

CSC290 Communication Skills for Computer Scientists

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Lecture 4; Jan 28, 2019

Announcements

- ▶ **Blog post #2** due on Sunday 9pm
- ▶ **Project Plan** deadline extended to Friday 9pm,
- ▶ **Design Review Presentation Slides** next Wednesday 9pm

Presentation Skills

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What makes a good presentation?

Presentation Planning

Recall the SMCR model of communication:

- ▶ **Goal** What are you trying to accomplish?
- ▶ **Receiver** / Audience: Who are you trying to communicate with?
- ▶ **Channel** / Medium : What does the medium communicate about the message?
- ▶ **Message**: What are you trying to communicate?
- ▶ **Sender** / Yourself: How well do you understand the message, audience, medium?

Goal

A presentation should never be about listing facts or data.

What should the presentation accomplish?

- ▶ Convince someone of something?
- ▶ Provide alternative viewpoints?
- ▶ Help someone make a decision?

Audience

- ▶ Who are they? What do they already know?
- ▶ Why should they listen to you? What's in it for them?
- ▶ What would be most useful to them?
- ▶ Do they want to know in-depth details, or just the high level information?

Medium

- ▶ Will you use slides? Demos? Handouts?
- ▶ What purpose will they serve?
- ▶ Will you use a microphone?
- ▶ What about the delivery?

Message

- ▶ What order should you communicate the message?
- ▶ What is the structure of the presentation?
- ▶ What information do you include?
- ▶ What information should you exclude?

Presenter

- ▶ Know the critical facts!
- ▶ Become an expert in your topic.
- ▶ Choose reputable sources, and cite them.

Agenda for rest of this class

- ▶ Structure
- ▶ Visuals / Slides
- ▶ Delivery

Plus breaks in between.

Presentation Structure

Structure

The structure can be very, very simple, but you need it there to help you build your narrative. Once you give the presentation the structure will often be invisible to the audience, but it will make all the difference.

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<http://www.presentationzen.com/presentationzen/2014/11/10-tips-for-improving-your-presentations-lectures-speeches.html>

Typical structures:

- ▶ Intro
- ▶ Body
- ▶ Conclusion

Structure

- ▶ Tell the audience what you're going to tell them.
- ▶ Tell them.
- ▶ Tell them what you told them.

Introduction

- ▶ Why is the audience here?
- ▶ Why should they pay attention?
- ▶ What's in it for them?
- ▶ Be engaging and “hook” the audience early on.

Agenda Slide

- ▶ It is always a good idea to include an agenda slide in a technical presentation.
- ▶ Where are we going, and how far along are we?
- ▶ Not necessarily the first slide.

Concluding Your Presentation

- ▶ Summarize or repeat your main point, drive home your objective.
- ▶ Don't introduce new information.
- ▶ End on a positive note.
- ▶ Conclude your presentation with a **call-to-action**.
- ▶ What do you want the audience to do now that you have told them something?
- ▶ What was the *goal* of the presentation?

Problem-Solution Structure

- ▶ Describe the problem (30-50% of your talk!)
- ▶ Provide the solution
- ▶ Call to action

Residual Method Structure

- ▶ Frame the problem (quickly)
- ▶ Present possible solution
- ▶ Present why it won't work
- ▶ Present possible solution
- ▶ Present why it won't work
- ▶ ...
- ▶ Provide your own solution.

Structure:

Let's analyze the structure of this presentation:

<https://www.youtube.com/watch?v=7fx0QcHyrFk>

Structure: Doodling

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- ▶ Problem: (Why don't people doodle?)
 - ▶ The word "doodle" has unpleasant meanings.
 - ▶ Authority figures reject doodling.
 - ▶ Doodles might be "psychoanalyzed".
 - ▶ Society focus too much on (structured) verbal information.

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 - ▶ Doodles might be "psychoanalyzed".
 - ▶ Society focus too much on (structured) verbal information.
- ▶ Solution: (Why should people doodle?)
 - ▶ New definition of "Doodle"
 - ▶ Doodling helps retention, stops you from losing focus.
 - ▶ Doodling engages multiple learning modalities.
 - ▶ Doodling is an instinctive, universal visual language.
 - ▶ Doodling is precursor to great works.

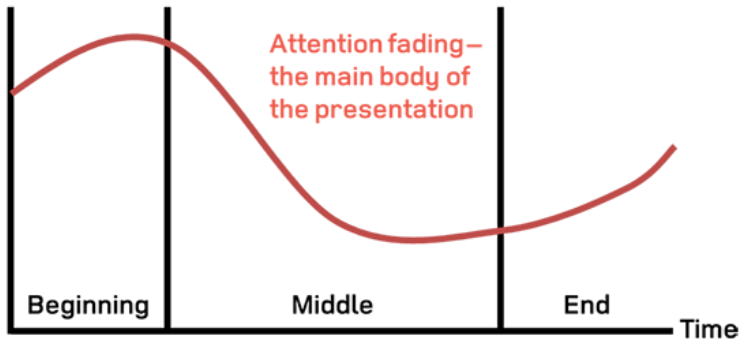
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- ▶ Conclusion: Doodling should be encouraged in high information density settings.

