



Creating Your 11.188/11.520 Presentation and Report

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Creating and Presenting Effectively

- **Draft the Short Report First**
 - Finalize the report after the presentation
- **Create the presentation:**
 - Begin with the ending
 - Craft the beginning
- **Prepare yourself**
- **Present the presentation**
 - Connecting with the audience
 - Delivering the presentation
 - PowerPoint Do's and Don'ts



Goals: To Write and Explain Findings Clearly in writing and while presenting

Technical Reports

Writing

Reader controls:

order

pace

Reader is active

Reader cannot question

Oral Presentations

Speaking


Speaker controls:

order

pace

Speaker is active

**Speaker can respond to
and ask for feedback**



The Formal Structure of the Presentation/Report

- Title
- Abstract
- Table of Contents
- Introduction
- Problem
- Method
- Findings
- Constraints
- Conclusion

Presentation

Written Report



Step 1: Before you begin writing....

- **Content is the Key!**
- **Know your project**
 - Collect *more* information than you will use
 - Review your research questions
 - Review your notes
 - Review your graphs and charts
 - Anticipate problem areas



Organize your data, locate data trends, work on conclusions

Start with figures:

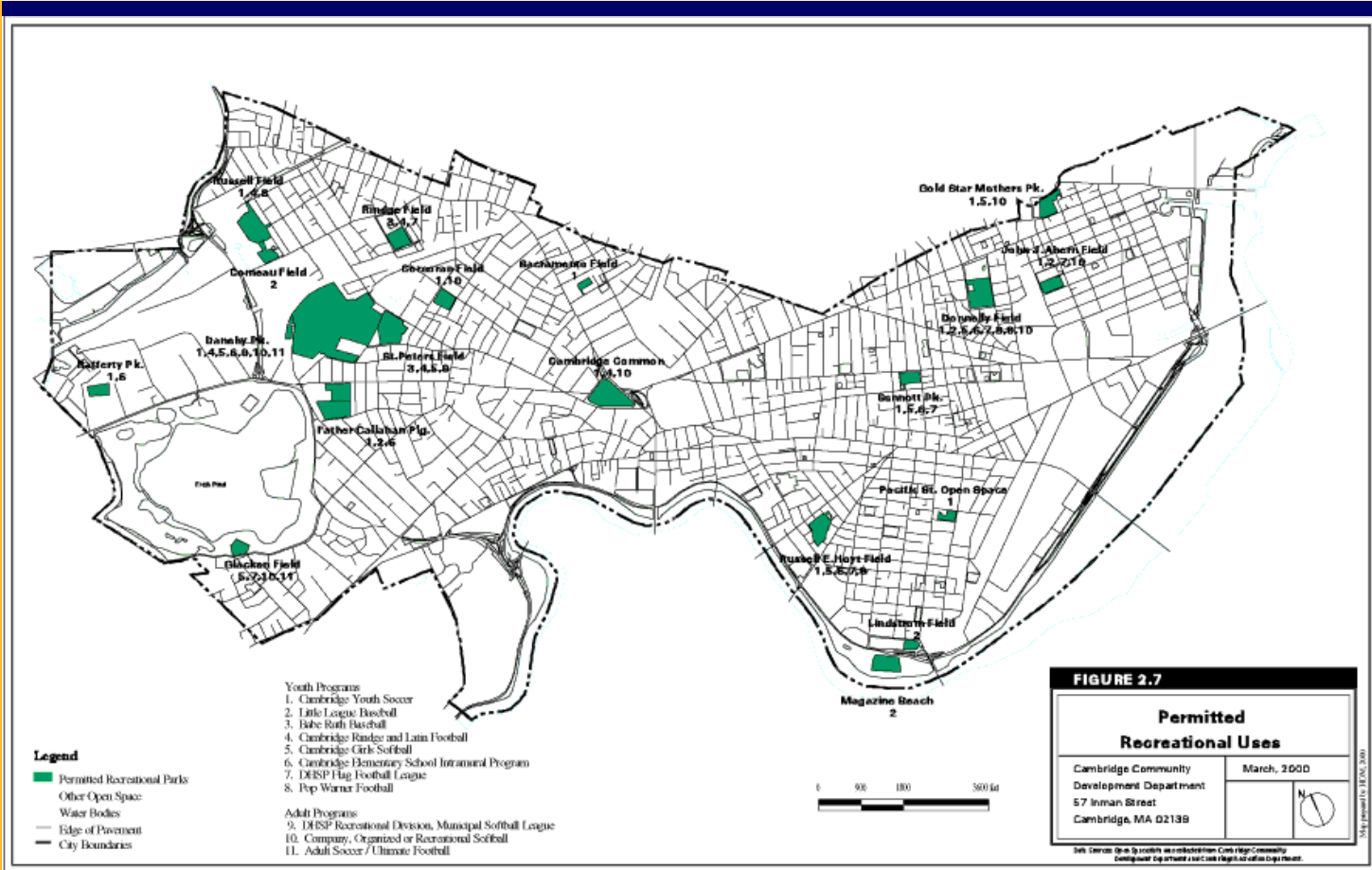
- Summarize findings in plots, figures and maps
- Print hard copies of your maps or sketch figures you'd like to have in the presentation/report
- Locate trends in results
e.g., Did population \uparrow in urban areas during the time period?

