QUESTIONS?
Dànielle Nicole DeVoss

Professor of Professional Writing
Writing, Rhetoric, and American Cultures

- WRA 202: Intro to Professional Writing
- WRA 331: Nonprofit Communication
- WRA 360: Visual Rhetoric / Document Design
- WRA 415: Digital Rhetoric
- WRA 455: Portfolio Seminar

- CAS / AL 114: Creativity, Innovation, and Entrepreneurship
- IAH 241e: Social and Cultural Entrepreneurship
OVERVIEW

1. discuss basic presentation tips

2. talk about outlining and getting started on your presentation

3. cover the “rules” of slideshow content writing and design, and look at some well-crafted slides

4. look at some hideous slides

5. explore some slideshow design schemes

6. address any questions you have about UURAAF presentations
What do good presenters do?
OUTLINING YOUR PRESENTATION

• it is hard work to whittle an entire research project into a few slides and into bullet points

• begin by asking around or doing some research to see what is conventional among practitioners in your field
for instance, in the sciences, presenters often construct their slideshows following this format:

1. title
2. problem or issue studied
3. research method
4. data collected
5. research findings
6. implications
7. conclusions

another typical format is:

1. title
2. abstract
3. introduction or background
4. literature review
5. methodology
6. results
7. discussion
8. conclusion
in the humanities, depending on your focus, you might often construct your slideshow following this format:

1. title
2. problem or issue studied
3. history and background
4. analytical approach or guiding theory
5. findings
6. implications
7. conclusions
Political Rhetoric and Technological Change in the American Presidency:

Roosevelt and Radio, Kennedy and TV, Dean and the Internet
OUTLINE / OVERVIEW

1. introduction
2. research questions
3. analysis
   A. Roosevelt and radio
   B. Kennedy and TV
   C. Dean and internet
4. conclusions
5. recommendations
1. overview
2. introduction
   a. what is photographic truth?
   b. why is it important to understand and research?
3. motivation and influence
4. purpose and goals
5. research process
   a. Kruger and her influence
   b. Kruger’s work
   c. Kruger’s acts of appropriation
6. ethical implications
7. conclusions
one helpful way to craft your outline and organize your presentation might be to focus on **what**, **who**, **how**, and **why**

- **what** was the problem or issue?
- **who** is involved, affected, etc.?
- **why** is this problem or issue important?

- **how** does your research fit into already existing research?
- **how** did you research or analyze the problem or issue?

- **what** are your findings?
- **what** do these findings tell us?

- **what** are the implications of these findings?
- **what** are your conclusions?
after you have a sense of how professionals in your field typically format slideshows and organize their material, you might think about your audience—and determine what information you must present, and what information your audience likely already knows.

you don’t have an hour, for instance, to provide a complete background on your topic; you may wish, though, to spend a couple of minutes providing enough background info for your audience to understand your project.
Introduction

Organizing Questions:

- What impact has technology had on presidential rhetoric?
- How have individual presidents used specific emerging technologies?
- What is the impact on our Democracy?
RESEARCH GOALS

- Look at how publishing has traditionally been practiced

- Research how blogs have become popular digital spaces

- Interview professionals in the field of editing and publishing

- Determine whether or not blogs are transcending the digital medium (and moving into print)
Why talk about the “rules”?

1. the “rules” aren’t so much rules as they are conventions—aspects people are used to and comfortable with

2. you have to know the rules to be able to break them

3. you have to know your audience to know whether or not it’s appropriate for you to break the rules
do not copy and paste entire paragraphs into your slideshow; rather, whittle your arguments down to a few key points per slide

include no more than three or four bullet points per slide

use short—but descriptive!—phrases in your bullet points

outline your presentation carefully and conventionally
Recruitment

- 250 initial invitations to two student email lists
  - received 62 replies

- additional notice sent to 218 people on Facebook.com
  - received an additional 24 more replies

- 29 volunteers began study; 20 volunteers completed study
CONCLUSION

• China’s rise with its continued streak of economic dominance should be viewed as a threat to Central Eurasia
  ▪ Why?
    • Regional alliances neighboring China should be wary of measures taken to build international alliances

• Russia is losing power and credibility in the region and relying on China for economic support
  ▪ Now what?
    • Needs to reconsider the anti-West rhetoric, this could help lift sanctions imposed by EU
Conclusions: Technology and Democracy

