MICHIGAN STATE UNIVERSITY

02/17: Creating and Giving Presentations

The Capstone Experience

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From Students…
…to Professionals

Creating and Giving Presentations

- Creating
  - Organizing
  - Writing
  - Formatting
- Giving

Caveats

- Many Variations
  - Opinions
  - Situations
  - Audiences
  - Presenters
  - Etc…
- Seek Lots of Advice
- Hard to Generalize
- Always Exceptions to Every “Rule”
- Do what works for you.

Creating and Giving Presentations

- Creating
  - Organizing
    - Writing
    - Formatting
- Giving

Canonical Organization

- Title
- Introduction
- Contents
  - Section 1
  - Section 2
  - ⋮
  - Section N
- Conclusion

Force yourself to be organized.

Your presentation should have

- a beginning
- an ending, and
- flow.

Introduction

- The Point
  - What's the point?
  - What's the purpose?
  - What's the "take away"?
- The Plan
  - Go Over Presentation
    - Contents
    - Organization
  - Solicit Audience Questions About Plan

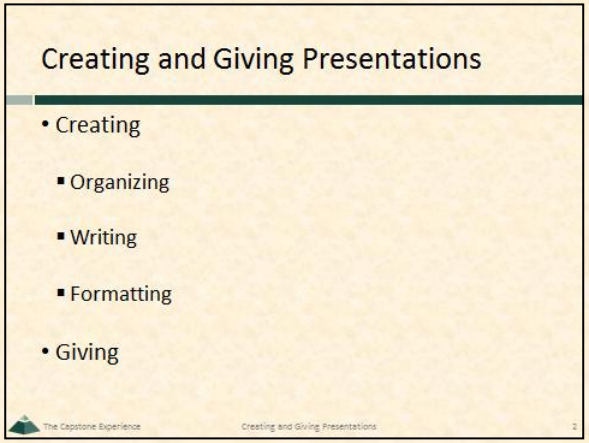
Assume that your audience will only remember exactly one thing.

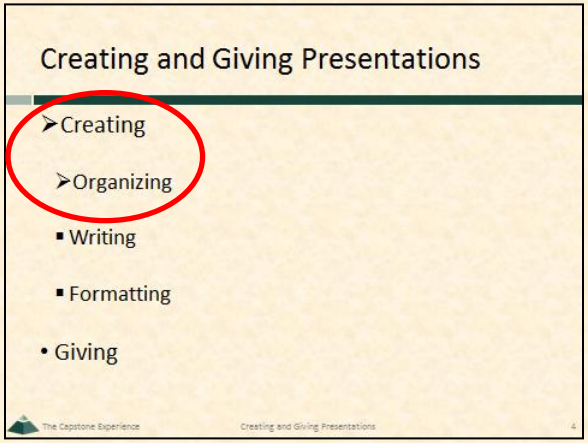
What do you want it to be?

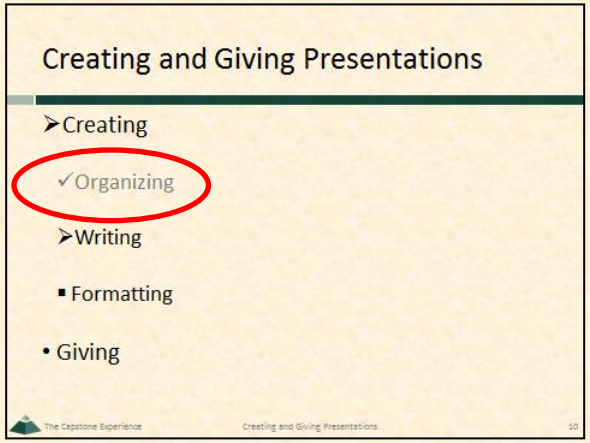
Contents

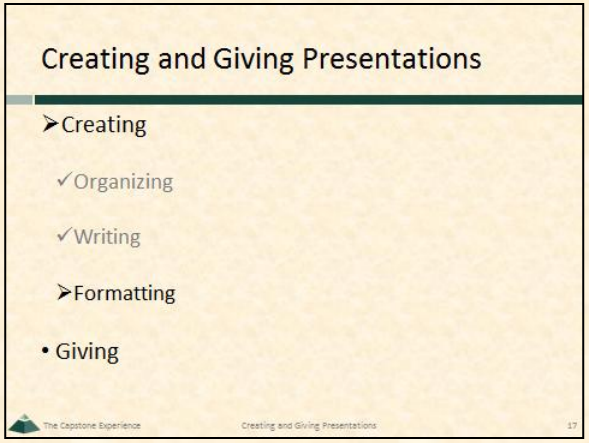
- Plan on 30 to 120 seconds per slide.
- Create Continuous Flow
  - From Start to Finish
  - Avoid Forward References
- Keep Audience On Track
  - Use Contents Flow Mechanism
  - Where are we?
    - What's done?
    - What's left?

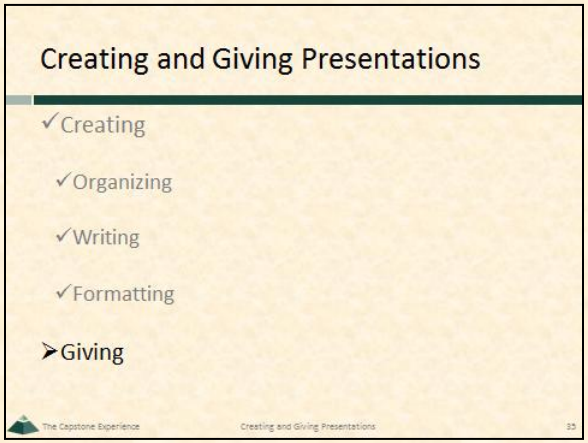
Contents Divider Slides

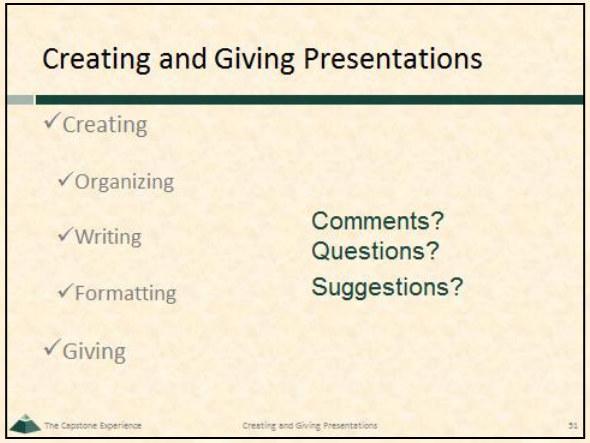












Conclusion

- Review
  - The Point
  - The Purpose
  - The “Take-Aways”
- Solicit
  - Comments
  - Reactions
  - Questions
  - Suggestions
  - Action Items
  - Etc.

Assume that your audience will only remember exactly one thing.

What do you want it to be?

