CHALMERS

UNIVERSITY OF TECHNOLOGY

Project Brief & Presentations
LSP127 Session 2

Study period 3, 2018

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LEARNING OBJECTIVES OF TODAY'S SESSION

➢ Remember what aspects of writing help create clear, understandable texts

➢ Understand what the project brief assignment entails and the requirements for passing.

➢ Be aware of the difference between a project brief and a planning report considering thesis project document

➢ Understand what is expected in regards to the presentation and presentation slides' assignment.

➢ Be aware of the presentation skills that help deliver and communicate your message.

PROJECT BRIEF ASSIGNMENT
Help with thesis planning

Mentimeter results from session:

Thinking back to previous writing courses, name the top three aspects that you think help create clear, understandable text?
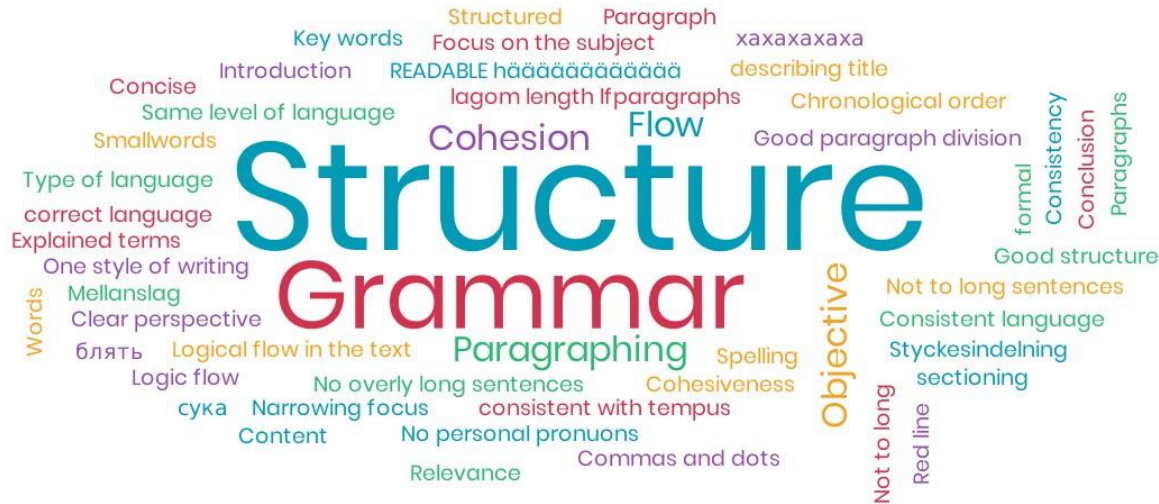
THE TASK

- Write a formal, well-structured text which outlines the background and aim of your thesis or non-thesis project, the anticipated outcome and the organization of your project.

- Give and receive constructive feedback.

TASK OBJECTIVE AND LEARNING OUTCOMES

- Be able to plan a project in an effective way and communicate the plan in speech and writing.

- Practise working in a process-oriented manner, through giving, receiving and implementing constructive feedback.

PROJECT BRIEF REQUIREMENTS

Your text should:

- be 1-2 pages long using 1.5 spacing, font size 12
- use advised section headings: *Background and Aim, Anticipated Outcome, Organisation*
- follow general assessment criteria for written assignments for *language*, *structure* and *content* (see criteria document in PingPong)

Target audience: peers

PROJECT BRIEF / PLANNING REPORT (for thesis)

Both: *"a bird's-eye view of the project"*

➢ Is a type of report, and like all reports, you are informing your reader about a specific investigation. It answers the questions of what, how and when?

➢ At this stage, you are determining what needs to be addressed.

➢ You should focus on the "big picture," but make sure that the extent of the problem is clearly stated.

Difference between the two?

• **Planning report:** slightly more comprehensive and you have a template with set headings to follow.*
The planning report must be approved by supervisor before thesis project can start.

• **Project Brief** could sometimes be within the context of the following:
o E.g. a company may prepare a project brief before hiring a consultant for the particular project.
The consultant would later elaborate on the information given in the brief with his or her recommendations.

