

Proposal Presentation

Senior Design I

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Big Difference between Written Report and Oral Presentation

- Pace
 - Written Report:
 - Readers
 - own pace
 - control the amount of time
 - parts and order
 - Oral Presentation:
 - Listeners
 - must keep up with the speaker
 - no control over the time and top

Big Difference between Written Report and Oral Presentation

- Content and Order
 - Written Report:
 - scan, reread, refer from text to illustrations and back, or stop to consult another text or a dictionary
 - Oral Presentation:
 - depends on the speaker making everything clear and in logical sequence
- Feedback
 - Written Report
 - No quick feedback to writers
 - Oral Presentation
 - Immediate Feedback to presenters

Big Difference between Written Report and Oral Presentation

- Length:
 - Written Report
 - vary substantially
 - Oral Presentation
 - carefully planned not to exceed the allocated
- Nonverbal Cues
 - Written Report
 - less dependent on nonverbal cues
 - Oral Presentation
 - Strong Role of Body language, tone cues

Process of Developing a Presentation

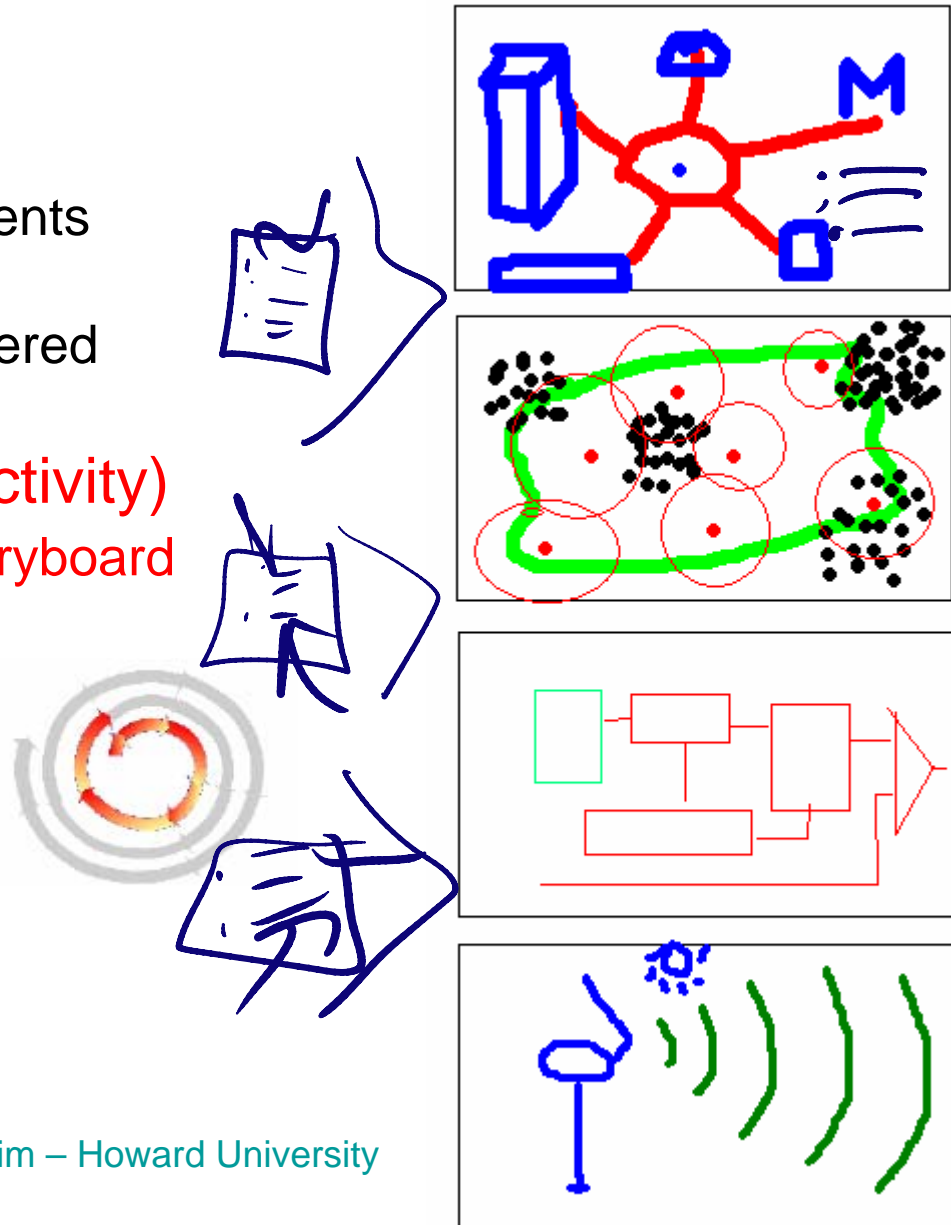
- Slides for Presentation Assistance
 - One nice figure is better than a thousand words.
 - Discrete, not continuous
 - Much more visually-oriented
 - Layout and Appearance are critical
 - Paired with Live Communication
 - Slide Storyboard
 - Deep Outline → Rough Layouts for slides → Storyboard

Storyboards

- What is a storyboard?
 - “a series of diagrams that are used to depict the composition of a *video segment* (oral presentation)”
- Steps in storyboarding
 - Develop a rough story line of presentation
 - Plan number figures to summarize the story
 - Printout each figure following the story line one a separate sheet of paper and assemble into a storyboard
 - See if you can make out the story from the figures.
 - Add, delete, and revise figures and bullet points to support the overall theme