Creating and Giving Presentations

- Creating
  - ✓Organizing
  - Writing
    - Formatting
- Giving

Process

- Avoid Writer's Block
- For starters, don't worry about organization,
- Create "Random" Slides (to Avoid Writer's Block)
  - Stream of Consciousness
  - Any Order
  - Title, With No Bullets
  - Bullets, With No Title
  - Ideas Slides(s)
  - Notes to Self
    - Fix Me
    - Insert Illustration/Picture/Graph Here
    - Say Something About…
    - Etc…
- Edit, Prune & Organize Slides
- Create Contents & Divider Slides
- Refine

Know and Target Your Audience

- Technical
- Non-Technical
- Business
- Marketing / Sales
- Customers
- Management
- Investors
- Etc…

Know Your Time Limit

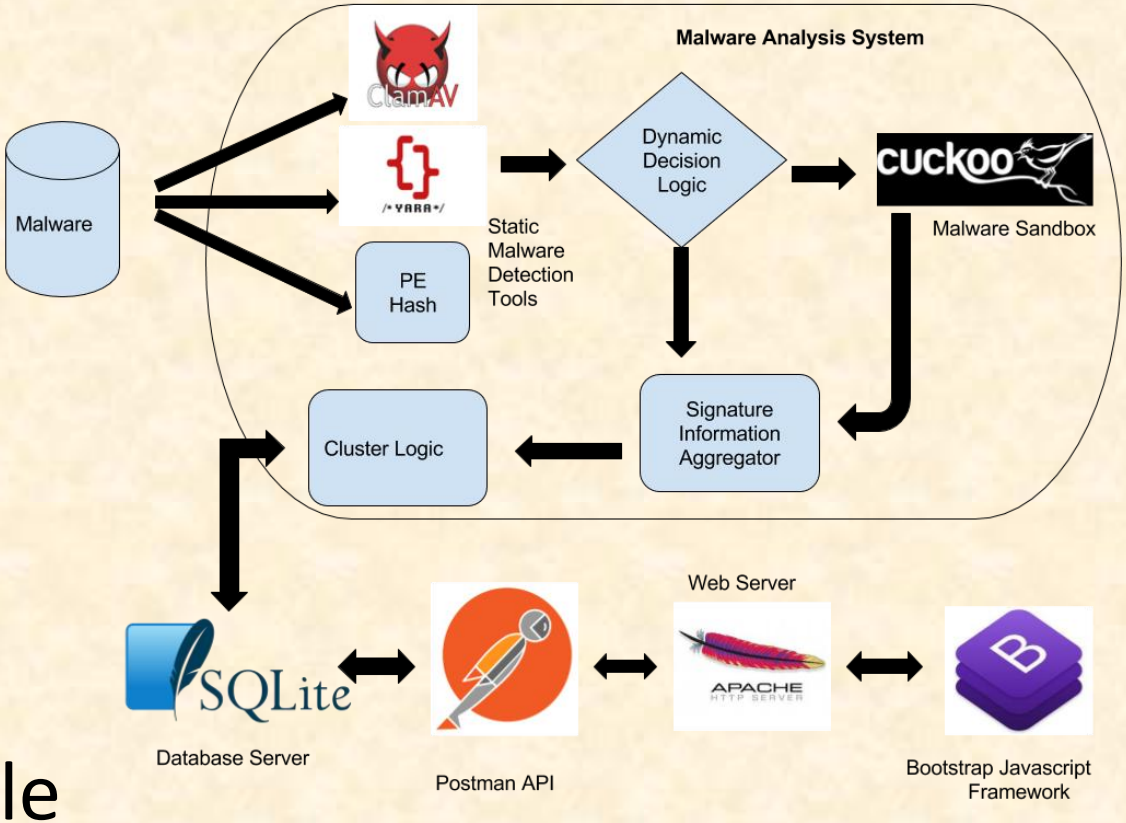
- Time Per Slide
  - Variable
  - Plan on 30 to 120 seconds per slide.
- Plan on time for questions.
  - Manage During Talk
  - Allocate At End
- Respect the time limit.
  - Do not go over or under.
  - Over is bad.
  - Slightly under is good.
  - Way under is bad.
- Practice.

Less is more.

- Less
  - Slides
  - Bullet Points Per Slide
  - Words Per Bullet Point
- Chose Carefully
  - Slides
  - Bullet Points
  - Words
- Prune Continually
- Exceptions
  - Slides are Reference Document
  - Trying to Make a Point

“Pictures”

- Worth 1,000 of Words
  - Photos
  - Videos
  - Illustrations
  - Diagrams
  - Graphs
  - Charts
  - Clip Art
- But Keep Simple



Creating and Giving Presentations

- Creating
  - ✓Organizing
  - ✓Writing
  - Formatting
- Giving

Bullet Points

- Less is more.
  - Less Points Per Slide
  - Less Words Per Point
- Two or More
  - At Each Level
  - Avoid Single Sub Point
- Avoid
  - Single Sub Point
- Exception
  - Slide Deck is Reference Document
  - Details Required

Consistent Case

- Sentence case
  - First word uppercase
  - Other words lowercase
- lower case
  - all words lowercase
  - no punctuation
- Title Case
  - All Words Uppercase
  - No Punctuation
- Hybrid Scheme
  - Title Case For Sentence Fragments
  - I use sentence case for complete sentences.

Your Choice

Be Consistent

Can Use Hybrid Scheme

Inconsistent Styles

- Some people use all kinds of styles in a presentation and on a given slide.
- Annoying
- style guide.
- Use of sentence Fragments Okay.
- important point
- Another Important Point
- Both Title Case and sentence case mixed.
- This slide makes the speaker look careless.

Readability

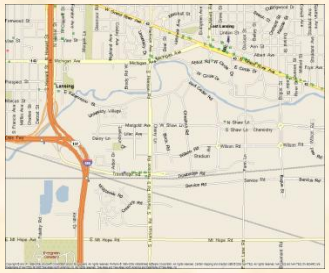
- Unreadable

- Annoying

- Readability Varies
- Test
  - In Advance
  - In Actual Setting
    - Room
    - Equipment
    - Time of Day

Directions to Spartan Stadium

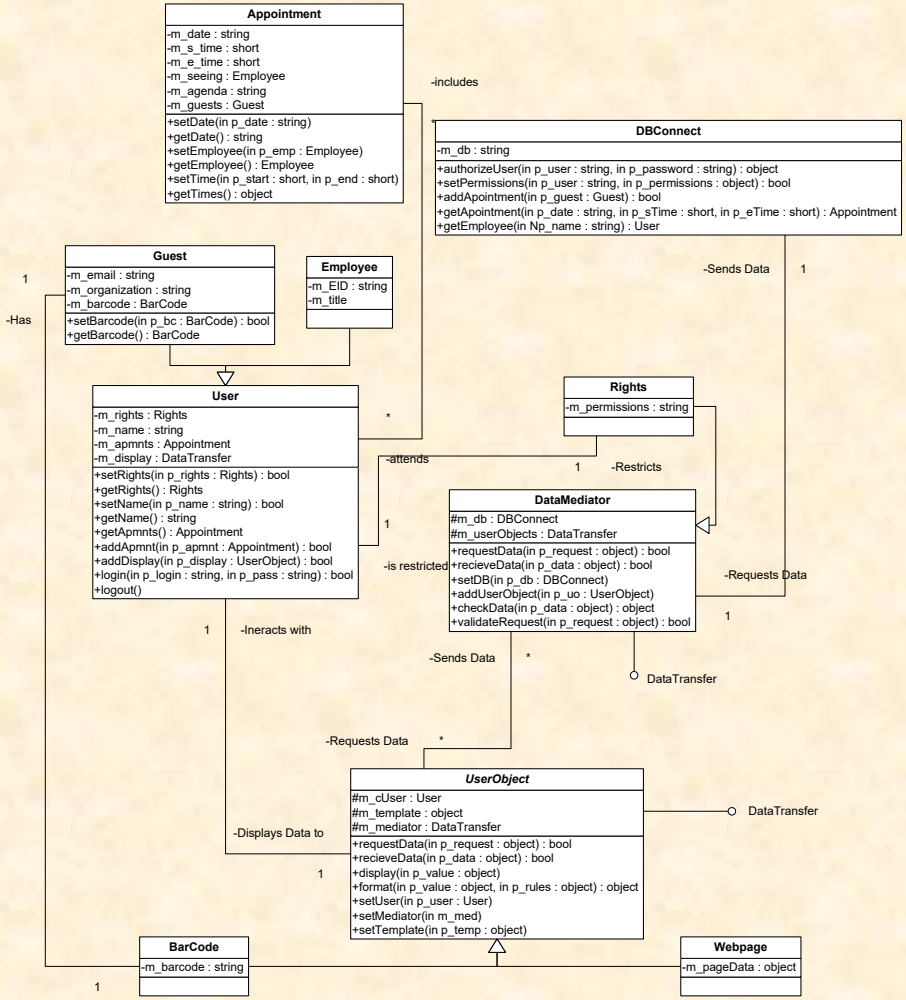
- US 96 West
- US 127 North
- Exit Trowbridge
- Left on Harrison
- Right on Shaw Lane
- Stadium on Left



"I know you can't see this map but…"

Avoid

Class Diagram



"I know you can't read this but…"

Really Important Quote

"When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are life, liberty and the pursuit of happiness. That to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed. That whenever any form of government becomes destructive to these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light and transient causes; and accordingly all experience hath shown that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same object evinces a design to reduce them under absolute despotism, it is their right, it is their duty, to throw off such government, and to provide new guards for their future security. --Such has been the patient sufferance of these colonies; and such is now the necessity which constrains them to alter their former systems of government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these states. To prove this, let facts be submitted to a candid world."