* https://pingpong.chalmers.se/public/courseId/8802/lang-sv/publicPage.do?item=4061843

WRITING A PROJECT BRIEF

Similar to introduction – remember GS-Structure?

Background and Aim

Make it clear why your project needs to be carried out:

- provide a background (the wider context)
  - make it clear why your project is relevant – relate scientific principles to real world situations
- present your topic
- present your aim

Broad perspective but enough to show it to be interesting and necessary
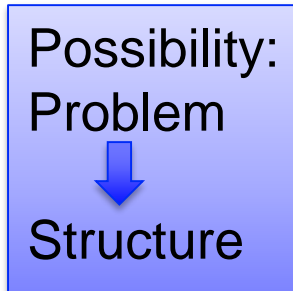
Do not present course aims and/or learning objectives.

WRITING A PROJECT BRIEF

Anticipated Outcome

Make it clear what outcome you think you will reach:

- a possible way to organise your information here is to use a problem-solution structure

Possibility: Problem

Structure

- So restate main issue, describe problems likely to encounter and offer plausible solutions

WRITING A PROJECT BRIEF

Organisation

Make it clear how the project will be organised:

- project participants
- task division
- likely method and materials
- time frames

WHO?

TASK DIVISION

HOW?

USING WHAT?

WHEN
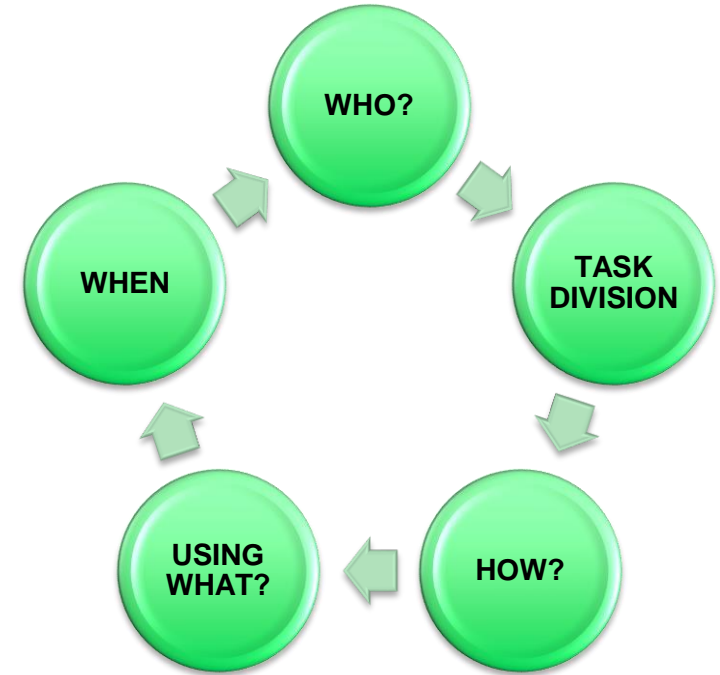
WRITING A PROJECT BRIEF

Coherence and cohesion – creating an effortless read

- skilful use of language
  - range of vocabulary for being specific about what you mean
  - high level of grammatical proficiency to communicate your meaning well
- ability to structure information strategically and effectively
  - organising and unifying all content (coherence and cohesion)
    - from words, phrases, clauses and sentences to paragraphs and document sections

COHERENCE AND COHESION

Paragraphing
Global Engineering company with prestigious reputation worldwide urgently seeks a Customer Support Engineer to join their winning team. In this interesting and highly challenging role you will work within the Systems, Simulation & Component Test environment, taking responsibility for calibrating, testing, fault-finding highly technical & complex servo-hydraulic motion systems following installation. You will liaise with customers based worldwide in the automotive, aerospace, text & manufacturing industries. As such some travel is required. To apply, you need a good sound & practical electronics & electrical background (degree/HNC beneficial), an appreciation of control technologies and techniques applied to real systems – such as industrial motion, process or manufacturing control. In addition, you will have general engineering knowledge including hydraulics, pneumatics, electronics, electrical systems & mechanics. Client has a refreshing attitude to staff training & development.

