Presenting your Project

Steven R. Bagley
and
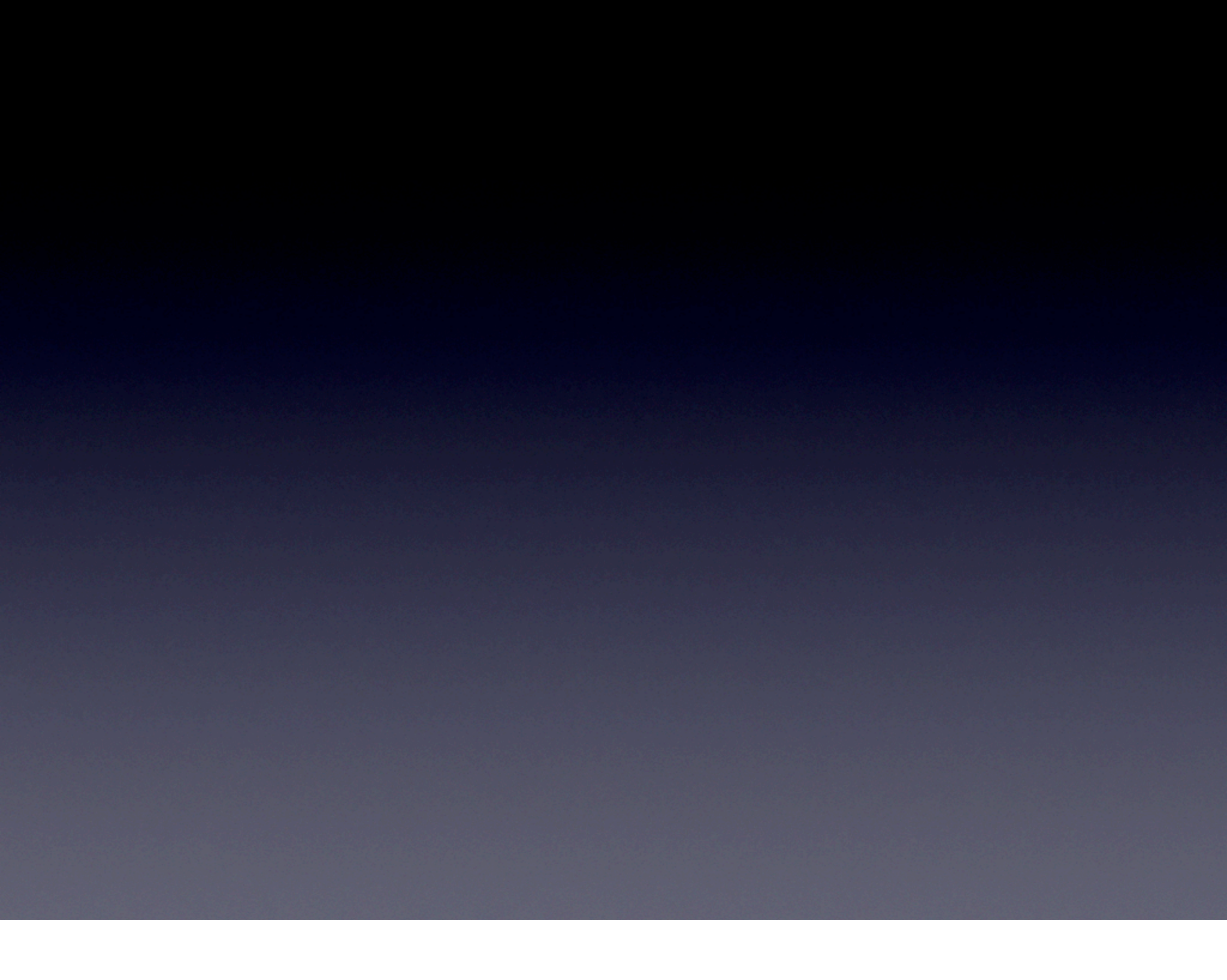**David F. Brailsford**
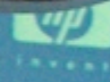
Presentations

- **10 minutes**
  - **Additional 5 minutes for questions**
- **Grouped into hour-long sessions**
- **Choose the best speaker**

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- **Speaker must rehearse…**
- **Practise, Practise, Practise…**