"I know you can't read this whole thing but…"

Too Much Information

- The first thing you should do is ask yourself “What’s the point?” Every presentation should have a main point. What message are you trying to get across to your audience? If your audience will only remember one thing from your presentation, what do you want it to be?
- It’s important to know your audience. The content will depend on the audience. Research your audience to determine the types of attendees and their expectations.
- Do not put too much information on any one slide. Fewer bullet points is better than many. Use a few words as possible per bullet. Sentence Fragments are okay.
- Chose fonts that are the appropriate sizes. If a font is too small, it may be unreadable. If a font is too large, it may be annoying.
- While a picture may be worth a thousand words, too many pictures or too much clip art can be distracting. And, avoid the use of goofy looking clip art.

Emphasis

- Use One of…
  - **Boldface**
  - *Italics*
  - <u>Underline</u> ← IMHO Easiest to See
- Do Not Overuse
- Avoid
  - ALL CAPS IS FROM TYPEWRITER DAYS
  - **<u>BOLDFACE AND ALL CAPS AND UNDERLINE</u>**
  - Lots of Exclamation Points!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Color

- Good If
  - "Right" Colors
    - Readable
    - Coordinates
  - Not Overdone
- Bad If
  - "Wrong" Colors
    - Not Readable
    - Clashes
  - Overuse of color can be very annoying.
- Some people are colorblind.
- Color Varies by Media (LCD, Projector, TV, Paper, Etc.)
- Consult a professional.
- Test
  - In Advance
  - For Actual Usage (Projecting, Printing, Etc…)
  - In Actual Setting
    - Room
    - Equipment
    - Time of Day

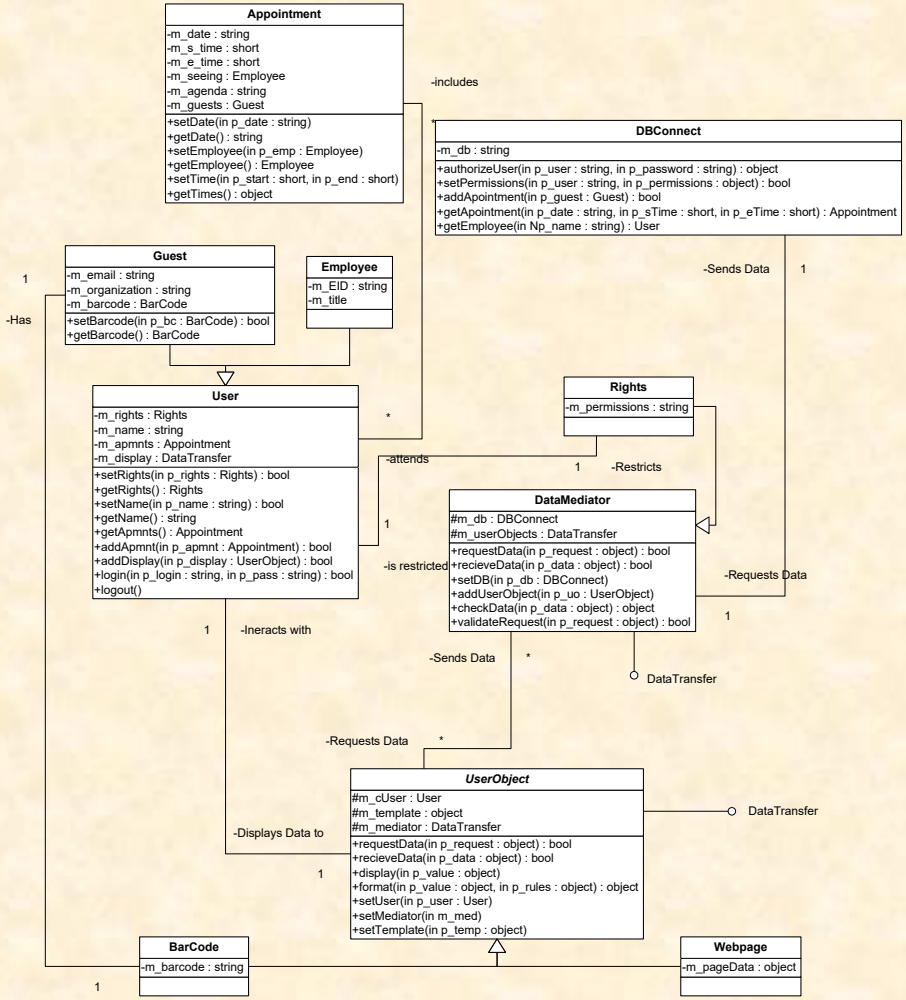




Transitions and Animations

- Transitions
  - From Slide to Slide
  - Simple Better
  - Be Consistent
  - IMHO None Best
- Animations
  - Bullets or Objects Within a Slide
  - Simple Better
  - Use Only If Necessary
  - NB: Take Time

Class Diagram



"I know you can't read this but…"

Really Important Quote

"When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

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"I know you can't read this whole thing but…"

Animated Bullet Points

- Take Time
- To Reveal
- Must Advance and Wait
- For Each Bullet Point Animated
- May Keep Looking at Slide
- To Know When To Press Button
- May Accidently Go to Next Slide

Don’t Use Animations

- If
- You’re
- Not
- Really
- Going
- To
- Use
- Them

Remember…
Animations use up precious time.

Spelling and Grammar

- Mistaeks
  - Easy Too Do
  - Far To Common
  - Unexceptable
  - Make Uoy Look Bad
- Use
  - Spell Checker
  - Grammar Checker
  - Multiple Other People
  - Corporate Editor



