

CS577a 10/29/99

Presentations' Heuristics



Main Outline

Contents of Presentation Material

- Fonts
- Background
- Master Slide

Presentation Planning

- Timing for Slides; Total Time
- Timing for Demo
- Rely on Back-up material per slide

Presentation Delivery

- NO REPETITION:
 - Refer to predecessor; show only new stuff
- Paper copies for primary audience
- React to in-process feedback

Contents of Presentation Material

Layout: Landscape! No Prose!!!

Fonts

- 24 pt!!! (use "narrow" before reducing size)
- San-serif better than serif

Background: Simple; Single color;

Master Slide (except first one):

- Keep Logo, Header, footer **SMALL**
- Working area 6.5" by 9"

Amount of material: See my sample exit criteria

Drawing Size & Color

- Large fonts for texts
- No fill colors!
- Lines to Black?



Presentation Planning

Timing for Slides

- Usual rule of thumb: 3 minutes each
- Exceptions
 - Cover slides
 - Diagrams: Depends on complexity and whether you will read/interpret them
 - o Interpretation is appropriate when Customer is in "intended audience" and you have NOT done it before this.
 - o No extensive interpretation of SSAD portions

Total Time: Unless practiced and timed, apply 3 minute per slide rule of thumb; therefore 5 slides per person per 15 minute slot

Timing for Demo: Practice first (and time it!) – have in mind the things you expect to stress;

Rely on Back-up material (not presented) for details



Presentation Delivery

Paper copies for primary audience

NO REPETITION OF MATERIAL:

Refer to predecessor; show/discuss only new material

NEVER read the material on your slides!!!

- practice paraphrased presentation
- mention only the most important items
(the audience usually reads faster than you can speak!!)

React to in-process feedback

(you are already in trouble if you get some)

- If we say "move on" **DON'T KEEP GOING ON THE SLIDE** unless you have something to ADD (point out)
- If we say something that you don't understand, ask about it; take a few moments to confer/re-plan

Live Rose diagrams? Only if practiced with talking! / TOC-topics

Very Lst Line- format is Tiny