Writing Guide Help:
http://writing.chalmers.se/en/73-paragraphs
http://writing.chalmers.se/en/75-coherence-cohesion
http://writing.chalmers.se/en/76-punctuation

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To apply, you need a good sound & practical electronics & electrical background (degree/HNC beneficial), an appreciation of control technologies and techniques applied to real systems – such as industrial motion, process or manufacturing control. In addition, you will have general engineering knowledge including hydraulics, pneumatics, electronics, electrical systems & mechanics. Client has a refreshing attitude to staff training & development.

Writing Guide Help:
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EXTRA RESOURCES

Compendium: p. 1 (assignment description) p.7 (specific assignment writing guidelines).

LSP580: look back at the GS-structure info from the first year, session 3

Writing Portal: writing *paragraphs*, information on *coherence and cohesion* and *punctuation*   http://writing.chalmers.se/en/62-writing-a-text

EngOnline (https://engonline.chalmers.se): grammar help

Need **more help** with the assignment?

- Write as much as you can, as well structured as you can and bring this draft version (2 paper copies) to the workshop, 29 Jan for **peer review**.

GIVING AN ORAL PRESENTATION
Further help with thesis work

A 'work-in-progress' presentation

THE PRESENTATION TASK

- Give an oral presentation in English related to your thesis or non-thesis project.

  - present an overview of your project so far

  And/Or

  - present one or two central or particularly difficult aspects of the problem/of the project

- Give and receive constructive feedback on slide usage.

TASK OBJECTIVE AND LEARNING OUTCOMES

- Be able to adapt and prepare information for an oral communication context.

- Practise working in a process-oriented manner, through giving, receiving and implementing constructive feedback.

- Practice giving a presentation in English and in a group
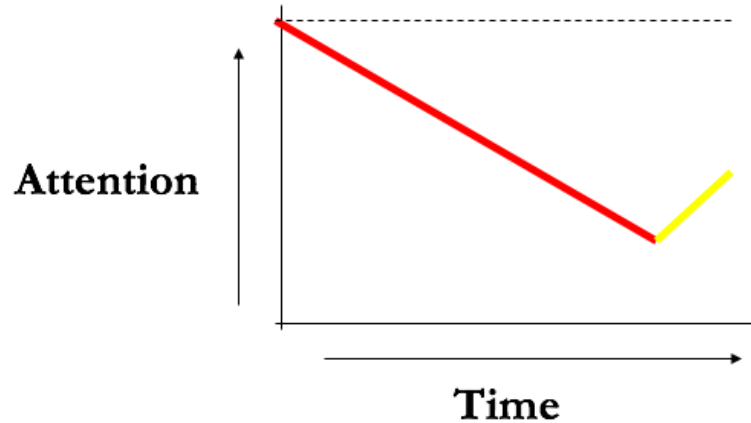
PRESENTATION REQUIREMENTS

1ST/8TH MARCH

Your text should:

- 8-10min per group (4-5min per person) [6-8 min per person if presenting alone]

- follow assessment criteria for oral presentation for *structure and content*, *language* and *delivery* (see criteria document in PingPong)

THE IMPORTANCE OF BEING INTERESTING

- Attention span issues
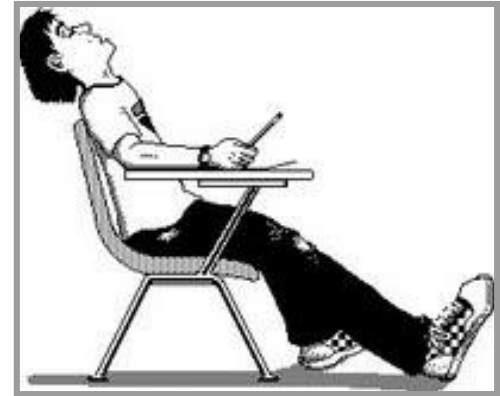
3 MOST IMPORTANT PARTS OF A TECHNICAL PRESENTATION