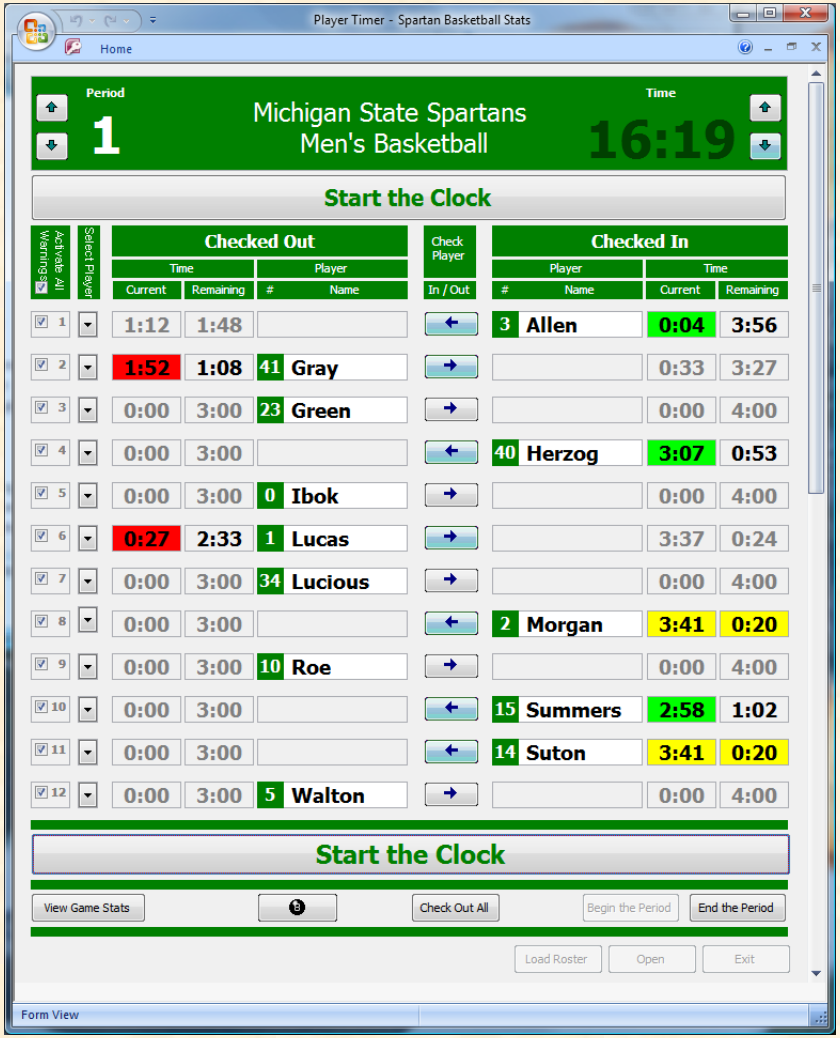
Use Color and Grey to Highlight

- Make Grey Version of Image
  - Copy Image
  - Picture Tools > Color > Recolor
- Overlay Images
  - Select Grey Image
  - Picture Tools > Send Backward > Send to Back
  - Select Both Images
  - Picture Tools > Align > Center
  - Picture Tools > Align > Middle
- Highlight Area
  - Select Color Image
  - Picture Tools > Crop > Crop
  - Grab and Slide Crop Indicators on Edges
- Group
  - Select Both Images
  - Picture Tools > Group > Group

