



# Creating Your 11.188/11.520 Presentation and Report

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## Creating and Presenting Effectively

- **Draft the Short Report First**
  - Finalize the report after the presentation
- **Create the presentation:**
  - Begin with the ending
  - Craft the beginning
- **Prepare yourself**
- **Present the presentation**
  - Connecting with the audience
  - Delivering the presentation
  - PowerPoint Do's and Don'ts



# Goals: To Write and Explain Findings Clearly in writing and while presenting

**Technical Reports**

**Writing**

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**Reader controls:**

**order**

**pace**

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**Reader is active**

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**Reader cannot question**

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**Oral Presentations**

**Speaking**

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**Speaker controls:**

**order**

**pace**

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**Speaker is active**

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**Speaker can respond to  
and ask for feedback**

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# The Formal Structure of the Presentation/Report

- Title
- Abstract
- Table of Contents
- Introduction
- Problem
- Method
- Findings
- Constraints
- Conclusion

Presentation

Written Report



## Step 1: Before you begin writing....

- **Content is the Key!**
- **Know your project**
  - Collect *more* information than you will use
  - Review your research questions
  - Review your notes
  - Review your graphs and charts
  - Anticipate problem areas



# Organize your data, locate data trends, work on conclusions

## Start with figures:

- Summarize findings in plots, figures and maps
- Print hard copies of your maps or sketch figures you'd like to have in the presentation/report
- Locate trends in results  
e.g., Did population  $\uparrow$  in urban areas during the time period?

## Then use words:

- Summarize what you've done in a few sentences



# Think about Audience Expectations

**t (time)= 15', T (temperature)=32°; t=0',  
T=25°; t=6', T=29°; t=3', T=27°; t=12',  
T=32°; t=9', T=31°**



# Audience Expectations

Time (min)	Temperature (°C)
0	25
3	27
6	29
9	31
12	32
15	32



# Audience Expectations

**Temperature (C)**

**Time (min)**

**25**

**0**

**27**

**3**

**29**

**6**

**31**

**9**

**32**

**12**

**32**

**15**



## Step 2: Analyze context

Who is the audience?

- Technical expertise
- Size of audience
- Level of interest
- Familiarity with subject

How much time do you have?

- 5 to 6 slides for a 7 minute talk
- Budget under time
- You will be filmed!!

Equipment constraints or other considerations?

- Disk, e-mail file, *or* bring your own laptop?
- Multiple speakers on same day?



## Step 3: Draft the written document and the presentation

### “Story-board” method:

- Sketch candidate slides (6 or less + title)
- Develop 2-3 bullet points for each slide
- Integrate slides into a story-board
- Revise slides and bullet points to better fit story-board
- Add slides to fill in gaps
- Remove slides to eliminate redundancy