Then use words:

- Summarize what you've done in a few sentences



Where is the Green space in Cambridge?





Think about Audience Expectations

**t (time)= 15', T (temperature)=32°; t=0',
T=25°; t=6', T=29°; t=3', T=27°; t=12',
T=32°; t=9', T=31°**



Audience Expectations

Time (min)	Temperature (°C)
0	25
3	27
6	29
9	31
12	32
15	32



Audience Expectations

Temperature (C)

Time (min)

25

0

27

3

29

6

31

9

32

12

32

15



Step 2: Analyze context

Who is the audience?

- Technical expertise
- Size of audience
- Level of interest
- Familiarity with subject

How much time do you have?

- 5 to 6 slides for a 7 minute talk
- Budget under time
- You will be filmed!!


Equipment constraints or other considerations?

- Disk, e-mail file, *or* bring your own laptop?
- Multiple speakers on same day?



Step 3: Draft the written document and the presentation

“Story-board” method:

- Sketch candidate slides (6 or less + title)
 - Develop 2-3 bullet points for each slide
 - Integrate slides into a story-board
 - Revise slides and bullet points to better fit story-board
 - Add slides to fill in gaps
 - Remove slides to eliminate redundancy
- 



Create the Presentation

Report Order

1. Title
2. Abstract
3. Introduction
4. Problem
5. Method
6. Findings
7. Limitations
8. Conclusion

Drafting Order

1. Findings
2. Limitations
3. Conclusion

1. Method
2. Introduction
3. Problem
4. Abstract
5. Title



Begin with the End

- **Findings**
 - What trends can you point out?
 - What did you notice?
- **Limitations of the study**
 - Explain the problems with your results.
 - Can you explain why these problems happened?
- **Conclusion**
 - What do you want your reader to remember about your work?
 - Remind your reader of your primary findings.



