Presenting your Project

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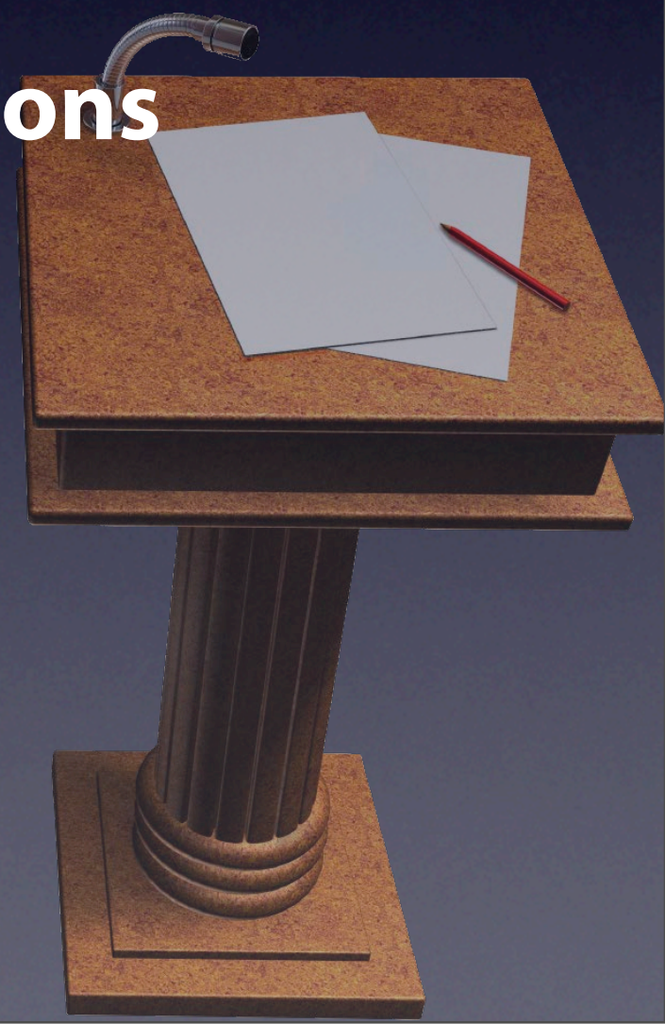
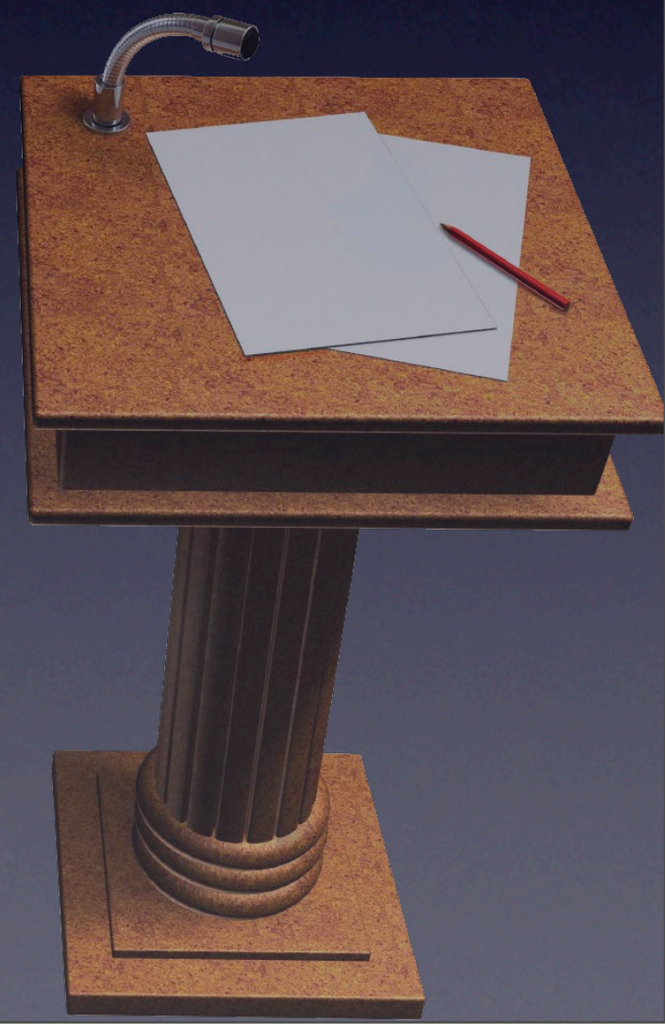
Presentations