NB: Example of Reference Slide

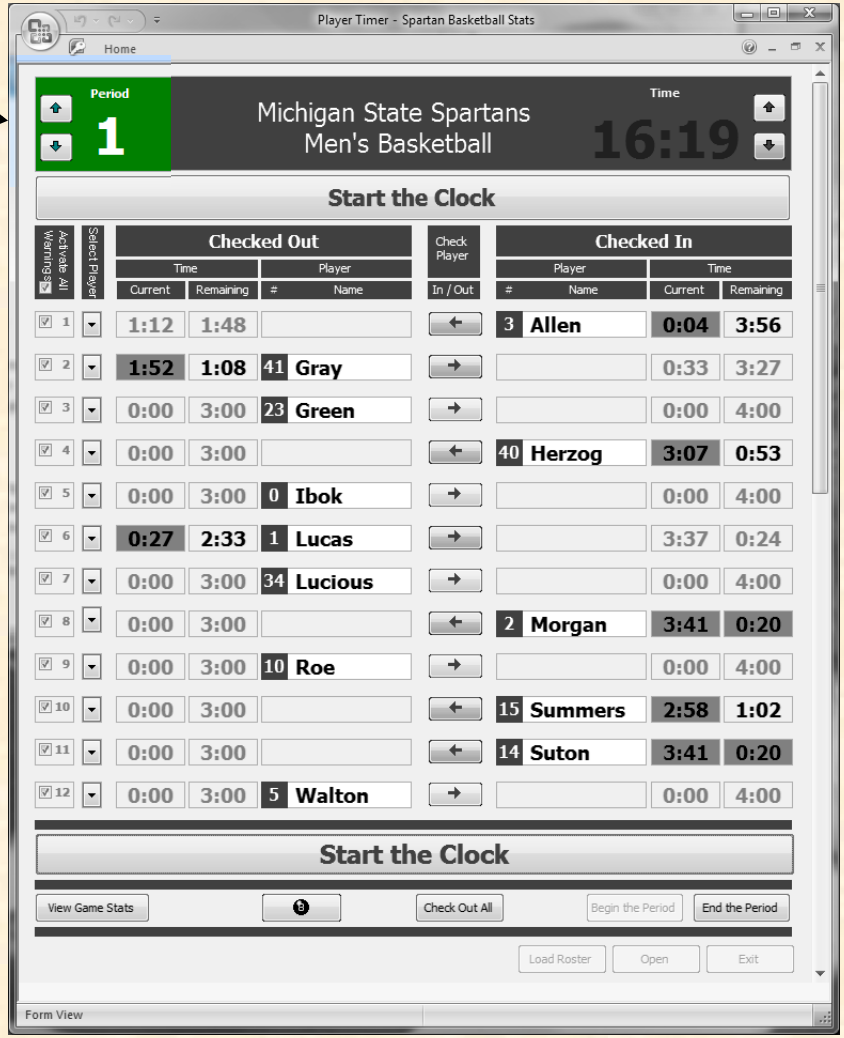
Player Timer App Features

- Set Period
- Check In/Out Players
- Start/Stop Clock
- Adjust Clock



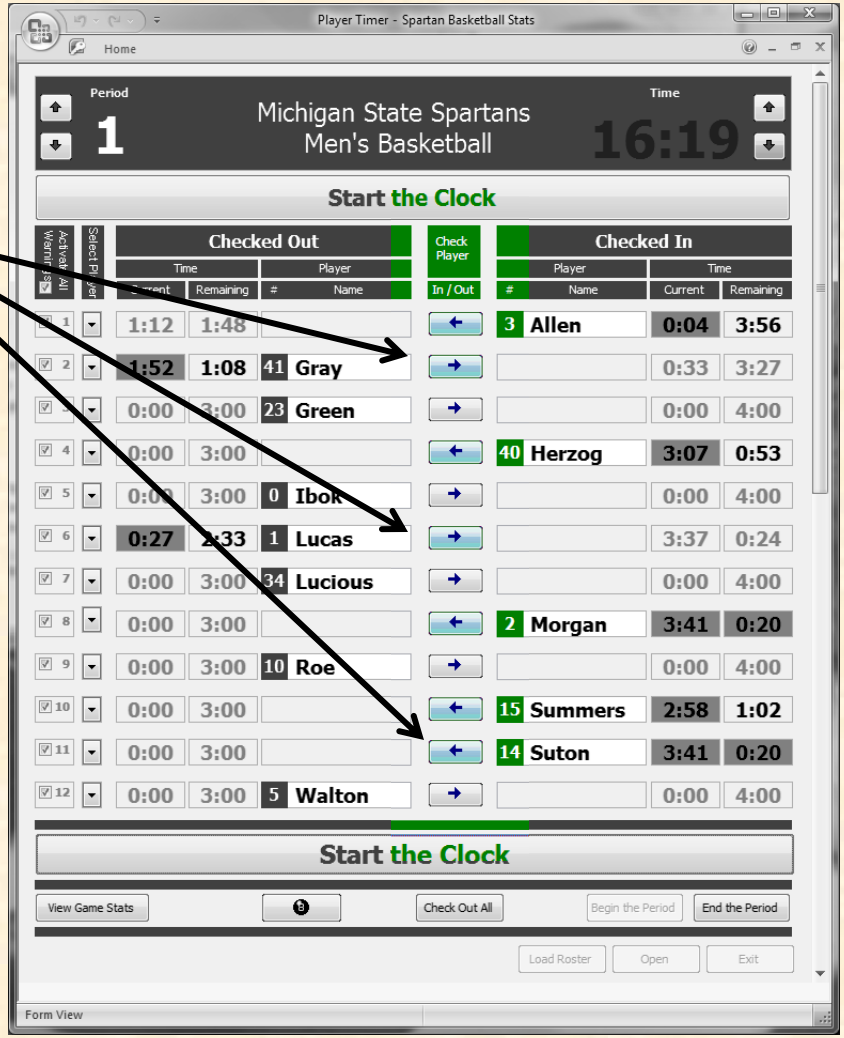
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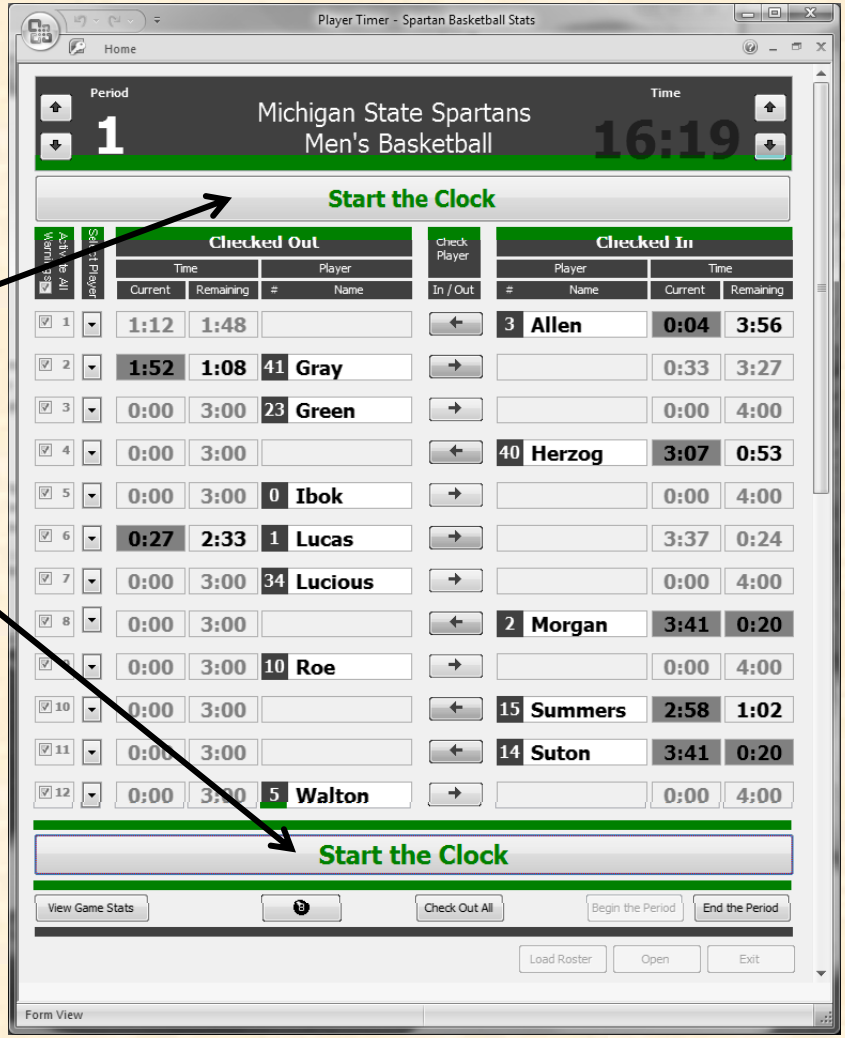
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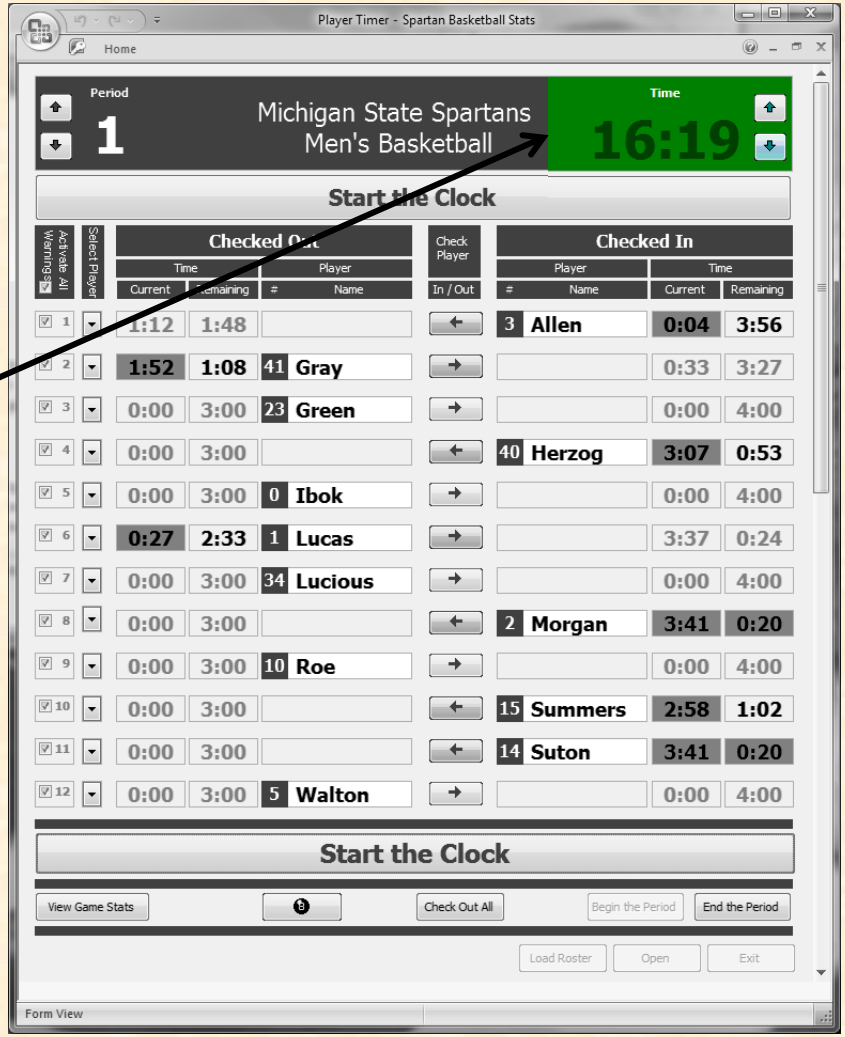
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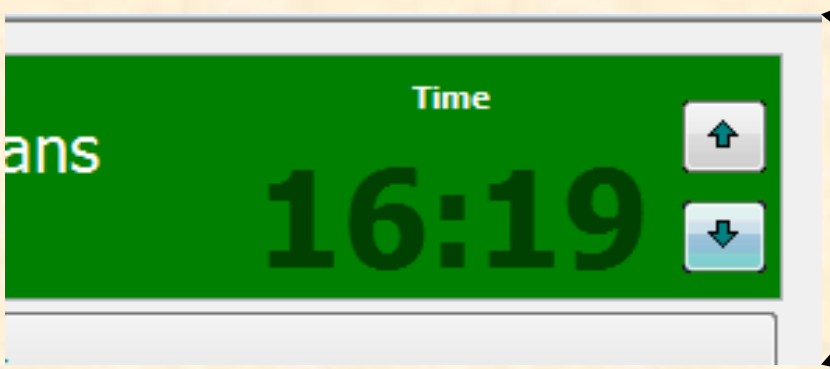