Draft the Beginning

Report Order

Introduction

Problem

Method

Findings

Limitations

Conclusion

Drafting Order

Findings

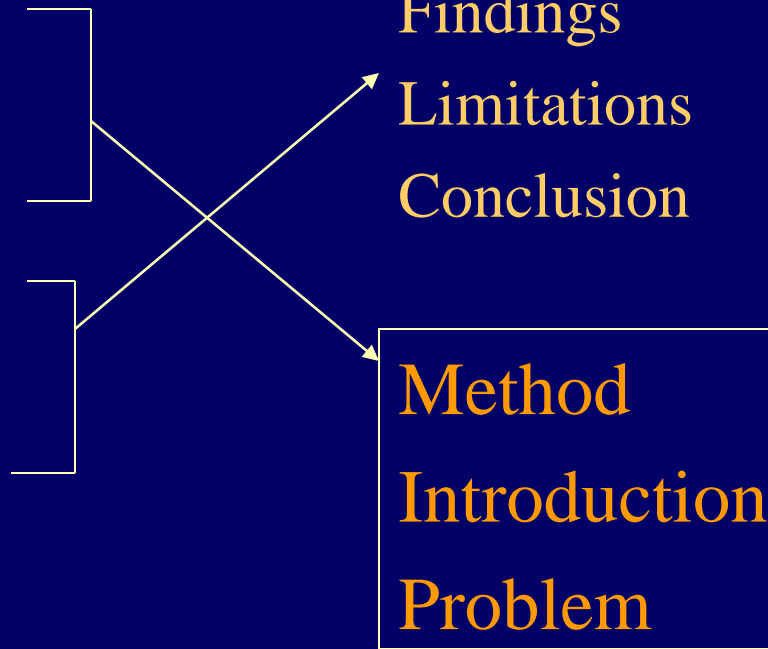
Limitations

Conclusion

Method

Introduction

Problem





Draft the Methodology

- **Methodology**
 - Describe the process used to study the question.
 - Briefly describe the data sets used (e.g., censuses, surveys, etc.)
- **Introduction -- Explains the goals and purpose of the project – the problem you are solving**
- **Problem – Explains the specific problem you focused on**



Make Your Title Clear, Informative and Understandable at a Glance

- Title
 - Abstract
 - Table of Contents
 - Introduction
 - Problem
 - Method
 - Findings
 - Constraints
 - Conclusion
- weak →
- ↘
- better

Solar Absorption by Clouds

Cherie Miot Abbanat
November 29, 2004
11.204

Department of Urban Studies and
Planning

Direct Observation of Excess Solar Absorption by Clouds

Cherie Miot Abbanat
November 29, 2004
11.204

Department of Urban Studies and Planning



The Abstract Summarizes the Entire Report

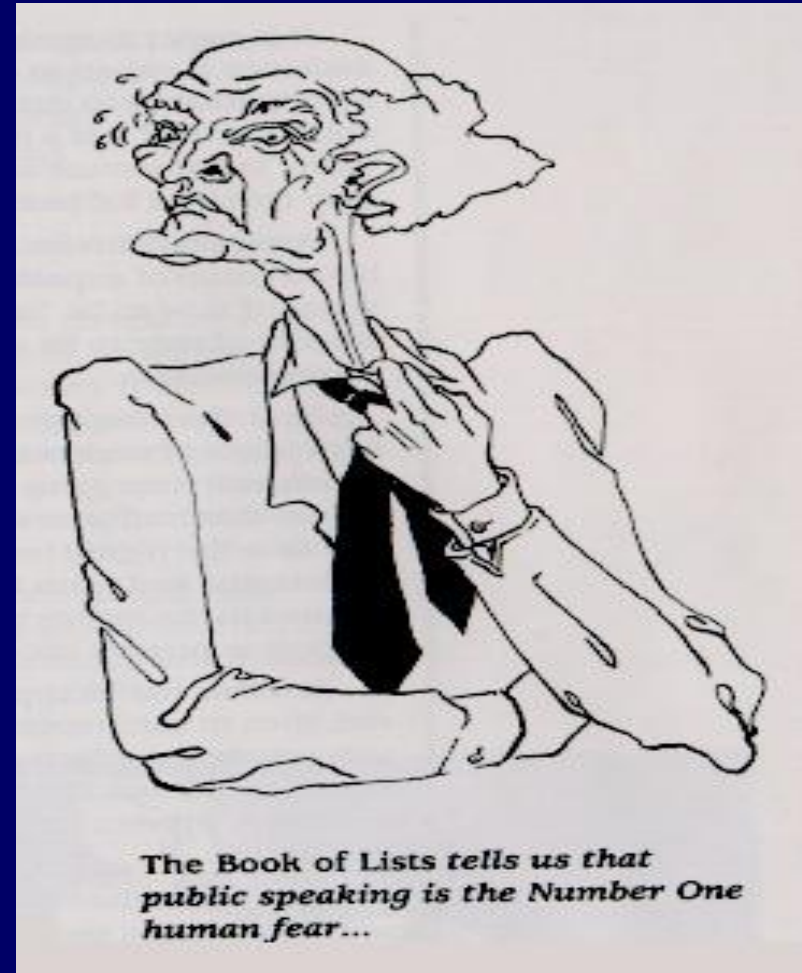
- Title
- Abstract
- Table of Contents
- Introduction
- Problem
- Method
- Findings
- Constraints
- Conclusion

