ORAL PRESENTATION DEVELOPMENT WORKSHOP

UCR Student Success Programs

Office of Undergraduate Education
Qualities of a Good Presentation

- Think about your favorite professor, TED speaker, or orator. What do they do to captivate their audience?
Overview

1. Advance Preparation
2. Logical Presentation
3. Design Guidelines
4. Speaking to the Audience
5. Symposium/Conference Etiquette
6. Evaluation and Feedback
7. Final Tips
Advance Preparation

Love Dad, I made a modest studio apartment for my Malibu Stacy.

"This is the kitchen, this is where she prints her weekly feminist.

"Dad, you're not listening to me?"

"Malibu Stacy" (original airdate: February 17, 1994)
Advance Preparation

- Use the format of your academic discipline
- Prepare a **15 minute** presentation (for the Undergraduate Research Symposium)
- Credit sources and be truthful
- Anticipate questions
- Be consistent with your formatting
Advance Preparation

- Consult with your faculty advisor
- Disciplines have different presentation formats
- Use citations from your discipline, e.g., APA
Advance Preparation

- Rehearse, Rehearse, Rehearse!
- Remember, you are *not* reading, so practice walking through your topic extemporaneously
- Practice making eye contact with your audience
- Be aware of your tone of voice
- Use a timer
  (15 minutes goes fast!)
Advance Preparation

- You cannot cover every detail of your research
- Be prepared to answer questions
- Try not to be intimidated by questions or the audience
- If you don’t know the answer, say so
Logical Presentation
Logical Presentation

- Present your research topic and rationale
- Follow the order and logic of a research paper
- Background information
  - Keep this brief
  - Avoid lengthy discussions of previous theory and literature
- Research question or problem
  - What is the focus of your study?
- Method
  - Keep this broad and avoid going into too many details
Logical Presentation

- Most of your presentation should focus on your findings!
  - Use charts, graphs, or bullet point summaries
  - Be sure to label charts/graphs appropriately
  - Did you find what you expected?
  - How do your results relate to theory or previous literature?
  - What are the implications of these findings?
  - Where will you go from here?
Logical Presentation

- Conclude your oral presentation by discussing implications and directions for future research
- Provide final acknowledgements to your advisor(s) and funder(s)
Design Guidelines
Design Guidelines

- Slides should contain the elements of research paper, e.g., title, author(s), methods, results
- No one slide should have excessive text
- Use color, spacing, images, animations, and text effectively
Design Guidelines

- Title slide
  - Include the title of your talk
  - Your name and major (and any other co-authors)
  - Your advisor’s name and department
  - University of California, Riverside
  - Optional: Date of the talk and Event
    (Undergraduate Research Symposium)
Design Guidelines

- Select no more than 2 different fonts
  - Too many
    - Gets distracting
    - And difficult to read
      - Avoid multiple bullet levels too!

- AVOID USING ALL CAPITAL LETTERS

- Select fonts that are easy to read for body text
  - Times New Roman, Arial, Palatino, Helvetica

- Text should be large enough to be seen at the back of the room (at least 20pt)
Good Use of Color

- Black on white
- Dark blue on white
- Brown on white
Bad Use of Color

- Yellow is difficult to read
- So is red
- Not to mention, these are pretty bright
- Dark blue isn’t so bad
Design Guidelines

- UCR PowerPoint templates available online:
  - [http://creativedesign.ucr.edu/standards.html](http://creativedesign.ucr.edu/standards.html)
Design Guidelines

- Performance and Visual Arts Presentations
  - Tell your audience about your idea(s), goal(s), or theme(s)
  - Think of your presentation as a verbal artist’s statement
  - Make sure that if you have any special media needs you contact the Student Success office to make arrangements and/or advise of props you will be bringing.
Speaking to the Audience
Speaking to the Audience

- Assume your audience is not a part of your discipline.
- Define important concepts
- Simplify the language and avoid jargon
- Use visual aids and images
Speaking to the Audience

- Your audience should listen to you, not read your slides
- Speak slowly and clearly
- Ensure everyone can hear you
- Make regular eye contact
Symposium Etiquette
Symposium Etiquette

- Arrive at the HUB the morning of your presentation (7:30-8:30) to upload your PowerPoint.

- There will be three 15 minute presentations in each session.

- A faculty moderator will introduce you and track your time.

- At the end of the three presentations the moderator will open the session to questions from the audience for 15 minutes total.
Symposium Etiquette

- Technology
  - Bring your PowerPoint on a USB flash drive
  - Only PC is supported
  - Test the equipment provided
  - If you plan to use audio and video files, save and load files with your presentation; test the files with PowerPoint
  - Print a handout of your PowerPoint for the audience in case the technology does not work
Symposium Etiquette

- Arrive at your session early
- Plan to be present for the entire session.
  - Please also encourage your guests also stay for the entire session.
- Listen to the other presentations
  - Participate in the discussion after
  - Ask questions about their presentations if you have any
Symposium Etiquette

- Prepare and practice a 15 minute presentation
- Stay within your time limit!
- Respond to moderator prompts and time remaining
Symposium Etiquette

□ Be truthful
   ▪ Present trials and tribulations
   ▪ Don’t over exaggerate your findings or their implications

□ Respect your audience
   ▪ Dress professionally
   ▪ Smile!
   ▪ Speak using more formal language
     ■ If you respect them, they will respect you
Evaluation and Feedback
Evaluation and Feedback

- Each presentation will be evaluated by a trained staff member using a rubric (in the next slide)
- This is an opportunity to give you constructive comments
- The information is confidential and will only be shared with you
- These evaluations will be used to rank presentations and determine awards for the best overall presentation and honorable mentions
Rubric for feedback

<table>
<thead>
<tr>
<th>Professionalism</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student engages with audience through their talk in a professional manner.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student speaks clearly and makes eye contact with the audience.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation follows a logical progression, including most elements of a research paper.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power Point makes effective use of color, layout and fonts.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clarity of Context</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student explains context and background in way that creates interest in an important issue.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Material presented can be easily understood by people outside of discipline (i.e.: avoids jargon).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Impression</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressive example of important and well-presented research or creative activity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Final Tips

United States agriculture
- 50% of expected corn harvest was lost in 2012 due to unprecedented drought
- increased prices for agriculture products → meat industry

Soybean field, Indiana, summer 2012
Final Tips

- Your presentation or poster is an advertisement for your research
- Start strong: Provide a hook to draw them in
- End strong: What is your take-home message?

Have fun and good luck!