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 5 mins 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
No Group Dynamics
pixelFormat = [self createPixelFormat];
    if(!pixelFormat)
        return nil;
    self = [super initWithFrame:frame 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
    stringWithFormat:glGetString(GL_VERSION)
    encoding:NSASCIIStringEncoding]);

// texture = [[NSImage allocWithZone:[self zone]]
initWithContentsOfFile:@"/Users/steve/Desktop/"

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

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

NSLog([NSString stringWithFormat:
stringWithCString:glGetString(GL_VERSION)
encoding:NSASCIIStringEncoding]);
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
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
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 180° 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://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