Presentations

- **Dress smartly**

- **Use 'specialists' at question time**

Preparation

- **Purpose of the talk**

- **Target Audience**

- **Content**

- **Timing (10mins is short)**

- **Visual aids**

- **Make sure your demos are *short* and *work***

Structure

- **Narrative — what's the story?**

    - **Set the scene**

    - **Outline your work**

    - **Summarize**

Things to Remember

- **Previous work**

- **And why your solution is better!**

- **Be objective**

- **Just enough detail…**

- **Justify your approach**

- **Be honest about your achievements**

Objective about the pros and cons of your approach

Delivery

- **Cue Cards**

- **Memorise the important information**

- **Use your natural voice**

- **Rate of speech — don't gabble**

- **Keep eye contact with audience**

Delivery

- **Appearance (of you and your team)**

- **Introduce yourself**

- **Humour (in moderation!)**

- **Set the agenda**

- **Visuals *before* commentary**

- **Handouts**

Handouts containing extra technical content :)

Electronic Aids

- **PowerPoint popular**

- **PC provided in C60**

- **Check your laptop beforehand!**

- **Time is short**

- **Live Demos considered harmful**

• Never commit to a live demo, unless you have a 'pre-canned' demo as backup

Remember

- **Use cue cards**

- **PREPARE THOROUGHLY**

- **Adapt your voice to the room**

- **Speak to the audience**

Open Day

No Group Dynamics

```objc
pixelFormat:pixelFormat];
[pixelFormat release];
  if(self)
  {
    [[self openGLContext] makeCurrentContext ];
  [self reshape];
  [self initGL];
  }

phase = 0;
spin =70; maj_radius = 1500;

obsX = 290; obsY = 1000; obsZ = 450;
[self calculateObserver];

NSLog([NSString
stringWithCString:glGetString(GL_VERSION)
encoding:NSASCIIStringEncoding]);

// texture = [[NSImage allocWithZone:[self zone]]
initWithContentsOfFile:@"/Users/steve/Desktop/