- Organization

- Visual aids (see slides …)

- Delivery and style: your presence and preparation

Structure

- Basic three part structure:
  1. Introduction: Tell them what you will tell them.
  2. Body: Tell them.
  3. Conclusion: Tell them what you told them.
                              (but in a different way…)

- Coherence:
  - Signposting (firstly, secondly...)
  - Transitions
  - Repetition of central themes/ideas, phrases

An alternative structure is e.g. "front page structure" – reveal the most newsworthy information first, or you might like to organise the presentation as a sales pitch. Decide what is most relevant and effective considering content and audience.

ORGANIZATION: THE FIRST STEP

- **Identify the purpose**

    - What is your general purpose?
    - How can you present your topic?
    - What do you want your audience to learn?

ORGANIZATION: INTRODUCTION & CONCLUSION

- Introduce your topic/yourselves

- Earn the audience's attention
    - Transitions: e.g. first, secondly

- Conclusion – essential for a strong final impression

STRUCTURING THE BODY (1)

- Use pairwise formats?
  - Cause – effect
  - Problem – solution
  - Advantage – disadvantage
  - Comparison – contrast

- Vocabulary must make relations explicit!

STRUCTURING THE BODY (2)

- General pattern: general → specific info
- Physical-functional descriptions: what elements make up a device and how do they work together
- Process descriptions: gives the steps/stages in a series of events
- 3 parts: overview – division into main parts/steps – details of each part, often with a chain of causes.

Newman-Newicka. (2003) *Technically Speaking*. Lund: Studentlitteratur

ORGANIZATION: BODY

Create main points to express key ideas and major claims

- Present points as declarative statements (i.e. not questions)

- Keep speech points unified, coherent, and balanced

- Verbalize connections between points, use transitions e.g. "moving over to", "let's have a look at"

ORGANIZATION: TRANSITIONS

- A word or phrase that signals when a speaker has finished one thought and is moving onto another

    Ex: Next, then, after that, another important step is the…

- Transitions have 2 parts: Transitions state the idea that the speaker is leaving (the review part) and the idea that the speaker is coming up to (the preview part)

    Ex: Now that you know what the TPS report is, we will discuss its functions.

LANGUAGE COMMENTS

Grammar: be as accurate as possible, use short sentences, i.e. not long, complex ones like in an academic text – not appropriate, think about your audience's attention span/information absorption possibility

Vocab: be simple, clear and not too informal (no slang) but be specific in terms of discipline and make connections between thoughts, ideas and sections clear

Pronunciation: practice key words that may be difficult to pronounce or perhaps you have never said out loud before.

- Check up spelling and pronunciation of words you are uncertain about in e.g. Merriam-Webster www.m-w.com

DELIVERY & STYLE

Good delivery:

- Is clearly audible, fresh, and energetic sounding

- Is a polished version of yourself

- Looks and sounds natural

- Is human, not robotic or like a TV news anchor

- Has controlled and planned body movements

- Prepare, but not every word

- Is always focused on the goal (speak so your audience will understand)

DELIVERY

- Audience interaction: eye contact (whole group!), rhetorical questions
- Body language: face audience and smile, look confident, don't distract!
- Visual *aids*: clear, relevant, visible; use them!
- Notes: use an appropriate manuscript, e.g.

  notecards, mindmaps (key words are better than a script)

DELIVERY & STYLE

Teamwork issues:

- Work out all transitions
    - Between sections
    - Between team members
- Practice as a team
- Speak with one voice (have a consistent message)
- Give the speaking member full attention. If you look distracted it will make your audience suspicious

GIVING A GROUP PRESENTATION

- Divide talk **naturally and evenly** between you

- Example of a group of 3, speakers' roles
  1. First speaker: introduce the group + topic,
     give purpose, overview of talk   Transition!
  2. Middle speaker(s): develop the talk with clear topics   Transition!
  3. Last speaker: conclude with a brief summary of purpose + main points, thank the audience, questions?
  4. Non-speakers: sit/stand so that speaker is in focus and look interested in current speaker's information

DELIVERY & STYLE

Timing

- Maximum time: 10 minutes
    - If you're very close to 10 minutes when you practice, be sure to have a few "optional" slides you could skip.
- Make the presentation adjustable to account for the unexpected.

