



Prezentacije

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Procenti

- People remember
 - 20% of what they hear
 - 30% of what they see/read
 - 50% of what they see and hear
 - 70% of what they say and write
 - 90% of what they do
- Regarding information presented during a (one hour) lecture, students retain
 - 70% of the first 10 minutes
 - 20% of the last 10 minutes

~ Are there techniques that can help us improve the recall of the audience or at least focus their recall on the important aspect of a presentation?

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Types of presentations

Presentations typically serve one or more of the following purposes:

Purpose: Information delivery, Information gathering, Instruction, or Persuasion

In addition, we can classify presentations along the following 'scales':

Medium: Verbal, Verbal with Visual Aids, or Written

Presence: In person — Transmitted — Recorded

Interaction: Monolog — Dialogue

Time: Short — Long

Audience: Small — Large

Setting: Informal — Formal

Preparation: Ad hoc — Scripted

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Structure of presentations

- Introduction
 - ~> motivation, contextualisation, overview
- Main body
 - ~> main findings, elaboration
- Conclusion
 - ~> comment on importance of findings, future work, summary

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Preparing presentations

- 1 Determination of the objectives of the presentation
- 2 Analysis of the audience
- 3 Planning
- 4 Organisation of the material for effective results
- 5 Preparation of visual aids / handouts
- 6 Delivery practice

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Visual aids: Purpose

- Give structure to a presentation
- Provide a point of reference for the speaker and the audience
- Help an audience to remember
- Focus the attention of both audience and speaker
- Reinforce what is said

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Visual aids: Types

- Prepared in advance, immutable at time of presentation
 - Video
 - Slide projector
- Created or reproduced during presentation, mutable at time of presentation
 - Flip chart
 - Chalk/White board
- Dual use
 - Overhead projector (OHP)
 - LCD projector (beamer) plus PC
 - Interactive white board plus PC

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Slides: Structure

- Decide on a structure / theme for your slide in advance, then stick to it
- Consider the following questions:
 - Does the audience know me (and my affiliation)?
 - How important is it that the audience remembers the title of my presentation?
 - How many navigational hints are required?
 - How many graphics do I need to include? Can they be placed consistently?

The answers to these questions influence how you should structure your slides

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Grupna diskusija

- Can you give a 'style guide' for slides?
 - Consider
 - Title
 - Textual content
 - Fonts
 - Colours
 - Graphics and animations

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Slides: Textual content (1)

- Keep it simple
- A typical slide should contain 20 to 40 words, maximum 80
- Do not try to fill all the space
- Prefer enumerated or itemised lists over plain text
- Use at most two levels of 'subitemizing'
- Keep the number of items in a list low
- Highlight important things

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Slides: Textual content (2)

- Use short sentences
- Prefer phrases over complete sentences
- Break lines where there is a logical pause
- Do not hyphenate words
- Punctuate consistently
 - No punctuation after phrases
 - Complete punctuation in and after complete sentences
- Avoid decreasing font size to make more text fit on a slide

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Slides: Fonts

- Aim for your text to be legible even under difficult conditions
- Use as few fonts as possible
- Use a sans-serif font unless you use a high-resolution LCD projector
- Use monospaced and script fonts only for specific purposes
- Avoid italics to express emphasis, use colour instead

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Slides: Colour associations

Red	Danger, aggression, passion, stimulating
Purple	Royalty, religion, calming
Green	Soothing, trustworthiness, nature
Blue	Restful, peaceful, relaxing
Yellow	Well-being
Brown	Nature, practicality, boring, close minded

Decide

- what you want to highlight,
e.g. keywords, main results, examples, current focus
- which colour you want to use for each of these categories

Then apply this colour scheme consistently

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Slide structure and content: Graphics and animations

- Graphics often convey concepts or ideas more effectively than text
- Use graphics as often as possible
- Graphics should only contain as much detail as necessary
- Graphics always require explanation
- Use animations to explain the dynamics of systems, algorithms, ...
- Do not use animations to simply attract attention
- Do not use distracting special effects like fancy slide transitions

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Gesture and Body Language: Stance and Movement

- Be aware where you stand (centre stage vs side stage)
- Do not obscure the screen
- Stand tall, keep your head up most of the time
- Move from stillness to stillness, walk slowly

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Gesture and Body Language: Hands

- Use hand gestures to emphasise points
- Use open palm gestures, full arm gestures
- Avoid aggressive gestures
- Avoid hands in pockets, hands behind your back, hands clasped in front of your body

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Gesture and Body Language: Eye Contact

- Maintain eye contact
 - lighthouse beam
 - treat everyone equal
 - do not look out of the window or on your watch
 - do not focus too long on a single individual
- Keep an eye on the audience's body language
 - does a point need further clarification?
 - can you proceed more quickly than anticipated?

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Gesture and Body Language: Voice

- Be aware of the acoustics of the room
- Speak clearly (do not shout or whisper)
- Pause shortly at key points (adds emphasis)
- Emphasise the right words, control your breathing
- Facial gestures and tone of voice should match your message
- Do not rush, or talk deliberately slowly, but vary speed
- Do not talk to the screen
- Do not turn your back to the audience and talk at the same time
- Do not read from a script (cue cards are ok)

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Seven Principles of Public Speaking

(Isa N. Engleberg: The Principles of Public Presentation. Harper Collins, New York, 1994)

Purpose: Why are you speaking?
What do you want audience members to know, think, believe, or do as a result of your presentation?

People: Who is your audience?
How do the characteristics, skills, opinions, and behaviours of your audience affect your purpose?

Place: How can you plan and adapt to the logistics of this place?
How can you use visual aids to help you achieve your purpose?

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Seven Principles of Public Speaking

(Isa N. Engleberg: The Principles of Public Presentation. Harper Collins, New York, 1994)

Preparation: Where and how can you find good ideas and information for your speech?
How much and what kind of supporting materials do you need?

Planning: Is there a natural order to the ideas and information you will use?
What are the most effective ways to organise your speech in order to adapt it to the purpose, people, place, etc.?

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Personality: How do you become associated with your message in a positive way?
What can you do to demonstrate your competence, charisma, and character to the audience?

Performance: What form of delivery is best suited to the purpose of your speech?
What delivery techniques will make your presentation more effective?
How should you practice?

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COMP516 - Research Methods in Computer Science (2008-2009)
<http://www.csc.liv.ac.uk/~ullrich/COMP516/notes/>

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