The Abstract (150 – 200 words)

- **Problem:** Describe the key topic or problem of your document (1-2 sentences)
- **Method:** State your main approach to solving the problem (1-2 sentences)
- **Findings:** Provide the primary results (1-2 sentences)
- **Conclusion:** Include your main conclusions (1-2 sentences)

Step 4: Present -- Now that you are about to Deliver the Presentation...

- Rehearse
- Prepare yourself
- Connect with the audience





Rehearse

- **Practice at least 6 times**
- **Practice with a colleague for feedback**
 - Is your content clear?
 - Do you rock, squirm, gesture too much?
 - Is there room for improvements/adjustments?
- **Time yourself – 7 min. or less**
- **What 3 questions will your professors likely ask?**



Rehearse

- **Non-verbal behavior should be deliberate**





Preparing the Morning of....

- **Focus and center yourself**
- **Be excited about your subject**
 - If you aren't excited about your subject, your audience won't be either
- **Be yourself—don't imitate others' styles**
 - Speak in a natural tone
 - Speak at a natural rate



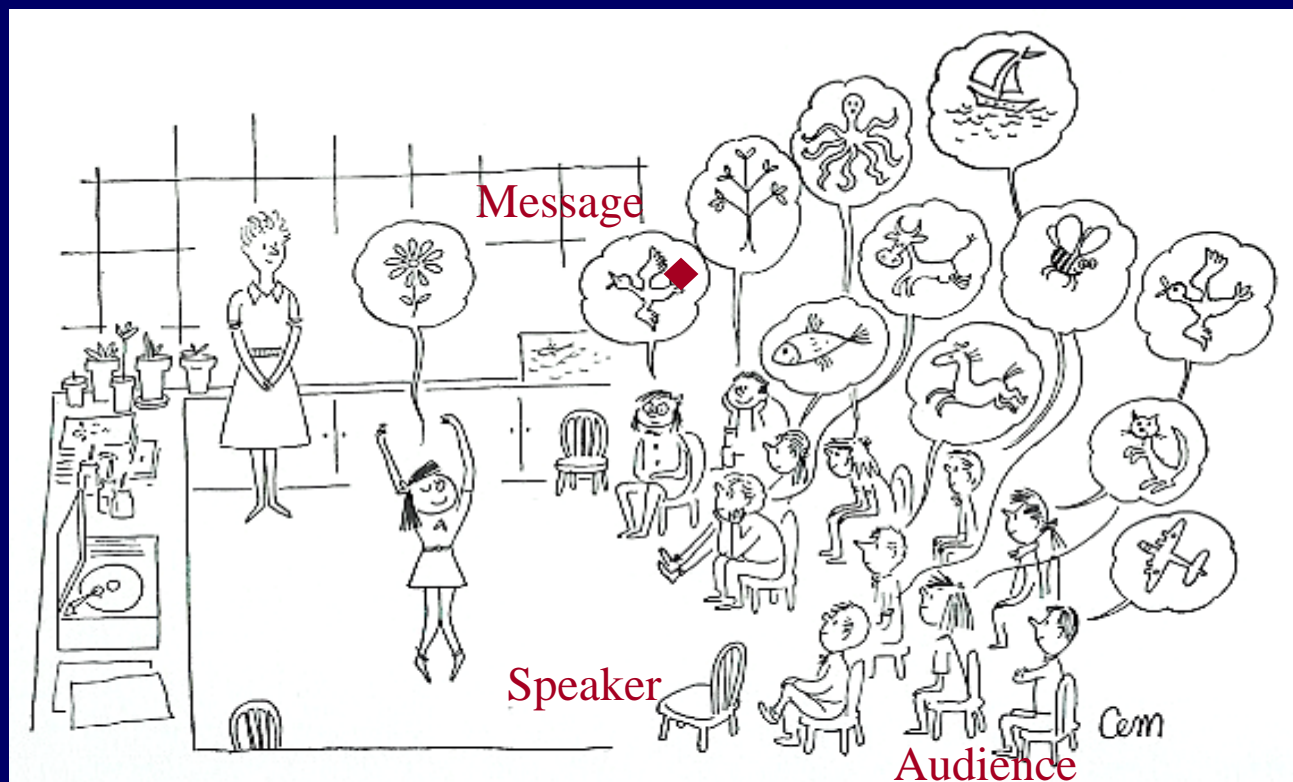
Connect with the Audience

- **Put yourself in the audience's place**