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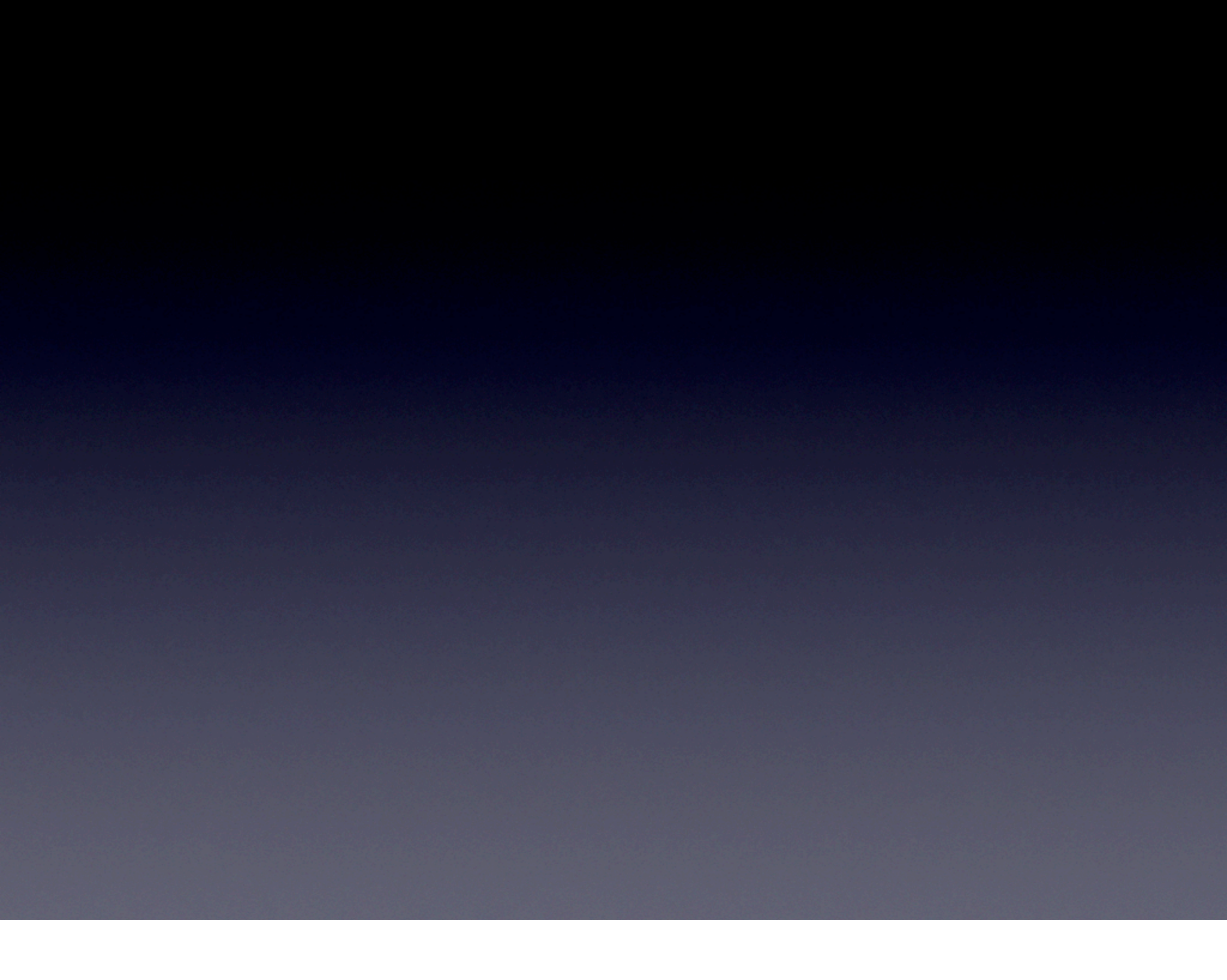
No Code

Selling your Product

- **People will want to know the answer to the following three questions:**

  - **What does it do?**

  - **How does it work?**

  - **What can I use it for?**

- **So tailor your Open Day display to answer these questions**
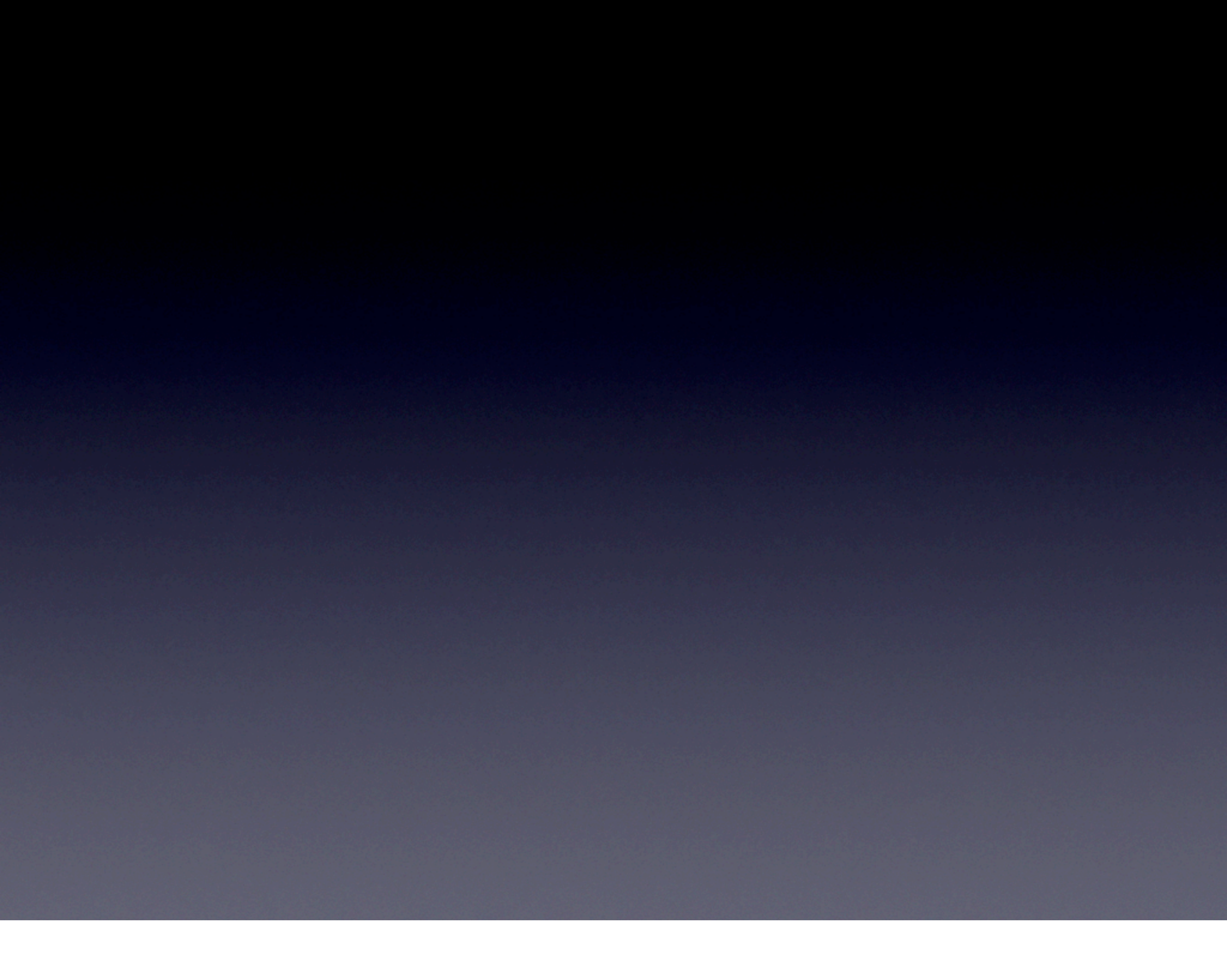
How to sell your product

Attraction

- **Make your stall stand out from those around you**

- **Need not be complex**

- **Confectionery is a popular option**

- **Posters**

The Demo

- **The chance to show off your work**

- **Be proud of it!**

- **Plan out what your are going to show**

- **Make sure you know what will crash it**

- **Answer the three questions we looked at earlier**

The Memento

- Make sure there is something to take away

- This will help visitors to remember your stand and product

- Leaflets are a simple idea

General Notes

- Dress smartly

- Have the sales pitch ready beforehand

- Be prepared to answer technical questions if asked

Posters

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- **Thanks to an HP donation, the CS department has a wide format printer**

Posters

- **Thanks to an HP donation, the CS department has a wide format printer**

- **Each group can have one A1-sized Poster for use at Open Day printed**

- **Must be Portrait...**

- **For Free!**

Design

Design

- **Nothing works better than a well-designed piece**

- **Unfortunately, nothing is worse than badly-designed material**

- **Fortunately, the secret of good design is to follow some simple rules**

- **Applies equally to posters and leaflets**

KISS

KISS

Keep it Simple, Stupid!

less is more

Hierarchy

- **Use size, colour and position to order the information on a page**

- **Make sure the most important information is the clearest on the page**

- **Don't make your product name the smallest thing on the page**

