the topic
 - then gather this material eg from the Internet (including references – necessary for Copyright)
 - then organise the material to suit the topic / purpose / target audience eg using Word

Think it through ...

- Invest time in thinking through your presentation
- Make sure the information you collect will allow you to get your message across
 - Do you have information that will give you an “introduction”, a “middle” and an “end”?

What do you want it to look like?

Now it is time to look at **Design**

“Graphic design is the process and art of combining text and graphics to communicate an effective message using any type of visual communication. “

Background

- Choose a theme or background that is NOT a distraction
 - Notice the background I am using – it fades into the “background”
 - Dark backgrounds are better with light text ‘floating’
- Focus on the content – not the look
 - The text becomes the focus of your attention

TERRIBLE!

- How will you be able to see the text, to focus, to “get the message”

Too busy

- The graphics are a distraction from the message
- Backgrounds should be just that - backgrounds!
- Keep the focus on the content!



Presentation format ...

- Before you begin creating your presentation, think about the following design elements:
 - Colours
 - Font type
 - Font size
 - Bullet points
 - Animation
 - Graphics
 - Tables of numbers

Colours ...

- Choose high contrast colours
 - Dark background - choose light text
 - Text can be easily seen
 - Light text floats on dark background
- Test your presentation if using a projector
 - the colours may appear duller

Font types ...

- Headings

- You **can** choose a different font type
Sans Serif eg this one
- then use another for your bullet points
(personally I think this is messy!)

- Lots of text

- Reduce the text to bullet points
- Talk to the bullet points
- Use line spacing to improve readability (look at the items under Headings)

Font sizes ...

- Choose font sizes that are large enough to be read at a glance
 - Titles or headings 36 to 44 pt size
 - Don't go below 24 pt size
If it's too small, no one can read it
- and then -
purpose of presentation will be LOST!

Using bullet points when you are presenting your presentation ...

- Bullet points deliver key ideas

=

- 6 by 6 guideline

- Each bullet – try for a maximum of 6 words
- Each slide – try for a maximum of 6 bullets

Build bullet points ...

- **Build** bullet points one by one
 - Use automatic animation
 - Set the timing so that each bullet point can be read
 - Speak to individual bullet points – no animation
- **Ensure** all information is included
 - Use indenting so that your audience is aware (and can follow) which idea you are **expanding** on
 - When you change ideas, change the level of indent
- Space your bullets out for easier reading

Your bullet points
plus
everything you say
equals
“your message”

• Bullet

+



=



Avoid movement of slide
elements

even more **DISTRACTION!**

- Don't fly in
- Don't zoom
- Don't spiral

DISTRACTION!
more **DISTRACTION!**

- Takes longer for the audience to focus on what is being said

Animation ...

- It may look like fun but ...
- Use either “appear” or “box” as your animation then the text or graphic appears right where you want it
- Faster focus, easier reading

Graphics / pictures ...

- Only use graphics/pictures if they ADD to the message (see next slide)
- If they don't ADD to the message they DETRACT from the message

- Describing a place or event?
 - Show a picture of the place/event with a caption highlighting your key information
 - Make sure you use only copyright free images or images you own
 - Or include the URL if you have copied the image from a web page

<http://www.hawkesbaynz.com/index.php/food-wine>



<http://www.aucklandnz.com/pasifika>

Come to
EIT student village

- Adds to the presentation



- Pictures stir emotions ~ audience becomes involved more through emotions than text
~ these girls look happy! You can too!
Miríama took the photo on her phone so she owns the copyright.

~ “Miríama and Josefa will be there!
Come join them and have fun!”