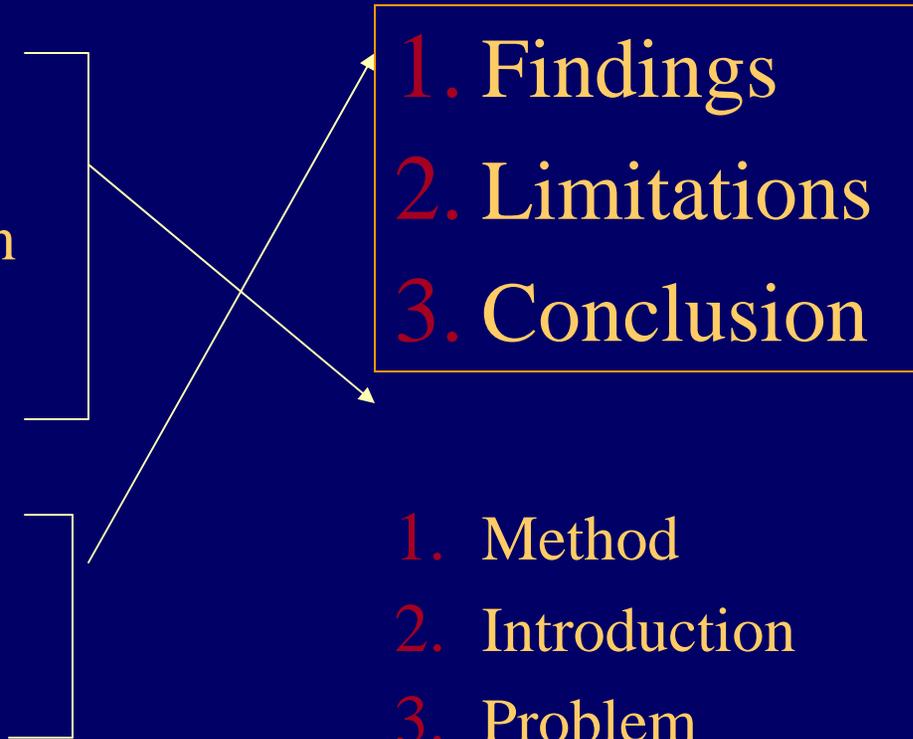
# Create the Presentation

## Report Order

1. Title
2. Abstract
3. Introduction
4. Problem
5. Method
6. Findings
7. Limitations
8. Conclusion

## Drafting Order

1. Findings
  2. Limitations
  3. Conclusion
- 
1. Method
  2. Introduction
  3. Problem
  4. Abstract
  5. Title





# Begin with the End

- **Findings**
  - What trends can you point out?
  - What did you notice?
- **Limitations of the study**
  - Explain the problems with your results.
  - Can you explain why these problems happened?
- **Conclusion**
  - What do you want your reader to remember about your work?
  - Remind your reader of your primary findings.



# Draft the Beginning

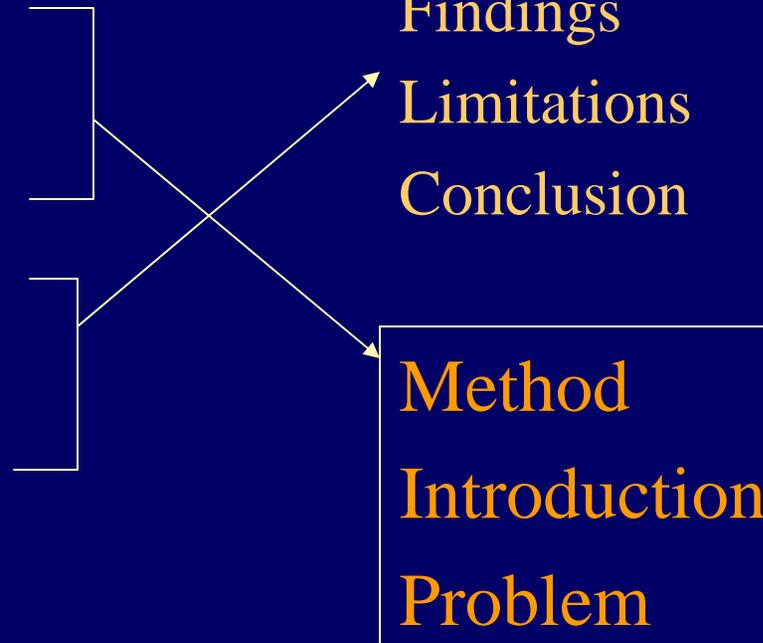
Report Order

Introduction  
Problem  
Method  
Findings  
Limitations  
Conclusion

Drafting Order

Findings  
Limitations  
Conclusion

Method  
Introduction  
Problem





## Draft the Methodology

- **Methodology**
  - Describe the process used to study the question.
  - Briefly describe the data sets used (e.g., censuses, surveys, etc.)
- **Introduction -- Explains the goals and purpose of the project – the problem you are solving**
- **Problem – Explains the specific problem you focused on**



# Make Your Title Clear, Informative and Understandable at a Glance

- Title
  - Abstract
  - Table of Contents
  - Introduction
  - Problem
  - Method
  - Findings
  - Constraints
  - Conclusion
- weak →
- ↘
- better