- Technology restricts the content of presidential discourse, but expands its reach.
- New media give politicians more power to combat crises and political nihilism.
- The tasks of citizenship become more complex as the volume of information rises.
SLIDE RULES #1 continued

- make sure each slide has a clear, descriptive heading

- use a large, readable font face and size for your headings, for instance, this slideshow is set up to use Calibri Bold 80 pt

- use a medium, readable font face and size for your bullet text, for instance, this slideshow is set up to use Calibri 24 pt
DEFINITIONS

• **Health Communication**: professionals help the public make sense of health information, by translating scientific findings; “the study and use of communication strategies to inform and influence individual and community decisions that enhance health” (National Institutes of Health, U.S. Department of Health & Human Services, 2002, p. 183)

• **Health Communication Campaigns**: “a communication campaign seeks to bring about specific outcomes, is directed at a large audience, has a defined time limit, and involves an organized set of communication activities” (Rogers and Storey, 1987, p. 814)

• **Social Norm Theory**: individuals incorrectly perceive the behaviors or attitudes of those around them; theory helps correct “misperceptions of social norms…to reveal and enhance already existing healthy norms that have been underestimated and weakened” (Berkowitz, 2004, p. 195).
CONCLUSIONS

Leaders who create an excellent work environment:

- have a **vision** for the future—and invest time and energy to communicate that vision

- provide **clarity**—try to make sense of people’s different interpretations

- pay **attention** to thinking, emotion, and action—connect the “head” with the “heart” and the “feet”
Experiment No. 2

Moviegoers given M&Ms in 10 colors ate 43 percent more than those offered the same number of M&Ms in seven colors

http://www.sciencedaily.com/releases/2004/05/040511040654.htm
SLIDE RULES #2

- adopt an overall design scheme that lends visual consistency to your slideshow

- avoid garish, distracting backgrounds (just because PowerPoint *lets* you use them doesn’t mean you should)

- make sure your visual content—photos, icons, clipart, etc.—complements the purpose and focus of your presentation

- think deeply about how your audience will respond to the visual elements of your presentation
when integrating visuals:

- should be used to illustrate specific points—try to avoid decoration-only graphics in your slideshow

- should be incorporated in a way that is complementary to the slideshow’s overall content

- should be explained and prefaced—either in the slide itself (e.g., “Figure 1 shows...”) or by the speaker (e.g., “As you can see in this figure...”)

- should be cited if taken from a source
Review of Common Coupling Methods

- Elastic Averaging
  - Non-Deterministic

- Pinned Joints
  - No Unique Position

- Kinematic Couplings
  - Kinematic Constraint

- Flexural Kin. Couplings
  - Kinematic Constraint

- Quasi-Kinematic Couplings
  - Near Kinematic Constraint
flat-spectrum sources, CLASS + VLA + ATCA
(Healey et al. 2007)

11,000 flat-spectrum sources, |b| > 10 deg., S > 65 mJy
III: Mormon Fashion Blogs

Elaine Hearn of Clothed Much, Kristine Consador Biggs of Kristine or Polly, Kathryn Bingham of Kitsune-Kun
“If the Russian side needs it, we will provide necessary assistance within our capacity” (Xi Jingping)

“The role of Ukraine, as a transit country, will be reduced to zero... Gazprom has de facto abandoned Ukraine as a transit party” (Gazprom CEO)
SLIDE RULES #3

- read and review and proof and proof and edit and polish and proof

- make sure there are no spelling errors, grammer errors, or typos in your slideshow
• practice your presentation, but don’t just read through it—you have to deliver it out loud (it takes almost twice as long to read something out loud as it does to read it silently)

• practice your presentation in front of friends, or schedule an appointment at the Writing Center to demo it and get some feedback

• as you practice, identify not only clunky areas or poorly written chunks and typos, but also time yourself (10 minutes!)

• consider practicing in a presentation room to see how your materials look on the big screen (they will look different than they look on your computer!)
SLIDE RULES #4

- Test your presentation!
  - If you created it on a Mac using PowerPoint 2012, test it on a PC.
  - If you created it on a PC using OpenOffice, test it on PowerPoint 2013.

- All the laptops for UURAF will be PCs running Microsoft Windows with Microsoft PowerPoint 2013.

- Each computer will have a USB port for flash drives.

- Each computer will have wireless access, but you will probably want to have a backup for Internet content (especially big files, like video).

- Be ready to load your presentation onto the computer in your presentation room before presentations begin.
save in multiple places—for instance,

- upload your presentation to Google Drive and bring it on a USB drive
- email your presentation to yourself and bring it on a USB drive
UURAF BLUNDERS!