Construction of Presentation

- First Cycle
 - Audience and Requirements defined
 - General topics to be covered identified
- **Second Cycle (Class Activity)**
 - **Generation of a slide storyboard**
- Third Cycle
 - Detailed Design
- Later Cycles
 - Editing based on dry run



3 dimensions of Oral Presentation

- **Content**
 - Correct delivery of key messages
 - “Dora the explorer” method
 - “Tell them what you are going to tell them (Outline)
 - Tell them (Main Body)
 - Tell them what you just told them” (Conclusive Summary)
- **Visuals**
 - “Everything on a slide must contribute to its purpose”
- **Delivery**
 - Effective Presentation

Presentation Content

- Effective use of repetition through the presentation
- Outline early, Summarize the key points at the end
- Necessary amount of information to convey message – Important highlights
- Hold audience interest: reinforce the motivation for the work being presented.

Presentation Visuals

- Start from storyboard
- Begin from the objectives of presentation
- Determine the purpose of each slide
- Make sure that everything on the slide contributes to its purpose
- No more than 2 ideas per slide
- Replace a text-dominated slide with a simple figure with legend
- Bulleted lists
 - Show contents without writing complete sentences
- Spell out acronyms and abbreviations
- Avoid unnecessary animation – use only that assists the clarity of presentation

Presentation Delivery

- Remember “You are better presenter than you think”
- Present in a relaxed, yet professional way
- Convey precise technical information clear to audience
- Practice, Practice, and Practice

Delivery Tips - Voice

- Avoid reading slides word for word
- Project your voice and keep your head up and speak so that those in the back of the room can hear you
- Speak at relaxed pace
- Avoid repeat sayings: “basically” “umm”
- Maintain precision
- Use complete sentences when speaking and avoid pausing for too long
- Strong and Impressive Conclusion

Delivery Tips – Posture and Body Language

- Maintain Eye Contact with audience
 - Pick 3- 4 people in different places, & rotate
- Avoid twitching, swaying, or snapping fingers
- Avoid your hands in pockets or crossing arms
- Dress appropriately

Delivery Tips – Answering questions

- Cannot be fully planned ahead of time
- Try to anticipate questions
- Advice for handling questions effectively
 - Make sure you understand the question
 - Knowledgeable humility is the best ally
 - Avoid belittling question asker
 - Use questions as a means of clarification
 - Learn from the questions
 - If you don't know the answer, say so.
- Repeat the question, in a large room, so that everyone knows what it is

Presentation Format

- Interesting and attention grabbing introduction
- Tell what you are going to tell
- Tell
 - Background
 - What: Problems and Current Status of Arts
 - Why: Needs and Benefits
 - How: Solution Approaches and Preliminary Results
 - When: Timeline and Milestones
 - Who: Tasks and Assignments
- Conclusion
 - Clear and impressive conclusion by telling what you told

Proposal Presentation Format

- **Cover (1 slide)**
 - Title and Members
- **Background (1 slide)**
 - Background of the project (industry, technology, customer, etc)
 - Needs and demands in customer's point of view
- **Problem Formulation (2 slides)**
 - Refined Problem Definition in Engineering point of view (1 slide)
 - Design Requirements (1 slide): emphasis on alternative solutions, knowledge contents, and constraints
- **Current Status of Art (1 Slide)**
 - Prior art and available technology, weakness, etc
- **Solution Approaches (3 slides)**
 - Overall introduction of the technology field (with system level schematics) and summary of the alternative solution ideas (1 slide)
 - Explanation of the first and major solution approach (why this may work)(1 slide)
 - Explanation of the other solution approaches (1 slide)
- **Tasks and Project Management (1 slide)**
 - Assigned tasks for finding solutions and solution implementation
 - Timelines and milestones
- **Verification Plan and Deliverables (1 slide)**
 - Evaluation plan of the solution
 - Deliverables
- **Costs and Resources (1 slide)**
 - Rough budget
 - Resources available and resources needed
- **Conclusion (1 slide)**
 - Crisp and clear summary of the proposal

Team Presentation

- **Format**

- Equally divided presentation times
 - First, tell the audience who is going to talk on what
 - Take turns
 - Then, the first person concludes
- Dialogue Style presentation
- Tag team presentation
 - Anchormen and remote correspondents

- **Tips**

- Plan ahead and do practice, a lot.
- Everyone should share the presentation
- Smooth Transition from a presenter to another
 - A presenter should wrap up own segment,
 - then build a bridge that links what they said to the next
- Decide Position and Roles in advance
 - how you will position yourselves
 - who will be where and
 - what they will do while another member is speaking'
- Take pains to make sure that
 - everyone in the group is doing their share
 - Everyone performs well on your presentation

Effective Technical Communication -Summary

- Precise and Complete
- Grab and hold audience interest
- Present materials understandable by audience
- Preserve simplicity
- Eye Contact
- Check Audience
- Be Prepared
- Practice and take pains
- Roles and Smooth Transitions
- **Please, no “acknowledgment” slide. Not yet!**



Reminder

- **T NOV11**: Electronic Submission of presentation file (.ppt)
- **W NOV12**: Presentation (in-class)
- **F NOV14**: Electronic submission of the 2nd version of proposal (.doc)
- **T NOV18**: Electronic submission of the final presentation file (.ppt)
- **W NOV19**: Presentation in front of Review Panel
- **W DEC03**: Electronic submission of Final Proposal (.doc)
- **W DEC10**: Submission of approved signed proposal (paper)