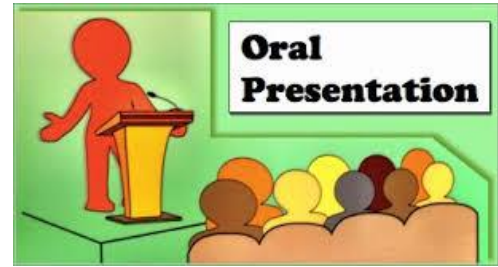


Lecture 05 :

How to make a presentation



1. What is a presentation?

A presentation is a formal method of communication where information, ideas, or opinions are conveyed to an audience. Presentations typically involve a speaker or group of speakers who deliver content to an audience using various mediums such as spoken word, visual aids (such as slides or charts), and sometimes interactive elements.

2. Preparation for a presentation :

2.1. Preparing your material

- Divide your material into the essential points that you definitely want to make, and a little extra material you can use if there is time.
- Organize the material, so that it flows logically – help the audience follow your line of reasoning.
- Introducing: prepare your introduction, including a brief overview.
- Include a 'Hook': consider including a brief statement, image, quotation to hook your audience in at the start.
- Ending: prepare a strong closing summary that sums up your argument or recommendations.

2.2. Deciding on the structure :

Whether the audience can understand what you are trying to communicate will be determined by how you structure your presentation. You should focus on the development of a clear structure that will help to map out and guide you in your preparations and in your final delivery.

As a very general principle, the rule of three is offered.

- Tell them what you are going to tell them.
- Tell them.
- Tell them what you have told them.

- A. An introduction, outlining the aim of your presentation and the areas your talk will focus on.
- B. The main body, containing the substance of your talk and developing the ideas outlined in the introduction.
- C. **A conclusion**, drawing together the main points and containing the ‘take home message’ for the audience.

3. Common Forms of Presentations :

3.1. Slide presentations

Tips for PowerPoint presentations:

- Avoid clutter slides at all costs.
- Select a clear font such as Arial or Helvetica.
- Use bold rather than underline and avoid italics.
- A dark background (deep blue or black) and light coloured text (white or yellow) for contrast will make your words stand out (Use of colour that detracts from the main content of the slide, or that makes reading the text difficult.)
- Use a font size of 20 or over: use a 36 point for titles and a 28 point for body text
- Spelling and /or grammar mistakes should be avoided.
- Use pictures and icons and beware of the special effects, e.g. spinning words or sound effects.
- Keep the presentation consistent, e.g. background and style. Do not suddenly switch fonts half way through. You may not notice, but your audience will.
- Less than 30 words per slide, 5–6 words for headings a maximum of five bullet points per slide.
- Keep the number of slides down to one per minute or even one per 40 seconds.

3.3. Poster presentations :

- ☐ Make posters large, visually appealing and informative: use images, colour and a strong structure.
- ☐ Do not neglect academic content.
- ☐ Use a simple, clear structure, so that it is obvious which order to read the information.

- Ensure the title and headings stand out.
- Avoid overloading the poster – leave spaces.

3. Common presentation pitfalls and mistakes

The most common mistakes that presenters often make are as follows:

- Flying through the content at top speed.
- Not having an introduction or a conclusion.
- Not providing time for questions and answers.
- Reading from a prepared text.
- Being overreliant on PowerPoint.
- Being afraid to go into too much detail.
- Worrying too much about ambiguous signals from your audience.