- getting to your room late and not having time to set up your presentation
- not knowing who’s in charge of bringing your materials for a group presentation
- not testing your presentation and sending or bringing it in an incompatible format
- going crazy with the cursor or mouse (or clicker or laser pointer if you bring one)
- jumping in without a title or situating introduction
- not practicing your timing (10 minutes!), and getting cut off
  - there will be a facilitator in each room to make sure each presentation goes no longer than 10 minutes, and no more than 5 minutes are devoted to a question-and-answer period
- ending without a conclusion > “uh, that’s it” is not a conclusion
- not handling questions well
# ORAL PRESENTATIONS | Judging Form

<table>
<thead>
<tr>
<th>PROGRAM CATEGORY:</th>
<th>JUDGE:</th>
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<table>
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<tr>
<th>TIME</th>
<th>PRESENTER(S)</th>
<th>TITLE</th>
<th>Delivery</th>
<th>Comprehensibility</th>
<th>Significance</th>
<th>Elements</th>
<th>Current Status</th>
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A five point scale is used to score each criterion. Points are added up to determine a total score. Maximum total score is 30 points.

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<td>Good</td>
<td>Great</td>
<td>Exceptional</td>
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</table>
### CRITERIA
- Delivery
- Comprehensibility
- Significance
- Elements
- Current status
- Visual aids

### ASSESSMENT
- Poor/Not addressed
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A five point scale is used to score each criterion. Points are added up to determine a total score.
POWERPOINTS THAT HAVE HURT PEOPLE
Outline

- Employment opportunities
- Departmental overview
- Undergraduate curriculum changes
- Questions and answers
GLAST Unique Program Elements

- Major partners: TL Productions, SEU Forum, Hands On Universe, AAVSO, Maryland Science Center, SLAC, TOPS Science, NASA/GSFC, NASA/MSFC
- PBS Television Special with Tom Lucas Productions
- Museum Exhibit with SEU Forum
- Telescope Network
  - High schools and amateurs
  - Will observe GRBs and AGNs
- SLAC Virtual Visitor’s Center
  - Web site upgrade
  - Gamma-ray detector interactive
- TOPS Science Printed Lessons
- GLAST Ambassadors Program
  - 10 educators who will help develop education materials
- Planetarium Show with Maryland Science Center

Too much clutter! Too much unrelated information for one slide.
Too much clutter! Too much information for one slide.

*Only* include something like this if this information is meant to be conceptual.
Distracting background and poorly selected colors make this impossible to read.
Distracting background and poorly selected colors make this impossible to read.
6. The Federalist Papers

- The *Federalist Papers* are a series of articles published in 1787-88 with the aim of promoting the ratification of the new constitution. They were written by three authors, Jay, Hamilton and Madison, under the pseudonym “Publius.”

- Some of the papers (especially cases joint) authors bear by Mosteller 1960s to attempt to answer this question. It is now considered as settled.
The Dark Lady: an unusual way of love in Shakespeare

We can find in Shakespeare not a "dark lady" or "black woman" desirable. This is a novelty, but for what she really is. In tradition, the woman described who has got also defects, is Petrarchan's poetry, but also describes his woman's physique and actions (breath, words, gait...) that make her special although she's not beautiful and her words are not music. In conclusion, Shakespeare is aware of the complexity of a feeling like love, which is something more important than beauty. Love can survive through the time and be immortal, while beauty is bound to die.
As a good idea

This isn't

Vertical text positioning is hard to read. Very little room for content.
Very audience- and context-dependent.

Only for use with a geology presentation!?
New templates built into PowerPoint

Blank Presentation

Welcome to PowerPoint

Gallery

Parcel

Wood Type

Ion Boardroom
Featured PowerPoint Templates and Themes

Browse by Product
- Excel
- PowerPoint
- Word

Browse by Category
- Agendas
- Blank and General
- Brochures
- Budgets
- Business
- Education
- Fax Covers

Download more templates: templates.office.com
download more templates: google search > free powerpoint templates
ADJUSTING DESIGN DEFAULTS

- View → Master → Slide Master

  - Slide Master view allows you to choose your font faces, font color, and background color, and embed images

  - adjusting the Slide Master affects your entire PowerPoint presentation

REMEMBER: font faces don’t follow you from machine to machine (stick with system fonts or create title images in Photoshop and embed them in PowerPoint)
SPARTANS WILL

MAKE CONNECTIONS
PLAY WITH A PURPOSE
EMBRACE DIFFERENCE
FAIL FORWARD
MAKE TIME TO REFLECT
STRETCH YOURSELF

[Gotham Bold]
SPARTANS WILL

MAKE CONNECTIONS

STRETCH YOURSELF

PLAY WITH A PURPOSE

EMBRACE DIFFERENCE

FAIL FORWARD

MAKE TIME TO REFLECT

[Gotham Bold not installed on presentation computer; computer defaulted to Courier]
If you have embedded an audio or movie file in your slideshow, you must save it with your presentation.