## Solar Absorption by Clouds

Cherie Miot Abbanat  
November 29, 2004  
11.204

Department of Urban Studies and  
Planning

## Direct Observation of Excess Solar Absorption by Clouds

Cherie Miot Abbanat  
November 29, 2004  
11.204

Department of Urban Studies and Planning



# The Abstract Summarizes the Entire Report

- Title
- Abstract
- Table of Contents
- Introduction
- Problem
- Method
- Findings
- Constraints
- Conclusion



## The Abstract (150 – 200 words)

- **Problem:** Describe the key topic or problem of your document (1-2 sentences)
- **Method:** State your main approach to solving the problem (1-2 sentences)
- **Findings:** Provide the primary results (1-2 sentences)
- **Conclusion:** Include your main conclusions (1-2 sentences)



## **Step 4: Present -- Now that you are about to Deliver the Presentation...**

- **Rehearse**
- **Prepare yourself**
- **Connect with the audience**



## Rehearse

- **Practice at least 6 times**
- **Practice with a colleague for feedback**
  - Is your content clear?
  - Do you rock, squirm, gesture too much?
  - Is there room for improvements/adjustments?
- **Time yourself – 7 min. or less**
- **What 3 questions will your professors likely ask?**



## Rehearse

- **Non-verbal behavior should be deliberate**



## Preparing the Morning of....

- **Focus and center yourself**
- **Be excited about your subject**
  - If you aren't excited about your subject, your audience won't be either
- **Be yourself—don't imitate others' styles**
  - Speak in a natural tone
  - Speak at a natural rate



## Connect with the Audience

- **Put yourself in the audience's place**
  - Use the terms that your audience knows
  - Explain any novel ideas/terms or references
- **Engage the audience**
  - Establish eye contact; look at *people* not the screen
  - Use friendly hand gestures
  - Speak to specific individuals if you know them
- **A presentation is *two-way communication***
  - Pay attention to audience reaction; modify your talk as needed (are they listening or reading email?)



## Deliver the Presentation

- **Watch for disconnect between your meaning and audience understanding**



# Deliver the Presentation

- **Standing**
  - Stand on the left of the room from the audience's view (so you can point to slides from left to right) and stand at a 45 degree angle to the audience
  - Keep your hands at your sides
- **Speaking**
  - Introduce yourself
  - Pause after complicated ideas so that the audience can keep up
  - Take questions at the end to maintain focus



# PowerPoint Do's and Don'ts

## ■ Color

- Be easy on the eyes; don't distract from content
- Dark background; light type

## ■ Type

- Sans serif headings
- Serif bullets  
(serif “feet” make lines for ease of reading)
- Keep type at 24+ points
- Limit upper-case type



# “Death by PowerPoint”

- **Do not just read your slides**
  - Say more than you show
  - Hand-out more than you say
  - Leave paper trail
- **Weave a story**
  - Why is this interesting or important?
  - Why should the audience be interested?



# Think about your Graphics

- **Introduce and Explain**

- Walk us through them
- Average attention span per slide is 8 seconds

- **Use examples and metaphor**

The stretching of vorticity is a difficult physical concept, but comparing it to a skater's conservation of momentum helps to clarify what we mean.



## Create Effective Overheads

- **Keep text to a minimum on slides**
- **Arrange ideas in a logical sequence**
  - Emphasize key points as you make them
  - Summarize—at the end of your talk
- **Use illustrations and graphics liberally**



## Include Sources

- **Purpose, Movement, Color:  
A Strategy for Effective Presentations**
  - Tom Mucciolo and Rich Mucciolo, MediaNet, Inc., 1994
- **The Quick and Easy Way to Effective Speaking**
  - Dale Carnegie, Dale Carnegie Associates, Inc., 1962
- **The Visual Display of Quantitative Information**
  - Edward R. Tufte, Graphics Press, 1983