

Seminar

HowTo: Presentation

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Michael Kern, Alexander Kumpf,
Prof. Dr. R. Westermann

Computer Graphics and Visualization Group
Technische Universität München

tum.3D

Presentation

- **Requirements**
 - Topic
 - Place / Time
 - Slides
 - ~~— Handout~~
 - Time limit
 - ~~— Dress code~~

Presentation vs. Reading

- **Reading**
 - Own speed
 - Non-linear
 - May repeat parts
- **Presentation**
 - Presenter is in control



Audience only hears presentation once, keep attention up

Define your goal

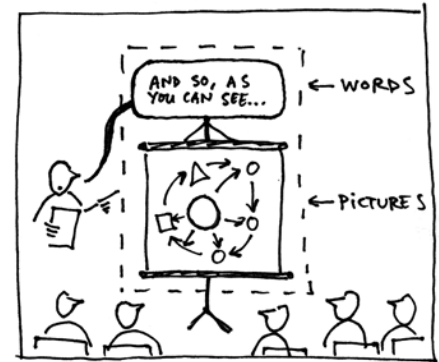
- Target audience
 - Who do you present to?
 - What's their expectation?
 - What knowledge do they have?
- Goal of presentation
 - Eg. Teach, convince, inform, inspire
 - Different goals need different approaches

Limit yourself

- **Focus on the essentials**, time is limited
- **Avoid too much content**, select most important items
- Question every slide: Is it really necessary?

Presentation speed

- Talk and slides should complement (not contradict or have redundant information)
- Audience can not focus on listening and reading
 - Too much text reduces attention
 - Don't read from slides
 - Keep connection of speech and slides
 - Eg. support speech by figures



THINK OF A POWERPOINT
AS A SERIES OF COMIC BOOK
PANELS....

<https://austinkleon.com/2008/05/13/for-successful-powerpoint-presentations-look-to-cartoonists/>

Keep audience with you

Limiting factors:

- Boring speaker
- Uninteresting topic
- Time of presentation: before break / after lunch / late afternoon
- Smartphone
- Sickness
- Personal problems

Some may be out of your control

Observe audience: Attentive? Confused?

- Talk slower, ask question to gain attention

Creating presentation

- **Start with a storyboard**
 - Define structure of talk first
 - Don't start with presentation tool
 - Define **common thread** (“roter Faden”)
 - Don't focus on details (eg. figures and fonts)

Structure

- First and last slide are most important
- Begin:
 - Impress the audience!
 - Title: may already contain content
 - Motivation/Goal
 - Outline (in appropriate detail, avoid the obvious)
 - No table of content for short talks
- Main content
- Conclusion
 - **One** well thought slide
 - “Take-home-message”
 - Images
- No “Thank you!” slide

Design - Template

Think about

- Pros and cons for page numbers / status
- Title of presentation on every slide
- Logos / Colors (TUM corporate design)
- You may use TUM3D Template

<http://www.cg.in.tum.de/teaching/teaching/winter-term-1718/proseminar-bachelorseminar-how-to-make-a-pixar-movie.html>

Design

- Professional
 - ◆ Well designed slides create credibility
- Be consistent
 - ◆ Design changes can be used to show importance
- Use appropriate size of graphics and text

Design

- **Professional**
 - Well designed slides create credibility
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Use meaningful headlines

- Enforce **main point of slide**
- Help with orientation (audience and speaker)
- May reduce words on slide
- Use active
- max. two lines

The Slide of Cognitive Overload

- I pasted a long description, quote, excerpt, definition or case that will take up every single line available on this slide and, though I may either read this verbatim, tell you what this is and why it is important or point out key points within the paragraph, you will get almost nothing out of it because, the mere existence of a block of text on a slide will either 1) cause you to look away with disdain, breaking your attention, thus making you miss something important I said; or 2) force you to read while I am talking, putting two voices instead of one in your head, thus making it unnecessarily difficult for you to pay attention to whatever I am saying.

<https://medicine.iu.edu/blogs/meded-matters/tips-for-maximizing-the-impact-of-powerpoint-presentations-part-i/>

Slide design

- No text-heavy slides, **use figures (cite!)**
- Question bullet point: really necessary?
- Be careful with math. Formulas
- Use **relevant** figures
 - **Explain**, beyond the obvious
 - Use labels
 - References
- **Not too much** content per slide
- Avoid similar following slides

- Animations may help with complicated figures
 - Avoid unnecessary animations

Slide design

General

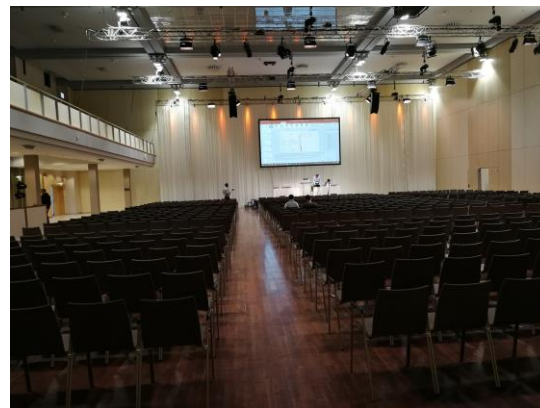
- Check colors (projector, light, color blindness, ...)
- Aspect ratio / resolution of projector

Title slide

- Title of the presentation
- Name
- Name of advisor
- Date

Preparation

- Preparation
 - **Practice!** Speak out loud
 - **Test presentation** (on target environment)
 - Laptop, Laser Pointer, Microphone, Light, ...
 - Check videos
- Starting your talk
 - Connect with audience
 - Don't stick to the first slide(s) for too long



Presenting your topic

- **Keep up the attention** of the audience
 - Disrupt flow: short video, questions to audience, board usage, ...
 - Be creative, but serious
- Stick to your main thread
- Don't stick to one slide for too long (1-2 min max)
 - Build up complex slides in steps
- Explain figures

End of presentation

- **Avoid empty phrases** to end talk
 - Just “Thank you for your attention!”

- Stick to your conclusion slide for questions
 - No “Questions?” or similar slide

Your performance

- Speak freely
- Be **natural**
- Be **confident**
- “Professional enthusiasm”
- Smile!
- Don’t talk badly over yourself
- Speak slow and clear and **not monotone**
- Eye contact with the audience, not with the screen
- Recognize each slide
- Avoid filler words
- Be polite

What we grade

- Appropriate for **target audience**
- Explained topic in **relation to (animation) movies**
- **Content**: does your presentation contain the key elements / basics?
- Meet **time** constraints (25 min + 5 min discussion)
- **Presentation style** (speak freely!)
- Appropriate slide design and figures

Conclusion

- Define your goal and focus of talk
- Keep up **attention** of audience
- **Practice** your talk
- Act confident and professional
- Come prepared!