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



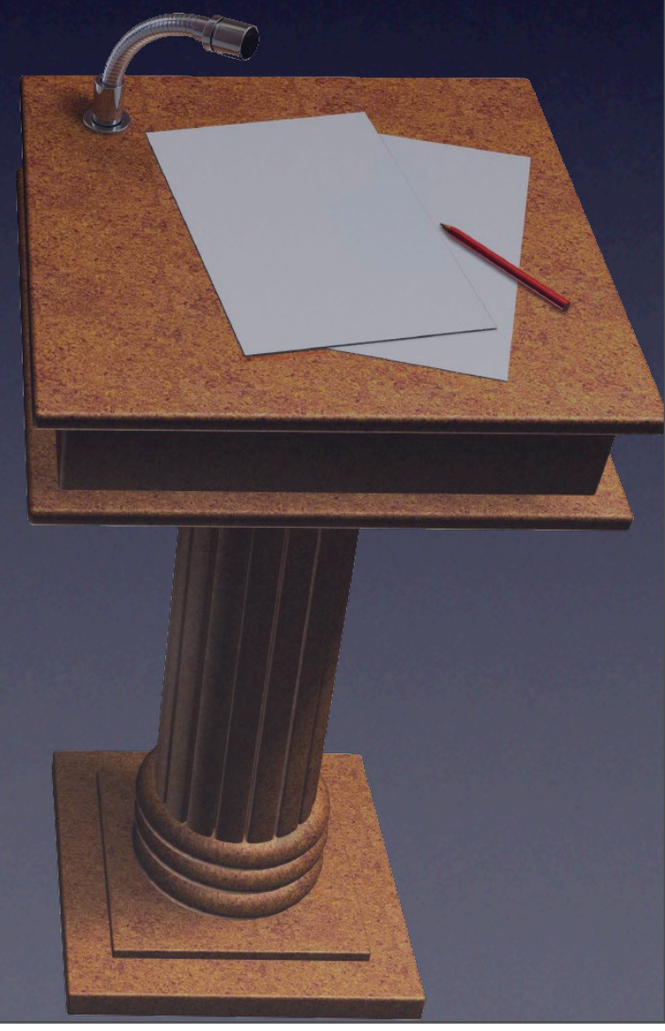
Presentations

- 10 minutes
  - Additional 5mins for questions
- Grouped into hour-long sessions
- Choose the best speaker
- Speaker must rehearse…
- Practise, Practise, Practise…