Structure for Engagement

Attention span for an adult: no more than 20 min

Attention



Important information should be at the beginning or end.

What do you remember from the two presentations?

Structure for Long Presentations

- ▶ Break the presentation into parts.
- ▶ Each part should be no more than 15-20 minutes long.

Structuring Your Design Review

- ▶ Introduction: What are you going to cover?
- ▶ What is your game? What are the game mechanics?
- ▶ How will your game look? (wireframe)
- ▶ What are the different logical components? (Why?)
- ▶ What are the different classes? (Why?)
- ▶ Conclusion: What have you talked about? What is your call-to-action?

The Goal of the Design Review

- ▶ Get feedback from others regarding your design.
- ▶ Do people in the audience notice bugs or issues?
- ▶ Are there any part of the software that you are unsure about?

Presentation Slides

Slides

- ▶ Keep it simple and focused
- ▶ No excessive:
 - ▶ words
 - ▶ colours
 - ▶ images
- ▶ Presentation slides do not have to be standalone!

Presentation Slides vs Slides for Teaching

- ▶ I try to make my slides for courses somewhat standalone
- ▶ My slides are going to be wordier than yours
- ▶ Your presentation slides do not have to be standalone

Keep Slides Simple

Paper vs. online: access

- > **Style**
 - by commands, menus
- > **Search by**
 - navigate
 - search
 - scroll
- > **Access aids**
 - tabs
 - index
 - contents
 - menu
 - index

Figure 1: Avoid using excessive colours and images

Keep Slides Simple (2)

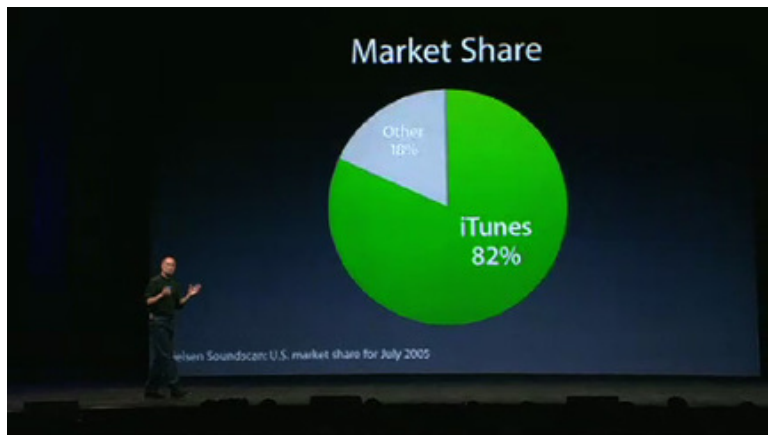


Figure 2: Keep your slides simple!

Keep Slides Simple (3)



Figure 3: Your slides are not your entire presentation.

One Idea Per Slide



Figure 4: One idea per slide

Slide Information

Try not to keep irrelevant slide or information on screen if you moved on.

Slide Font

- ▶ San Serif fonts are easier to read on a screen
- ▶ TEXT IN ALL CAPTIALS ARE HARDER TO READ
- ▶ Be consistent with font size, styles, layout

Slide Font Size

- ▶ Make sure your font size is big enough for the presentation medium
- ▶ When in doubt, use a bigger font
- ▶ Fonts in figures should be large enough too!

Presentation Delivery

Review

What does the audience want?

- ▶ **Content:** Informative, interesting, new.
- ▶ **Organization:** Understandable, expectations.
- ▶ **Delivery:** Audible, good cadence, enthusiastic.
- ▶ **Expertise:** Credible, inspires trust.

Body Language



- ▶ Upright, open posture, facing the audience.
- ▶ Don't stand in front of your slides.

Eye contact

- ▶ Choose several “spot” in the audience.
- ▶ Establish eye contact for several seconds.
- ▶ Move on to the next “spot”.
- ▶ Look at the whole audience.

Facial Expressions



Be careful of your resting facial expression.

When Team Members are Presenting...

- ▶ Don't look bored
- ▶ Don't look distracted
- ▶ Don't distract the presenter

Cadence

- ▶ Speak slowly and clearly.
- ▶ Reword your sentences to be concise.
- ▶ Vary your pace. “Vocal Variety”
- ▶ Use appropriate length pauses.

Volume

- ▶ You should be audible from the back of the room too!
- ▶ It is always better to be too loud than too quiet.

Practice!

For a short presentation, every word and every pause should be rehearsed.

Practice until you sound spontaneous.

Nervous?

- ▶ The audience wants you to succeed.
- ▶ Practice, practice, practice!
- ▶ Know your opening.
- ▶ Deep breaths.
- ▶ Drink water.

Presenting as a Group

Make sure that your presentation is coherent.

- ▶ Make adjustments after you rehearse together.
- ▶ Figure out how to transition from one person to the next.
- ▶ Familiarize yourself with all parts of the presentation.

Example of Delivery:

By someone inexperienced:

- ▶ <https://www.youtube.com/watch?v=dbic3JCX1jo>

By someone experienced:

- ▶ <https://www.youtube.com/watch?v=8S0FDjFBj8o>