Grids

- **Divide the page up into a grid**

- **And keep things aligned to that grid**

- **Multiples of three are great**

Grid Example

- **Divide the page into three sections vertically**

- **Use the top two-thirds for a relevant photograph**

- **And the bottom third for information**

Colour

- **Colour is great!**

- **Can highlight, add emphasis and give emotion to design**

- **Warm colours (reds, yellows, oranges) make a piece look friendly**

- **Cool colours (blues, greens) give the opposite impression**

Colour Clash

- **But how to choose the colours**

- **Get it wrong and it looks awful**

- **Start by looking at what assets you are already using for inspiration.**

   e.g. does a photograph have a dominant colour?

Colour Theory

- Once you've found the main colour, we need to find colours that complement it

- For this we use a colour wheel

Colour Wheel

Colour Wheel

- **Find your main colour on the colour wheel**

- **Try lighter, or darker versions**

- **Swing 180º around the wheel, this gives a complementary colour**

- **Also try the colours next to both the main and the complementary colour**

Online Colour Wheels

- **http://www.wellstyled.com/tools/colorscheme2/index-en.html**

- **http://kuler.adobe.com/**

Fonts

- No more than two typefaces needed, better with just one

- Think about what the fonts say, is it old-fashioned?

- Make sure the fonts work together

General Points

- **If using photographs, make sure they are high resolution or they'll look awful at A1 size**

- **Make sure you have permission to use the photos**

- **Either take them yourself, or buy them from a stock photo library**

  http://www.istockphoto.com/

General Points

- **Design Software**

- **Word or PowerPoint are problematical**

- **Adobe InDesign or QuarkXPress is better**

- **Adobe offer a 30-day free trial – download it!**

- **Posters need emailing to me**