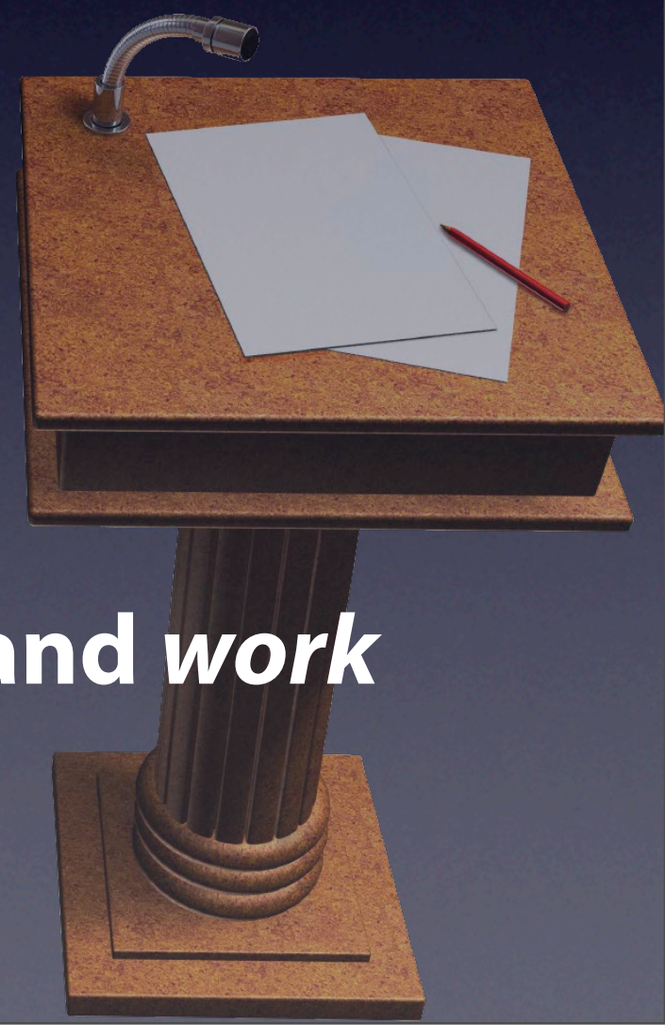
Presentations

- Dress smartly
- Use ‘specialists’ at question time



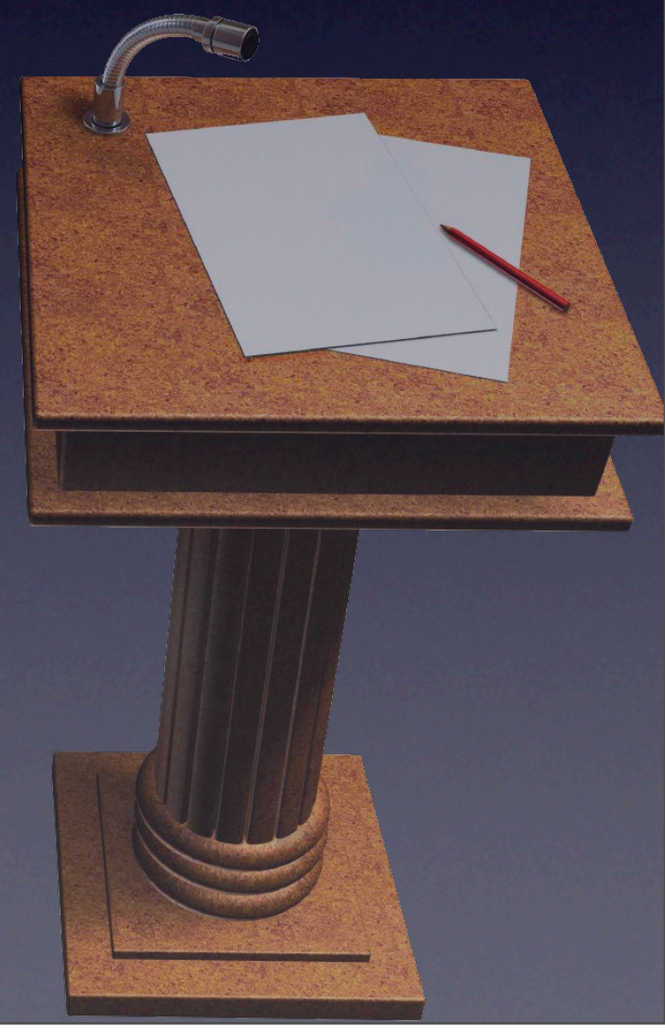
Preparation

- Purpose of the talk
- Target Audience
- Content
- Timing (10mins is short)
- Visual aids
- Make sure your demos are *short* and *work*