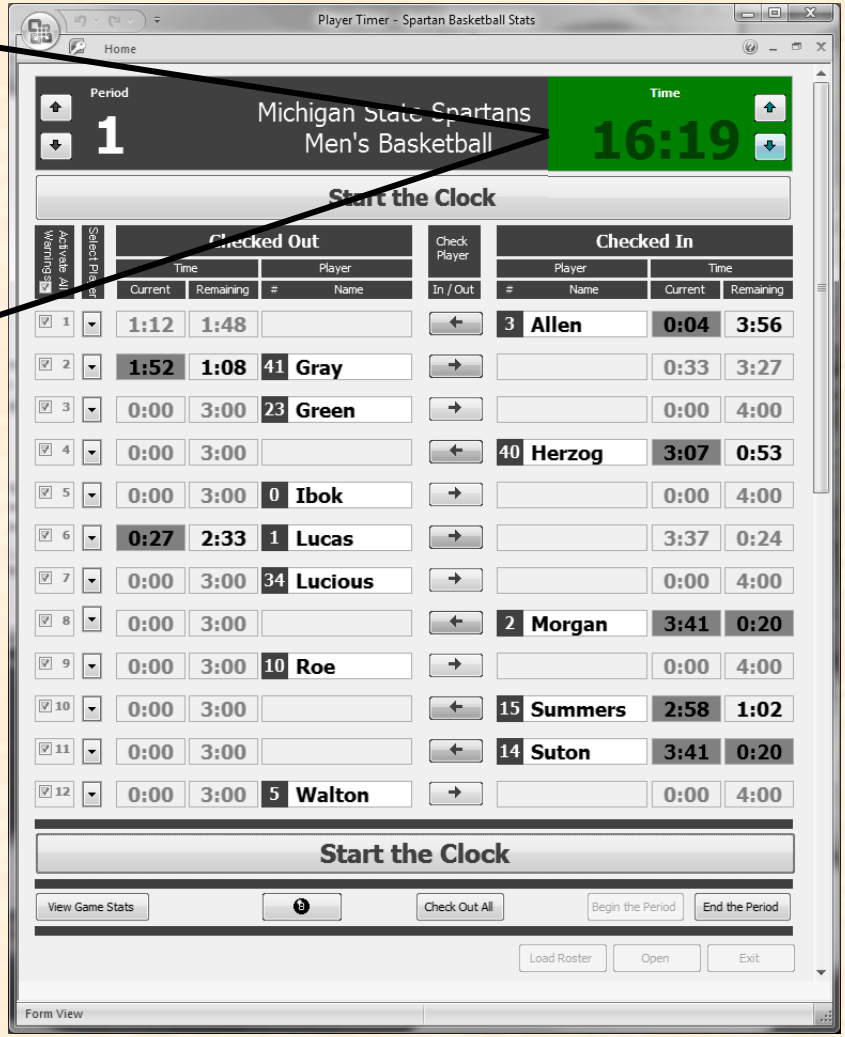
Player Timer App Features

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- Start/Stop Clock
- Adjust Clock



Adjusting the Clock



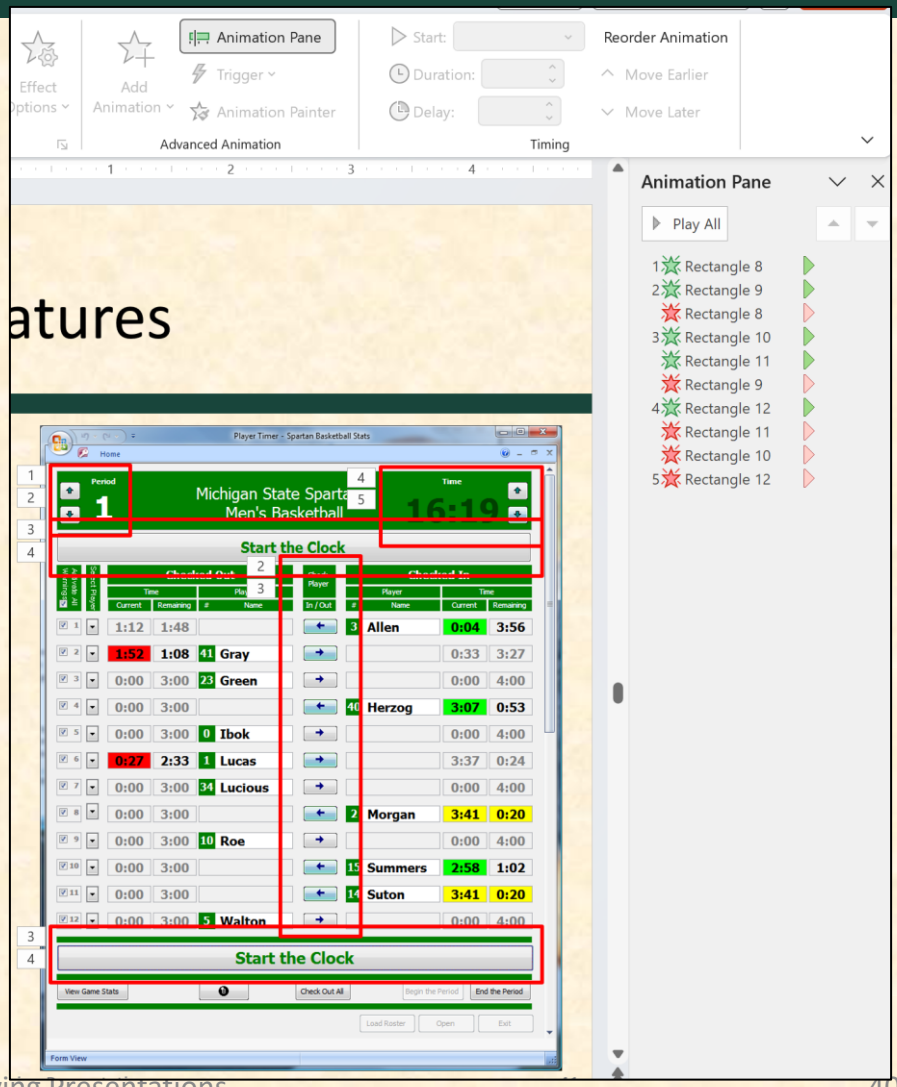


- When Game Clock Stopped
- Add/Subtract Seconds
- Synchronize with Game Clock

Use Animations to Highlight

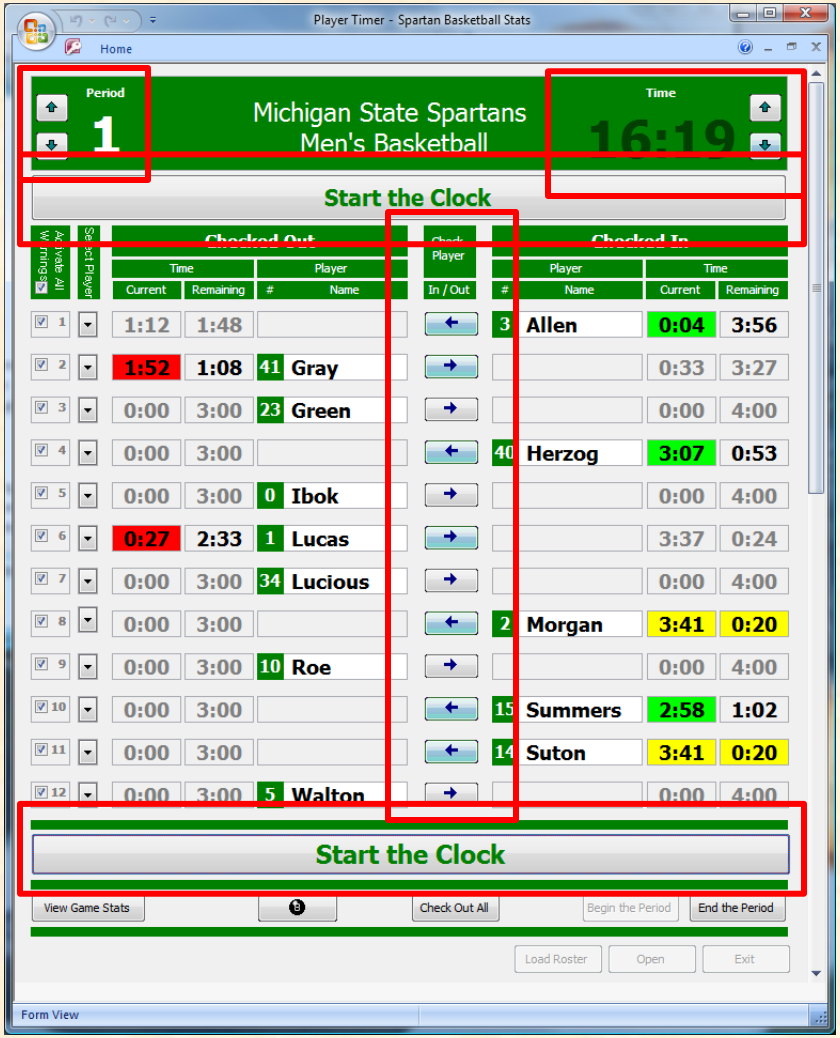
- Highlight Areas w Shapes
- Use Animation Pane
- Make Shapes
  - Appear
  - Previous Disappear
    Next Appear
  - Previous Disappear
    Next Appear

    ⋮
  - Previous Disappear



Player Timer App Features

- Set Period
- Check In/Out Players
- Start/Stop Clock
- Adjust Clock



Corporate Resources

- Standards
  - Style Guide
  - Presentation Templates
  - Graphics
- People
  - Writers
  - Graphic Designers
  - Editors

Creating and Giving Presentations

- ✓Creating
  - ✓Organizing
  - ✓Writing
  - ✓Formatting
- ➢Giving

Managing Equipment

- No Excuses
- Check Everything In Advance
  - Projector / Projection / Laptop Connection
  - Sound
  - Network Connections
  - Wireless Presentation Devices
  - Etc...
- Make Checklist of Things To
  - Bring
    - Power Brick
    - Cables and Adapters
    - Batteries
    - Presentation on USB Stick
    - Etc...
  - Do
    - Plug Laptop to Power Outlet
    - Connect to Network / Register MAC Address
    - Etc...