TALK TO THE AUDIENCE

LESS IS MORE

Know who your audience is

Fit your time limit and the audience's needs by selecting the most important elements of your topic

- The audience's needs should always guide your presentation
- Connect with audience through content that meets audience's needs
- Connect with audience through eye contact (i.e. do not merely read your notes)

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PLAN CAREFULLY

Plan your talk, do not "wing it"

- Careful planning makes a more powerful and memorable presentation
- Know that the audience's time is precious & be respectful of that

CRAFT A TAKE-HOME MESSAGE

Keep your own focus on your main point so that your audience can learn it

- Include only material that supports your main point
- Try to construct your presentation so that your audience will remember your main point even a week later

PRACTICE & TIME THE PRESENTATION

Practice allows you to:

- Troubleshoot difficult-to-say words and phrases
- Plan where to pause for emphasis, to change slides, and to work in supplemental materials
- Avoid going off on tangents
- Respect the audience's time by keeping within your allotted time limit

REVIEW AUDIO AND/OR VIDEO

If you have the opportunity, record yourself

- Watch and listen for habits that you want to break, like:
    - Filler words or sounds
    - Speaking volume that is too low
    - Looking down at notes too much

PROVIDE PROPER ACKNOWLEDGMENTS

Acknowlege contributions

- Thanking contributors as well as the audience demonstrates respect
- Thanking the audience might be an opener or a closer

DESIGNING EFFECTIVE SLIDES

Why use visuals?

- Visualize concepts and ideas
- Create interest
- Reinforce ideas
- Remind audience of points

TAKE CARE WITH VISUALS

Remember that less is more with visuals, too

- Your audience needs to see each visual well, so do not crowd your presentation with overly detailed visuals

- If you have more than 1 visual for each minute you are speaking, that is likely to be too much

- When audiences view charts, graphs, and other visuals, they may have difficulty focusing on what you are saying

STRATEGIZE FIRST

- Before creating slides, plan your presentation
- Think about the purpose
- Think about the structure
- Possible organization strategies include
  - Overview, body, conclusion
  - Anecdote, content, conclusion
  - "Funnel" introduction, main idea, examples, conclusion

Purpose of presentation differs from purpose of project brief

Modified from the Purdue OWL, https://owl.english.purdue.edu

PRESENTATION STRUCTURE

- Can include on one slide (ideally, one or two slides after your title slide)
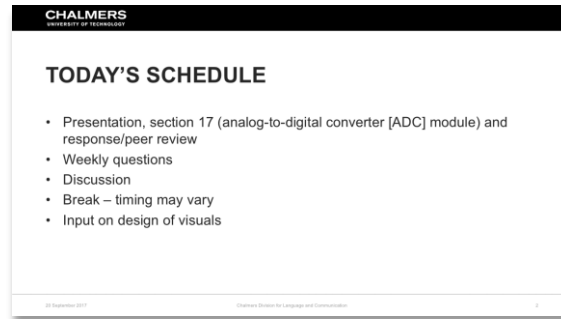
- Can indicate throughout presentation with running footer or side column (see example below)

- Use only major points/categories (e.g. do not list titles of all slides)

introduction ⇨ presentations ⇨ feedback ⇨ input on slides ⇨ conclusion

READABILITY IS AFFECTED BY

- Font
- Font size
- Length of lines
- Length of paragraphs
- Text type
- Colour

STYLE CHOICES

- Always think of the audience
- Colors & fonts should be easily readable
- Be consistent
- Some considerations
    - Room lighting
    - Audience distance
    - Screen size

STYLE CHOICES

Select colors with care & use color strategically/sparingly

- Always think of the audience
- Colors & fonts should be easily readable
- Be consistent
- Some considerations
  - Room lighting
  - Audience distance
  - Screen size

STYLE CHOICES

- *Always think of the audience*
- *Colors & fonts should be easily readable*
- *Be consistent*
- *Some considerations*
  - *Room lighting*
  - *Audience distance*
  - *Screen size*

Select fonts with care – sans serif fonts are more readable
- Serif font
- Sans serif font

STYLE CHOICES

Help the audience by keeping color scheme, sizes, fonts, spacing, and other design elements consistent.