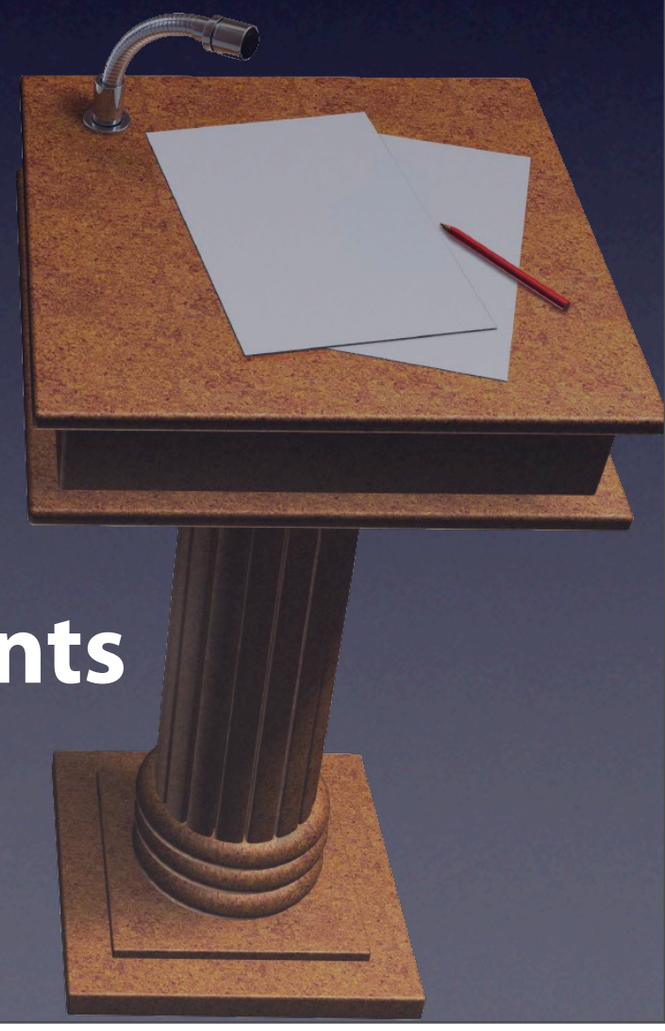
Structure

- Narrative — what's the story?
  - Set the scene
  - Outline your work
  - Summarize



Things to Remember

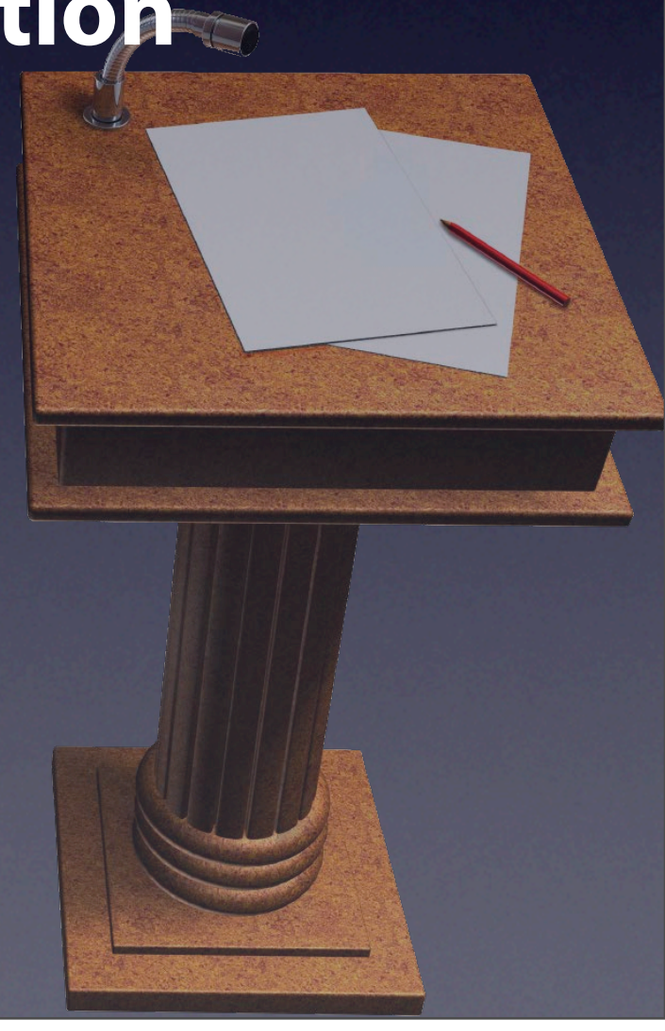
- Previous work
- And why your solution is better!
- Be objective
- Just enough detail…
- Justify your approach
- Be honest about your achievements



