Proposal Presentation

Senior Design I

Charles Kim – Howard University

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 to|

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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
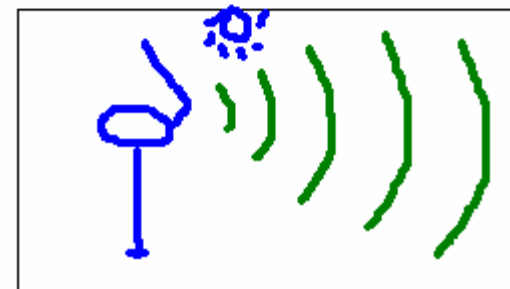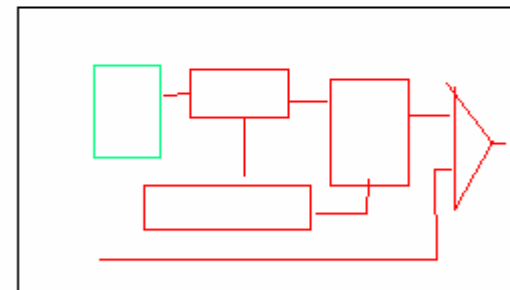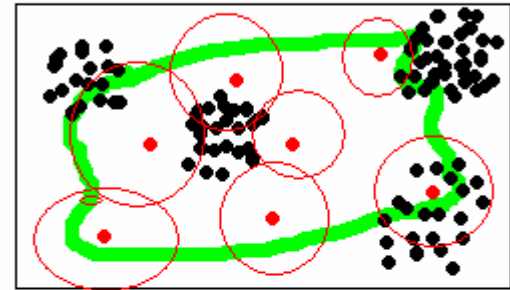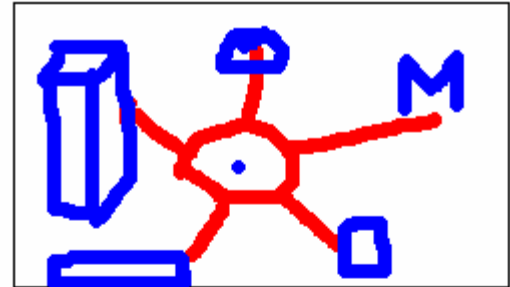
3 dimensions of Oral Presentation

- **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 contributes 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

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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)** Charles Kim – Howard University
  - 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 nex
  - 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

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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!

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