1. Always think of the audience

- Colors & fonts should be easily readable

➤ Be consistent

❖ **Some** considerations

a) Room lighting

❑ AUDIENCE DISTANCE

o Screen size

STYLE CHOICES

- Always think of the audience
- Colors & fonts should be easily readable
- Be consistent
- Some considerations
  - Room lighting
  - Audience distance
  - Screen size

24-point font

20-point font

18-point font

16-point font

14 point font

12-point font

10-point font

EMPTY SPACE

- Rests viewers' eyes
- Helps focus audience's attention
- Prevents overwhelming the audience

EMPTY SPACE

- Rests viewers' eyes
- Helps focus audience's attention
- Prevents overwhelming the audience

GOOD JOB!

Business   Smart

51

USE CUES FOR EMPHASIS

- Use indicators to highlight important information
  - For example, color or shapes

Be careful when designing your visuals
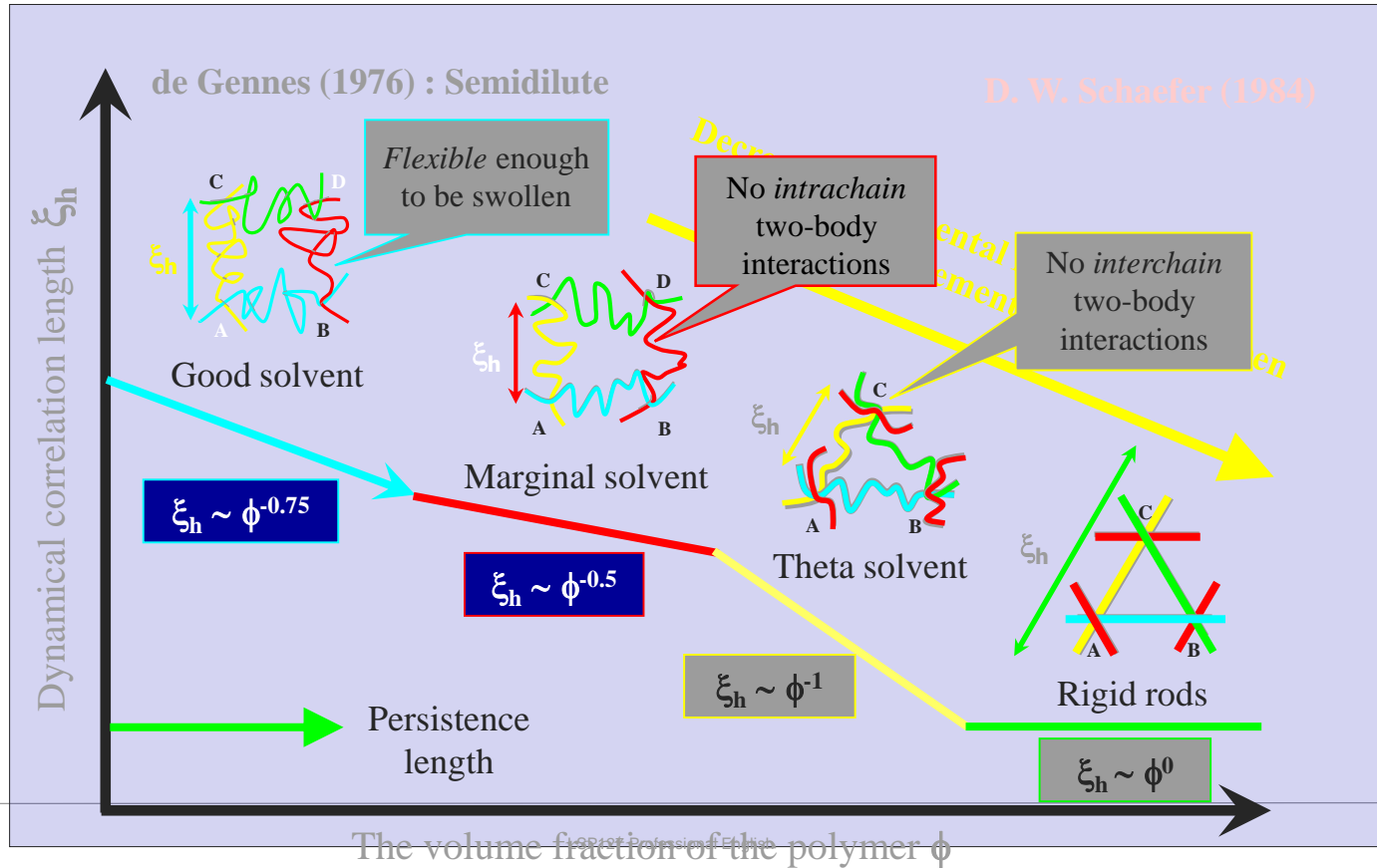
Background?