Objective about the pros and cons of your approach

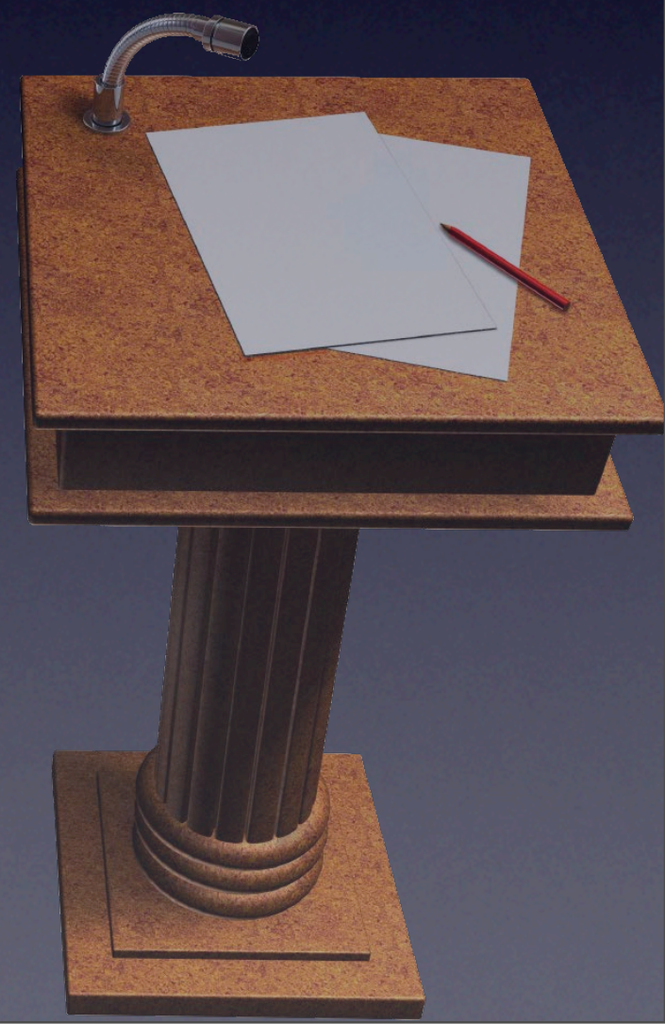
Delivery

- Cue Cards
- Memorise the important information
- Use your natural voice
- Rate of speech — don’t gabble
- Keep eye contact with audience



Delivery

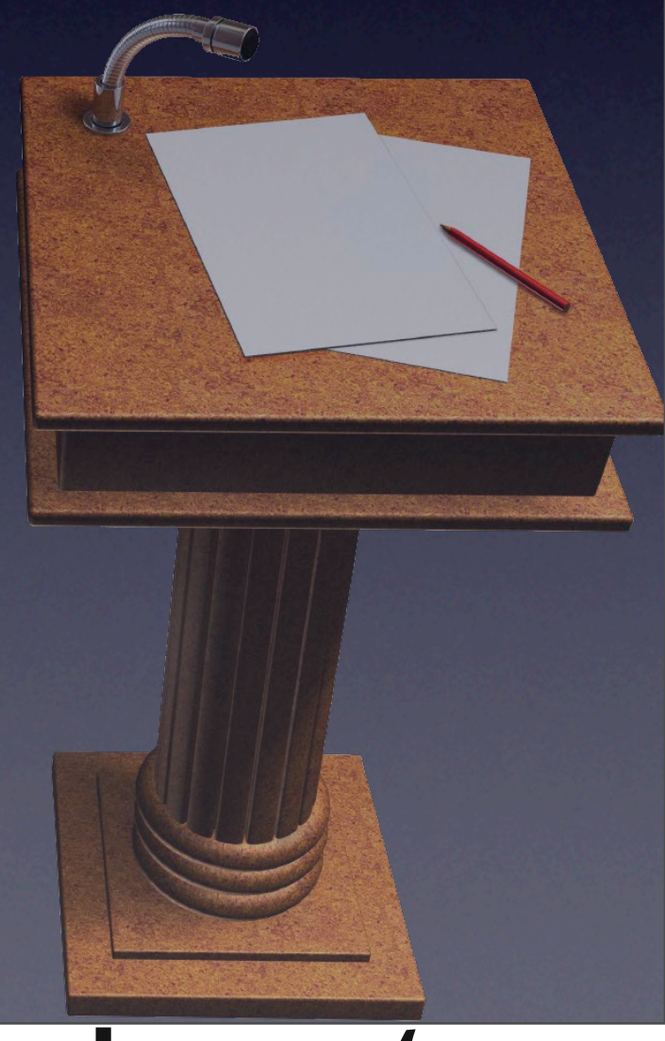
- Appearance (of you and your team)
- Introduce yourself
- Humour (in moderation!)
- Set the agenda
- Visuals *before* commentary
- Handouts