Managing Yourself

- Look Appropriate
  - Dress
    (Know the Dress Code)
  - Hygiene
- Eliminate Nervous Habit “Temptations”
  - Empty Pockets (Keys,…)
  - Take Off Necklace
  - Spit Out Gum
  - Etc...
- Be Careful With Wireless Presenter

Managing Yourself

- Watch Your Language
  - Grammar
    - Subjects: I, He, She, They
    - Objects: Me, Him, Her, Them
    - Bad
      - "Him and I are working on that."
      - "Me and two others on the team…"
      - "I ain't sure about that."
  - Offensive
  - Regional or Cultural Ism's or Idiomatic Expressions
  - Politically Incorrect and/or Insensitive
    - Use of "He", "Guy", "She", "Girl", "Gal", "You Guys"…
    - Use of "Old" When Referring to People
    - Terms Like "Secretary" or "Janitor" or …
    - Etc…
- Avoid Dry Mouth
  - Use Bottle(s) of Water (But Be Careful)
  - Suck on Cough Drop (But Only If Not Annoying)

Managing Questions

- Strategic
- Can Make or Break a Presentation
- Often
  - Not Considered in Advance
  - Not Managed

Managing Questions

[1 of 4]

- Anticipate Questions &/Or Comments
  - Solicit From Reviewers/Practice Audience
  - Particularly Hard and/or Dreaded Ones
  - Formulate Answers In Advance
- Audience May…
  - Be Confused
  - Be Hostile
  - Disagree
  - Want More Details
  - Make Good Observation
  - Etc.
- Be Prepared



Managing Questions [2 of 4]

- Anticipate Questions &/Or Comments
- Formulate Answers In Advance
- Create Answer Slides
- Place Past Fake All Black "End of slide show. Swipe forward to exit." Slide
- Use
  - PowerPoint Hyperlinks
  - Use Secret Hidden Box (Upper Right) with Link

Managing Questions

[3 of 4]

- Say During Introduction When Okay to Ask
  - During?
  - Preferably at End?
  - But Only if You're In Position to Do So
- What if you don't understand the question?
  - Because
    - Didn't Hear
    - Couldn't Parse Accent
    - Don't Understand the Question
  - Politely Ask Questioner to Repeat

Managing Questions

[4 of 4]

- Good to Repeat Question
  - Others Hear It
  - Gives Speaker Chance to Think
  - May Need to Summarize Question
  - “The question is…”
- Good to Say
  - “That’s a great question.”
  - “That’s a great idea.”
  - Etc...
- Okay to Say...
  - “I’m sorry I didn’t quite hear that. Can you repeat it?”
  - “I’ll get to that later in the presentation.”
  - “I’m sorry. I’m not sure what you’re asking.”
  - “Why don’t we talk later after the presentation.”
  - Etc...

Managing Time

- Practice Timing
- Be Aware
  - When and Where You Are
  - Adjust Dynamically
- Don’t Look Directly At Time
  - Clock or Watch
  - Put a Clock/Timer Somewhere
- Never Have to Ask
  - “What time is it?”
  - “How much time do I have left?”

- Faculty Candidates
- President Bush I

In Person: Managing the Big Screen

Do Not...

- Stand (Permanently) Behind Podium
- Stand (Permanently) in Front of Screen
- Stand in One Place
- Read From Screen
- Turn Your Back to Audience
- Point Up at Screen Overhead
- Point at Laptop
- Whip Around Laser Pointer

Online: Managing the Little Screen

Do…

- Test Camera and Microphone Before
- Adjust Camera Before Meeting
- Look Into Camera
- Gesture with Head and Hands

Do Not...

- Look Around Your Room
- Read From Screen
- Point At Your Screen

Managing Your Slides

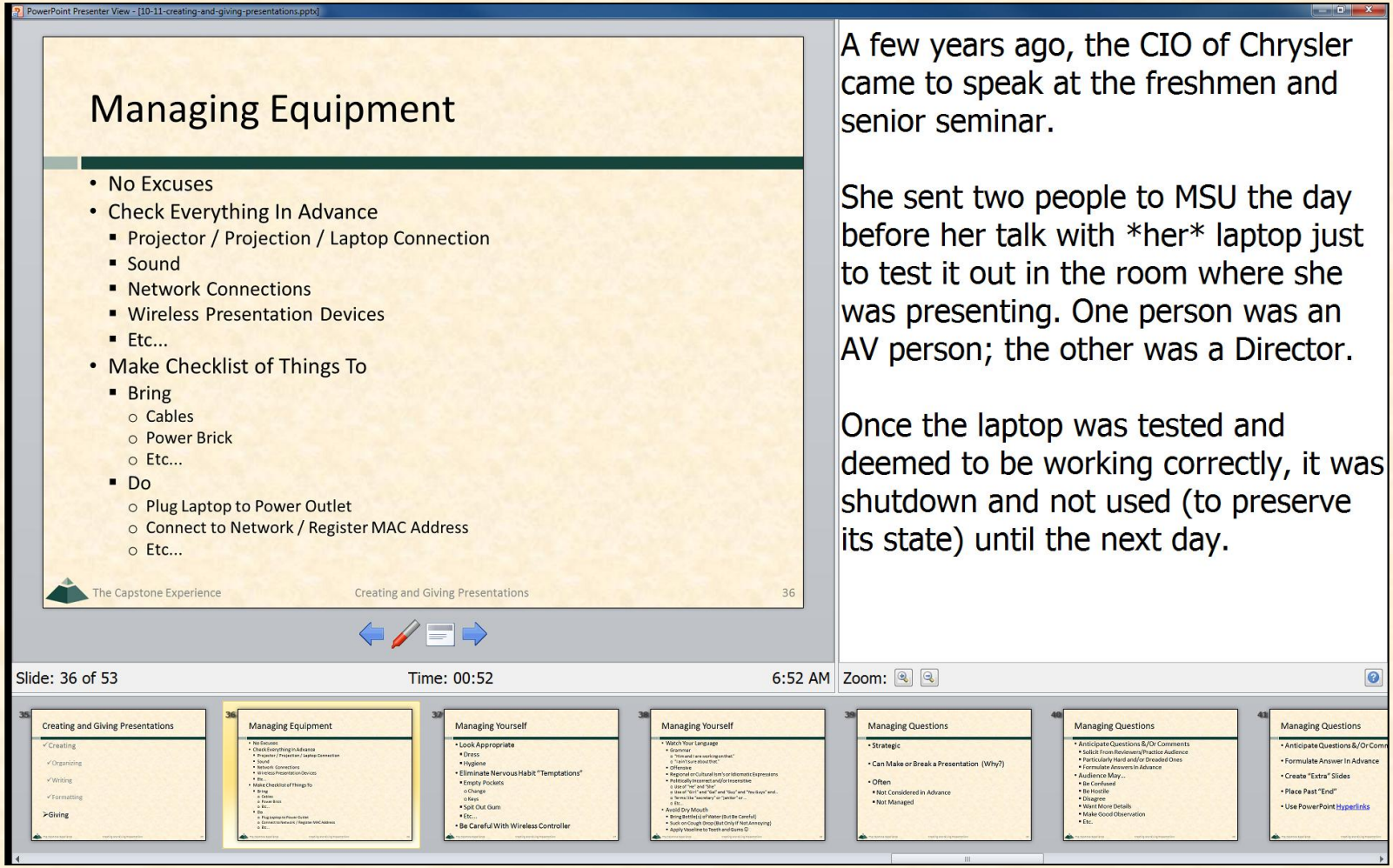
- Slides
  - Merely Aid To Presentation
  - Not a Transcript
- Glance at Big Screen or Laptop Screen
- Talk “About” Slide
- Three “Don’t”s
  - Don’t Read Slides to Audience
  - Don’t Memorize and Recite Slides to Audience
  - Don’t Ask Audience to Read Slides
- Better Miss a Point Than Bore an Audience
- Use PowerPoint Presenter View