If you don’t, the computer won’t know where or how to find it and play it.

If you have embedded a link to online audio or video (e.g., a YouTube clip), you should be all set.
For large video files and other online content, you may want to download a copy to play/show it.

The Union is wireless and the computers will be connected, but...

The wireless might be sluggish with so many people connecting.
• you may not use your own laptop for your presentation

• the laptops for UURAF will be PCs running Windows and PowerPoint 2013

• laser pointers or USB clickers are not provided

• if you use Apple Keynote, Google Slides, OpenOffice, Adobe Persuasion, or a non-compatible version of PowerPoint, be sure to save your presentation in a compatible format
LIFE BEYOND POWERPOINT

- PowerPoint is just one presentation tool
- there are many others—for instance, online presentation creators like Prezi, building presentations on Google Drive, or using shareware software like OpenOffice

however...

- most of the conventions discussed today apply using these different tools or different presentational techniques
1. ???
PRESENTATIONS > LESSONS LEARNED

- crafting well-designed, well-written slideshow presentations is tricky and takes time and care

- plan to spend *a lot* of time **organizing your materials and outlining your presentation**

- as for design, templates are just templates—they are *starting points*; be sure to choose a template that complements the content of your presentation

- familiarize yourself with the resources available
  - like Microsoft’s download site, where you can download tons of PowerPoint templates
  - like the Writing Center, where you can get one-on-one help, and demo your presentation
  - like the UURAF web site, which includes all sorts of sample materials and advice
Oral Presentations

- Session A: 8:30–10:30am
- Session B: 11:00am–1:00pm
- Session C: 1:30–3:30pm

*Remember to check in and get to your room EARLY (ideally, 15 minutes before the session starts).*

Poster Presentations

- Session A: 9:00–10:30am
- Session B: 11:00am–12:30pm
- Session C: 1:00–2:30pm
- Session D: 3:00–4:30pm
To check your time slot and presentation room for UURAF:

https://uuraf.msu.edu/

(search for your last name)
UPCOMING WORKSHOP

Preparing for Success at UURAF

panel of seasoned UURAF presenters available to answer questions, offer tips and advice, etc.

113 Bessey Hall
Tuesday, March 26 from 6:00–7:00pm
QUESTIONS?
www.digitalwriting.org/UURAF

PREPARING ORAL PRESENTATIONS
OUTLINING YOUR PRESENTATION
Follow the general outlining conventions of your field, for instance:

<table>
<thead>
<tr>
<th>general science format</th>
<th>general humanities format</th>
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SLIDE RULES #1
- do not copy and paste entire paragraphs into your slideshow
- include no more than three or four bullet points per slide
- use short—but descriptive!—phrases in your bullet points
- make sure each slide has a clear, descriptive heading
- use a large, readable font face and size for your headings (e.g., Times New Roman 60pt)
- use a medium, readable font face and size for your bullet text (e.g., Calibri 26 pt)

SLIDE RULES #2
- adopt an overall design scheme that lends visual consistency to your slideshow
- avoid garish, distracting backgrounds (just because PowerPoint lets you use them doesn’t mean you should use them)
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SLIDE RULES #3
- read and review and proof and proof and edit and polish and proof
- make sure there are no spelling errors, grammar errors, or typos in your slideshow
- practice your presentation—OUT LOUD!—make sure you have your timing down (10 minutes)

SLIDE RULES #4
- test your presentation for potential technical issues
- be ready to load your presentation onto the computer in your presentation room before presentations begin
- save in multiple places—for instance,
  - upload your presentation to D2L or Google Drive and bring it on a USB drive
  - email your presentation to yourself and bring it on a USB drive
- each room will have a laptop, a projector, and speakers
- the laptops for UURAF will be PCs with Microsoft Office 2013
- each computer should be connected to MSU wireless