Handouts containing extra technical content :)

Electronic Aids

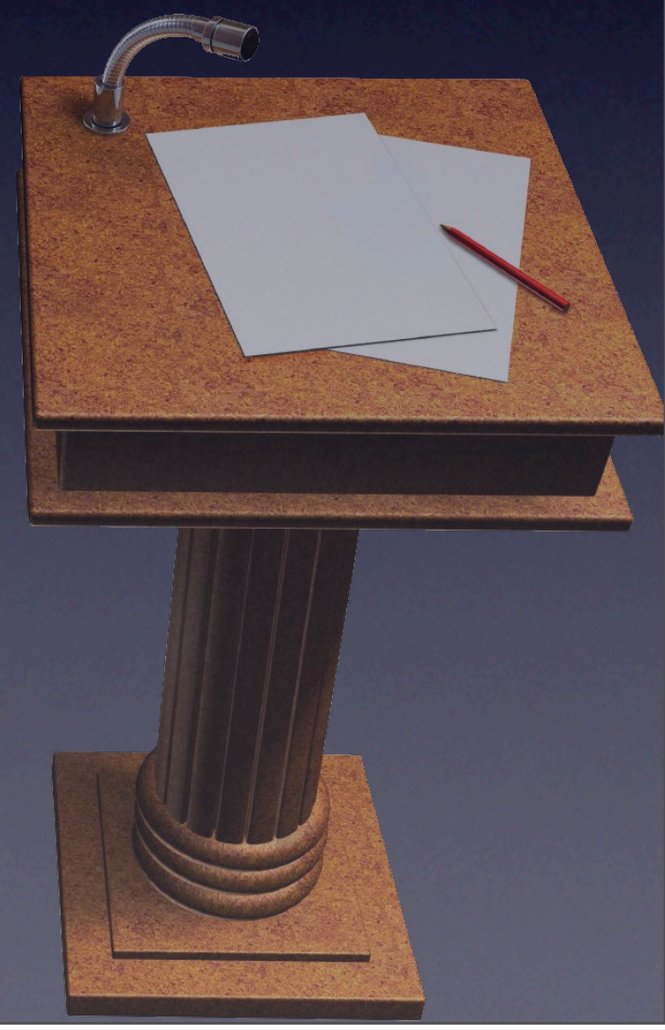
- PowerPoint popular
- PC provided in C60
- Check your laptop beforehand!
- Time is short
- Live Demos considered harmful



- ***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

mimotek
mimotek
APPLICATIONS THAT
DIVE INTO THE PDF PAGE
STRUCTURED PDF:
PERSONAL PDF:
ADOBE® ACROBAT® PLUG-INS
WWW.MIMOTEK.COM

A Knowledge Forum for the Industry
Print Media Academy
Print Media Academy

hp
invent

No Group Dynamics

```
 [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/
```

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

Attraction

- Make your stall stand out from those around you
- Need not be complex
- Confectionery is a popular option
- Posters

The
Demo

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

- 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

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 by Monday 7th May — 9am