Use PowerPoint Presenter View

- Presentation on Projector
- Presentation View on Laptop
  - Current Slide
  - Notes (Zoomable)
  - Slide # of #
  - Timer
  - Clock
  - Drawing Tools
- But Don’t Use as a “Crutch”

PowerPoint Presenter View



Managing Your Audience

- Don’t Hand Out Slides In Advance
- Look at Audience
  - Don’t Stare At…
    - Ceiling
    - Floor
    - Screen
  - If Necessary, Look at Back Wall
- “Read” Your Audience
  - Faces
  - Body Language
- Solicit Questions/Reactions

Practice

- With An Audience
  - Yourself (Record Video)
  - Critical Friends
- As Close to Actual As Possible
  - Hardware and Software
  - Room
  - Clothing
  - Lighting
  - Timing
  - Time of Day (For Lighting)
  - Audience
  - Questions
  - Etc…

Creating and Giving Presentations

- ✓Creating
  - ✓Organizing
  - ✓Writing
  - ✓Formatting
- ✓Giving

Comments?
Questions?
Suggestions?

End of slide show. Swipe forward to exit.

Hyperlinks in PowerPoint

- Can Link to
  - Existing File or Web Page
  - Place In This Document
- Inserting a Hyperlink
  - Highlight Text
  - Right Mouse Click
  - Select “Hyperlink…”
- Returning
  - Automatically From Existing File or Web Page
  - Via Another Hyperlink From Place In This Document

What's ahead?

[1 of 6]

- Upcoming DD Meeting and Due Dates
  - ~~02/12, Th: Artwork Feedback in All-Hands~~
  - ~~02/12, Th: Second DD Zip File Submission Due~~
  - 02/18, We: Alpha Presentation Schedule Posted
  - 02/18, We: Alpha Presentation Slide Decks Due
  - 02/19, Th: Alpha Presentations
  - 02/20, Fr: Work Towards Beta Presentations
  - 02/20, Fr: Mid-Semester TEFs Due (5:59 p.m.)
  - 02/20, Fr: Third DD Zip File Submission Due
  - 02/24, Tu: Alpha Presentations
  - 02/26, Th: Alpha Presentations
  - 03/03, Tu: Spring Break

What's ahead?

[2 of 6]

- DD Booklet Pages Status
  - ~~First Submission First Draft of Artwork~~
  - ~~Second Submission: First Draft of All Assets~~
  - ~~Template~~
  - ~~Artwork~~
    - ~~Draft~~
    - ~~Updated~~
  - ~~Project Description~~
    - ~~Draft~~
    - ~~Edits by TMs~~
    - ~~Edits by Dr. J.~~
    - Edits by Jill

What's ahead?

[3 of 6]

- Third DD Zip File Submission
  - Dr. D. Posts Assets Zip File
  - Teams Check Everything
    - Template Data
    - Project Description
      - ❖ Correct only errors.
        - » Typos
        - » Technical
      - ❖ Do not make any stylistic edits.
    - Artwork
      - ❖ Ensure it's the updated artwork.
      - ❖ Do not resize or move.
      - ❖ Do not update the artwork.
    - Document corrections exactly per email instructions.
- ALL Team Submits Assets Zip File (Even if No Edits)

What's ahead?

[4 of 6]

- Third DD Zip File Submission
  - Every team must respond even if there are no edits.

Dr. D.,

Team [team-name] has carefully reviewed our Design Day project page.

We found [number-of-errors] errors.

We certify that we have found and edited all of the errors if any.

If any other errors are found, we understand that we will lose 0.2 points of our Design Day grade for each such error.

Team [team-name]

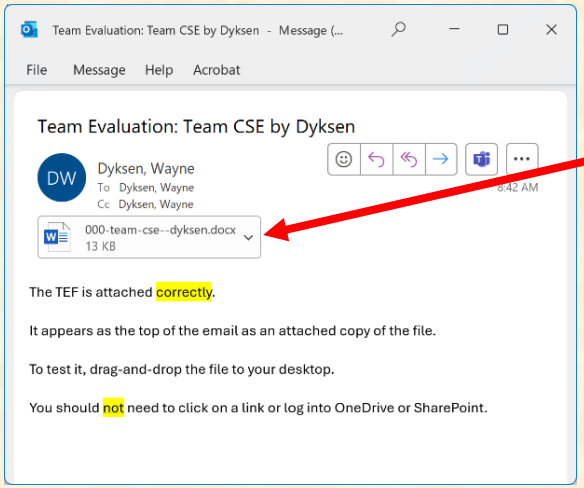
What's ahead?

[5 of 6]

- Mid-Semester
  Team Evaluation Forms (TEFs)
  - Significant Evaluation of You and Team Members
  - Follow submission instructions.
    - Via Email
    - Drag and Drop as Local File
    - Do NOT as OneDrive Document
    - Not Attached Correctly == Not Processed
      Not Processed == -MAPP Points
    - Cc Yourself
  - Due Friday, 5:59 p.m., 02/20/2026 ←Note: 5:59 p.m.

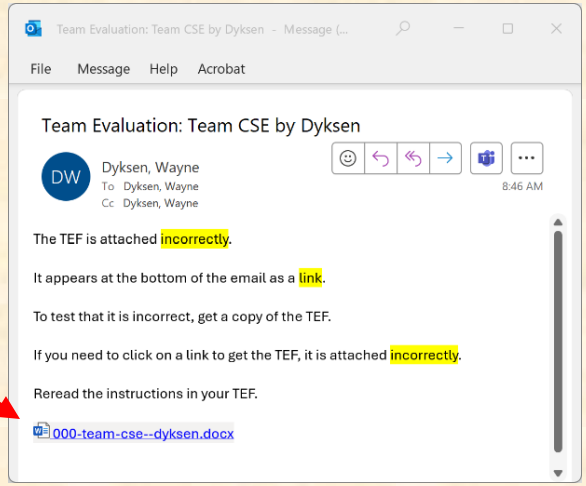
What's ahead?

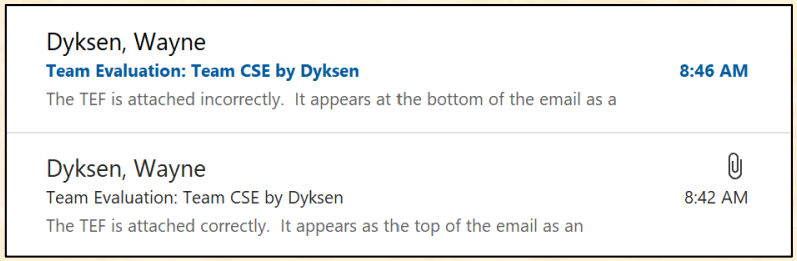
- Mid-Semester TEFs
  TEF Email Attachment



Correct

Incorrect





Incorrect

Correct