Choose a background that is appropriate for the task and skip useless eye-candy!

Animations

- Be careful! They can be distracting!

USING VISUALS

- Consider interacting with slides

  - Gesture with your hands

  - Point with a laser pointer or pointing stick

- Helps guide audience's attention

- Also note your positioning

  - Do not stand where you block the screen

USING VISUALS

- Let's look at two different ways to use the same figure in slides

USE VISUALS
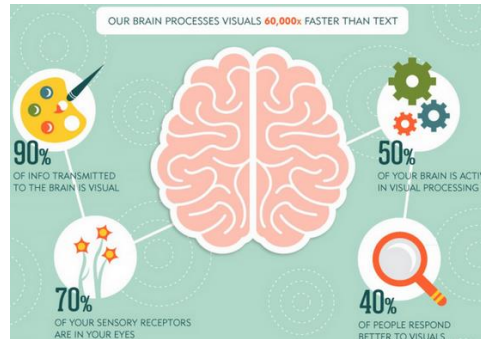
USE VISUALS
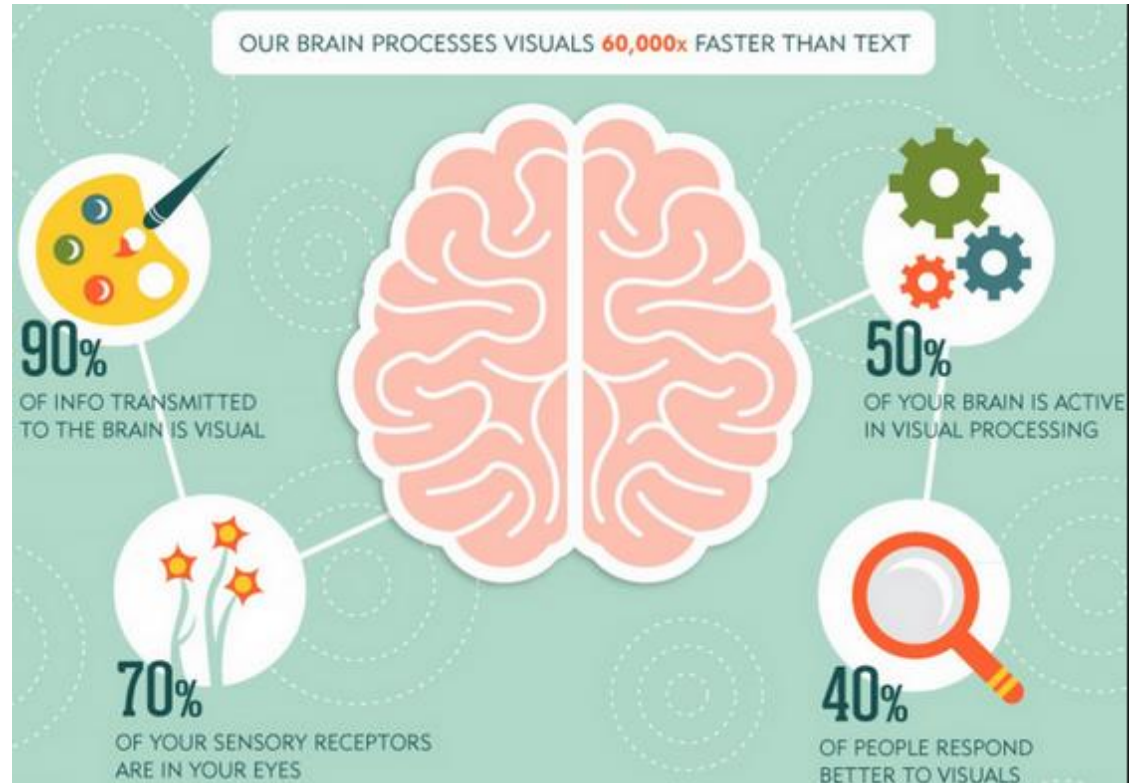
FIND USEABLE SOURCES
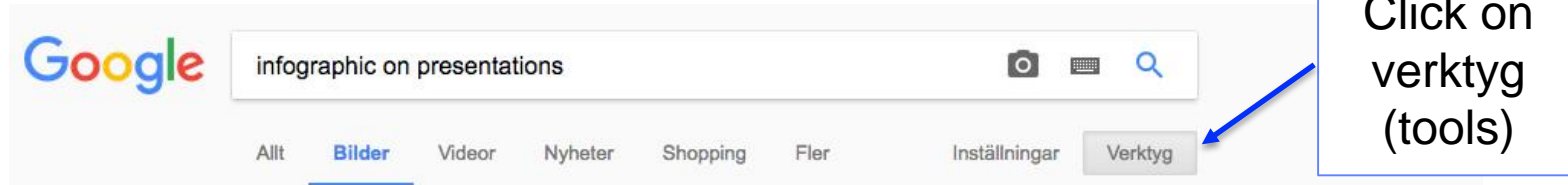
Click on verktyg (tools)