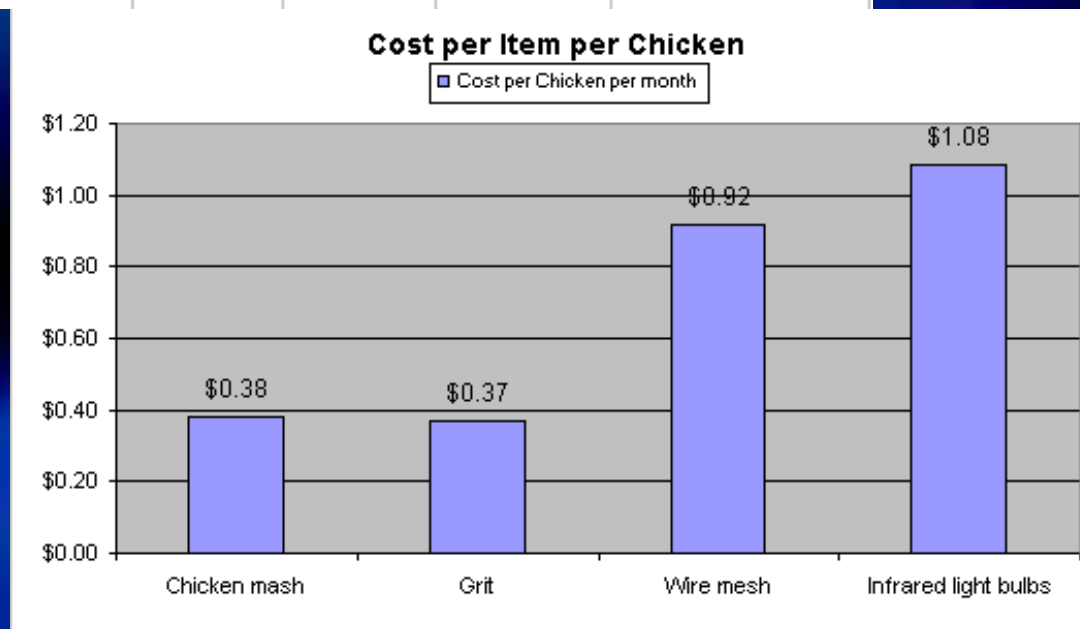


Tables of numbers

- Consider if a chart would better highlight the point you are making
 - Are you showing a trend?
 - Are you showing a comparison between two data sets?
- Include text on the chart to highlight the key point of the chart

Chicken Feed Budget				
Gay Robertson				
				Cost per Chicken per month
Item	Quantity	Per Item	Final Cost	
Chicken mash	10	12.50	133.59	\$0.38
Grit	2	60.00	128.25	\$0.37
Wire mesh	20	15.00	320.63	\$0.92
Infrared light bulbs	100	3.55	379.41	\$1.08
Total Cost	132		\$961.88	

Numeric data
in a worksheet



Presented
as a chart

Which is easier to understand?
The chart or the numbers?

Think it through ...

- Invest time in thinking through your presentation
- Plan how you will deliver your message from start to finish
- Make sure the information you are using allows you to follow a logical order for effective communication
 - It **MUST** make sense!
 - Do you have information that will give you an “introduction”, a “middle” and an “end”?

What you need in a presentation

- Title slide
 - What's it about?

Look back at your topic - it is generally the main title

Your Subtitle is often your name or the Company name or the designer's name

- Optional second slide – an outline of the presentation

- How you will cover the purpose

eg like an index at the front of a book,
just a list of the main points

“This is what you are going to see!”

- Detail slides

- Content is made up of

- Data which has been supplied for you to edit, or data which has been copied from a source for you to edit
 - Images which have been supplied or copied from a source
 - Numeric data which you need to produce as a chart
 - Remember - stick to good clean design practices that will make your slides clear and easy to understand for your audience

- End slide

- Could be a “wrap up” or “summary” slide
OR

- Could be ethical issues covered eg references to websites, copyright material, access dates
(or these could have been included on the relevant slide)

