

# presentation skills

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ITP/IMA Capstone

(based on Lydia Jessup's 2021 slides)

# capstone presentations

- final class presentation
  - 15–20 minutes (with additional time for Q&A)
  - cover what's in your paper (abstract, introduction, related work, evaluation, conclusion)
- ITP/IMA Thesis Week presentation
  - 10 minutes (hard limit, no Q&A)
  - streamed to the public and added to ITP/IMA archive
  - open format (but we'll discuss strategies that work)
  - feel free to be a bit more TED talk-ey

# thesis week presentation structure: the basics

- title slide with your name
- show **what** you made
- context and significance: **why** did you make it?
- **how** did you make it? how does it work?
- methodology: what did you learn?
- evaluate and reflect: how do you know it worked (or didn't work)? what will you do next?
- acknowledgements
- contact information

# presentation general tips

- be focused, concise, selective
- pick *one* interesting thing about your project to center your presentation around
- be specific, technical, and obsessive
- be explicit, but trust the audience to fill in the gaps
- you don't have to be emotional or inspirational
- live demos are cool (but have a backup)
- say your name and put it on your title slide
- invite people to watch!

# "SUCCEsS" model (from Heath & Heath, *Made to Stick*)

- **Simple:** What's the "critical essence" of your project? What are your core findings? (Don't dumb down, but do prioritize)
- **Unexpected:** What makes your project stand out? What did you find out that other people might find surprising?
- **Concrete:** Be precise and tangible. Tell a specific story. Show pictures and videos. Show examples first, and then theorize/analogize.
- **Credible:** Use evidence. Back up your theory with sources, and back up your conclusions with data. Detail your methodology.
- **Emotional:** Make a personal connection. Talk about why it's important to you.
- **Stories:** "Help people see how an existing problem might change." How does your project fit into the world?

**the slides**

# information, text, layout

- clear information hierarchy inside each slide (e.g., headers, lists and other forms of organization) and among slides (e.g., is it possible to tell *where* you are in your presentation)
- avoid density
- minimize the amount of text
- minimize font variety (one or two is usually enough)
- make sure that your font is a good size for a variety of screens
- (thx to 2021 ITP Research Residents for the following examples)

MY NAME IS ARNAB CHAKRAVARTY AND I AM  
A RESEARCH RESIDENT AT ITP.

BEFORE I CAME TO ITP, I WAS TRAINED AS AN INTERACTION DESIGNER AND WHEN I  
WAS NOT DESIGNING, I WAS MAKING POWERPOINTS.

I HAVE LOST MANY YEARS OF MY LIFE MAKING PRESENTATIONS, LISTENING TO  
PRESENTATIONS AND

WATCHING TERRIBLE PRESENTATIONS



# Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.





This font is too small

This font is too large

THIS FONT IS TOO FANCY

This font color is hard to read

this font doesn't line up very well  
with the other lines

Making it very hard to read



**Very annoying  
background &  
Text  
combination –  
my eyes hurt!**



# media, framing, rhythm

- media should be uncluttered, edited, and clear
- video can be tricky
  - not easy to stream
  - can fail to load at the last minute
- think about your presentation's rhythm and tempo
- what moves slow, what moves fast? where do the "big moments" happen?
- what's on the last slide? (what emotions are you leaving your audience with?)

# accessibility

- describe what's on your slides while you're presenting
- use colors with appropriate contrast
- add alt text to images (if you're publishing your slides)
- add subtitles to videos

# presenting

- be aware of your body language and "vibe"
- be intentional with gesture and movement (to whatever extent possible)
- don't rush
- enunciate
- look at the audience (make eye contact if you can!)
- avoid filler words (to whatever extent possible)
- don't read off slides
- scripts can be helpful, but they can also make your presentation feel "formal"
- wear something you feel good in
- have fun!

# practice

- practice for timing (don't just guess)
- record yourself and watch the recording
- get feedback from friends and family about clarity and impact
- practice some more