FIND USEABLE SOURCES

Click on användndningsrättigheter (usage rights)

TIMING WITH SLIDES

- Advancing slides too quickly makes content difficult to follow
- Leaving one slide up too long loses audience interest
  - About 1 minute per slide (this can vary largely depending on purpose and audience of presentation/particular slide)
  - Aim for no less than 45 seconds per slide

EXTRA RESOURCES

Compendium: pp.23-26 (presentation slides, pp.25-26).

EngOnline (https://engonline.chalmers.se): grammar help

Need **more help** with the presentation slides?

- Create as much as you can, bring this draft version to the workshop, 19 Feb for **peer review**.

UPCOMING DEADLINES

ASSIGNMENTS	DEADLINE	COMPLEMENTARY READING
CV (Individual)	**Peer response** on draft in class **29 Jan**. Upload **final version** in Pingpong **9 Feb**.	
Project brief (Group)	**Peer response** on draft in class **29 Jan**. Upload **final version** in Pingpong by **2 Feb.**	*Writing the project brief, p.7 compendium*
Presentation slides (Group)	**Peer response** on draft of presentation slides **19 Feb**. Upload **final version** in PingPong by **28 Feb.**	*Presentations, pp.23-26 compendium*

LEARNING OBJECTIVES OF TODAY'S SESSION

✓ Understand what the project brief assignment entails and the requirements for passing.

✓ Be aware of the difference between a project brief and a planning report considering tasks required for your thesis project

✓ Understand what is expected in regards to the presentation assignment.

✓ Be aware of the presentation skills that help deliver and communicate your message.

Next…

Project Brief

➢ Read relevant pages in compendium

➢ Write a draft (bring 2 copies to next week's class for peer review) *Remember to bring your CV draft to the session too

Presentation

➢ Read relevant pages in compendium

➢ Start preparing your presentation (think purpose, audience, structure)