- PLUS a black “end” slide

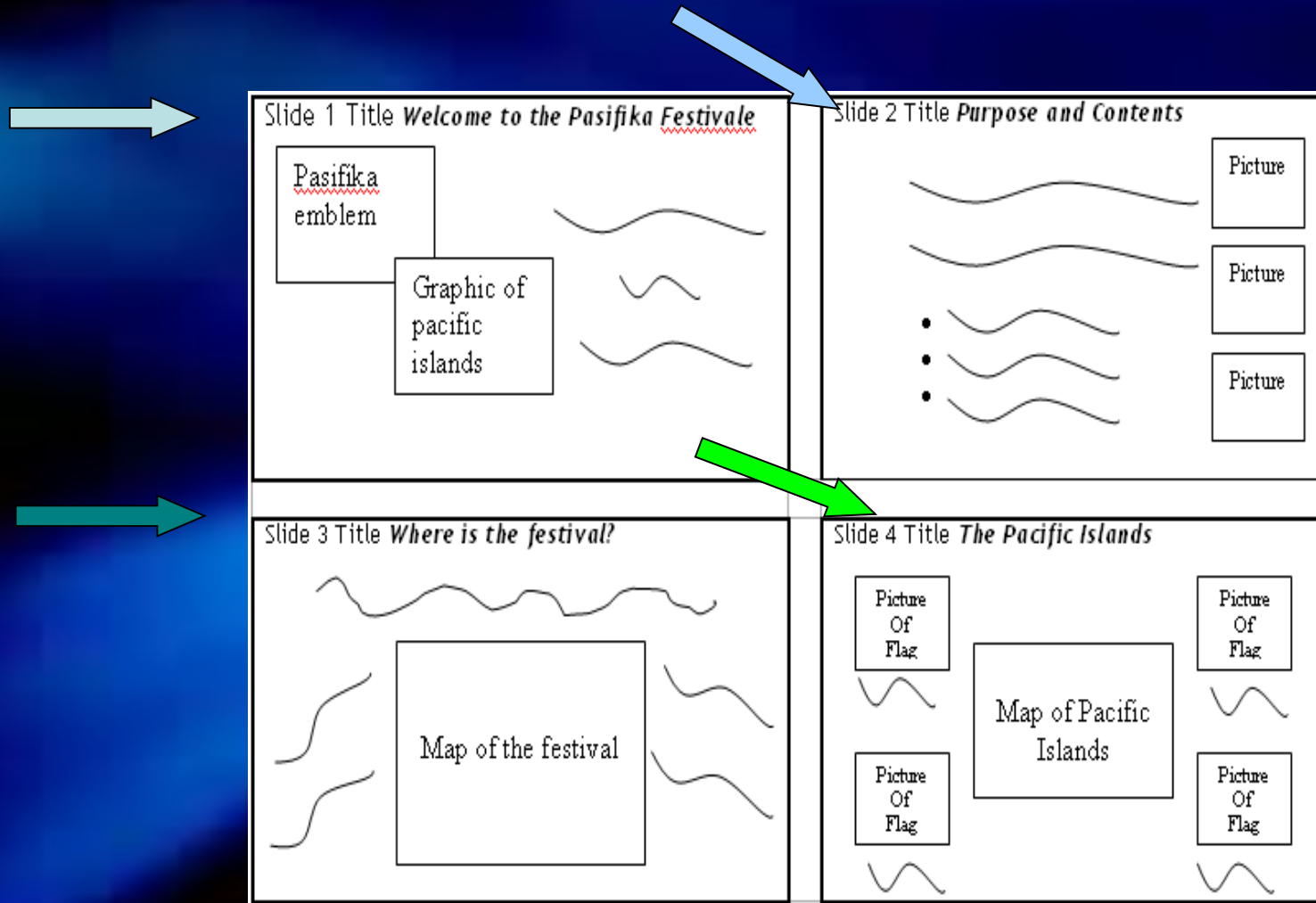
Now we need to develop a
storyboard

What is a storyboard?

- A storyboard can be a simple outline of what will be included in each slide

Slide 1 (topic/purpose plus your name and the name of the Company if appropriate)
Three lines of text eg one here centered line of space next line centered line of space next line centered and larger One graphic on the right – the company logo
Company logo.png
Introduction to Computer Hardware By Your name

- Or a storyboard can be a hand-drawn concept of each slide



What will you do with a storyboard?

- The storyboard will be your guide to help you create the presentation
- Things to remember:
 - Each slide should enhance your message not detract from it
 - Use graphics if they add to the message
 - DO less on each slide, don't let animations take over

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Fill in your storyboard ...

- Remember – keep it simple – fill in the outline or draw it by hand
 - show roughly where objects are to be placed
 - include a “title” indicating what will be on that slide
 - the content must meet the purpose

You have finished your storyboard

- Now it's time to begin creating your presentation, slide-by-slide, based on your plan and storyboard