 - Use the terms that your audience knows
 - Explain any novel ideas/terms or references
- **Engage the audience**
 - Establish eye contact; look at *people* not the screen
 - Use friendly hand gestures
 - Speak to specific individuals if you know them
- **A presentation is *two-way communication***
 - Pay attention to audience reaction; modify your talk as needed (are they listening or reading email?)



Deliver the Presentation

- Watch for disconnect between your meaning and audience understanding



Drawing by CEM, copyright 1961, *The New Yorker*.
Source: Edward R. Tufte, *The Visual Display of Quantitative Information*,
Graphics Press, 1983, page 56



Deliver the Presentation

■ **Standing**

- Stand on the left of the room from the audience's view (so you can point to slides from left to right) and stand at a 45 degree angle to the audience
- Keep your hands at your sides

■ **Speaking**

- Introduce yourself
- Pause after complicated ideas so that the audience can keep up
- Take questions at the end to maintain focus

PowerPoint Do's and Don'ts

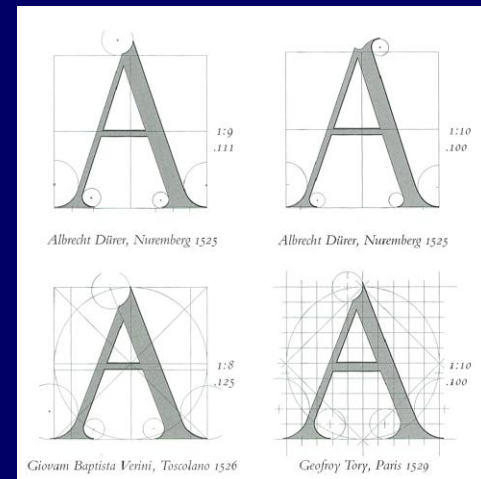
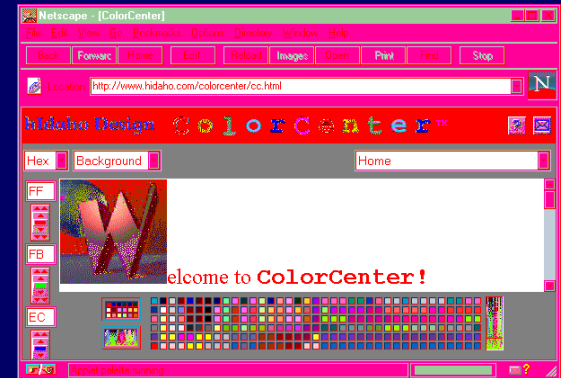
■ Color

- Be easy on the eyes; don't distract from content
- Dark background; light type

■ Type

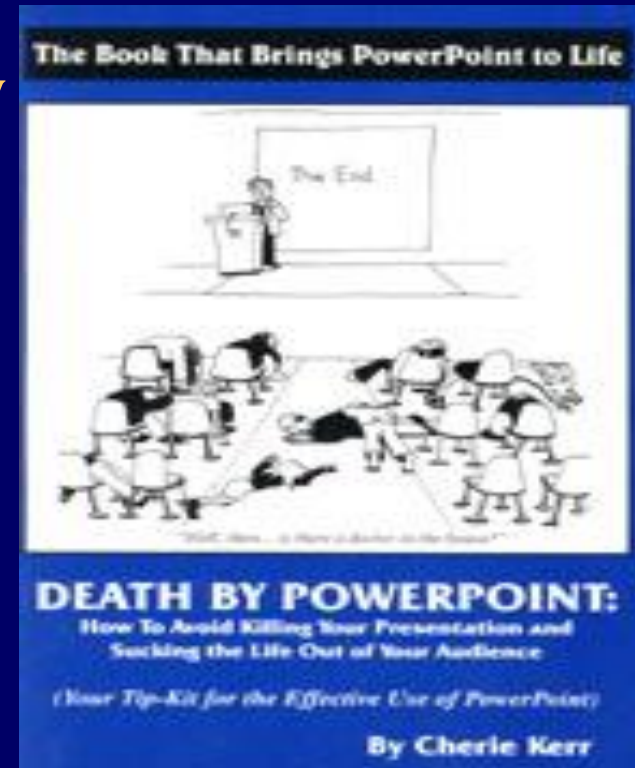
- Sans serif headings
- Serif bullets
(serif “feet” make lines for ease of reading)
- Keep type at 24+ points
- Limit upper-case type

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“Death by PowerPoint”

- **Do not just read your slides**
 - Say more than you show
 - Hand-out more than you say
 - Leave paper trail
- **Weave a story**
 - Why is this interesting or important?
 - Why should the audience be interested?

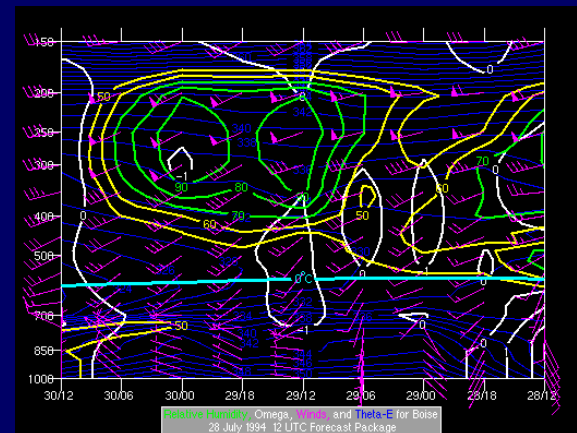




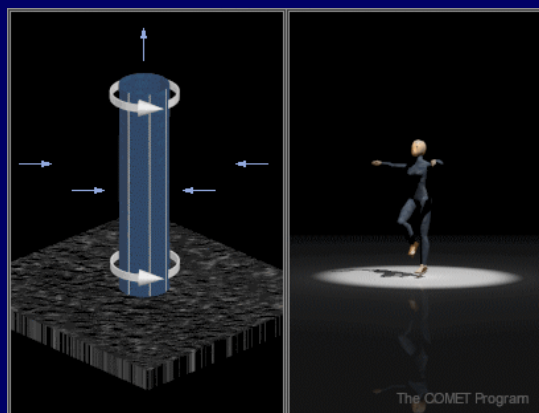
Think about your Graphics

- **Introduce and Explain**

- Walk us through them
- Average attention span per slide is 8 seconds



- **Use examples and metaphor**



The stretching of vorticity is a difficult physical concept, but comparing it to a skater's conservation of momentum helps to clarify what we mean



Create Effective Overheads

- **Keep text to a minimum on slides**
- **Arrange ideas in a logical sequence**
 - Emphasize key points as you make them
 - Summarize—at the end of your talk
- **Use illustrations and graphics liberally**



Include Sources

- **Purpose, Movement, Color:
A Strategy for Effective Presentations**
 - Tom Mucciolo and Rich Mucciolo, MediaNet, Inc., 1994
- **The Quick and Easy Way to Effective Speaking**
 - Dale Carnegie, Dale Carnegie Associates, Inc., 1962
- **The Visual Display of Quantitative Information**
 - Edward R. Tufte, Graphics Press, 1983



Contact

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