

Summer 2011

To: English 304 Students
From: Allison Hitt
Date: June 17, 2011
Re: Criteria for Final Presentations

Greetings:

Final presentations are upon us. Please consider these criteria for planning and presenting.

Time: Please budget approximately 15 minutes for your presentation. Then, allow several minutes for Q & A. Be prepared to ask (and answer!) thoughtful questions for each group.

Load Balancing: Because this is a collaborative effort, speaking should be divided as evenly as possible among the team. Understandably, some speakers may require more or less time. Remember, though you will be presenting as a group, you will be graded individually.

Speech, Projection & Practice: We all have our own voice or presentation style, but everyone must be able to hear you. Resist the urge to read from your notes or talk to the screen instead of the audience. Recall what our textbook says about eye contact and body language. You will only get better at being in front of the room if you practice, and I encourage each group to do so.

Introductions: Even though we have spent five weeks together now, do not assume that everyone remembers your name. Always introduce yourself and your team.

Agenda: Framing your talk will help the audience orient themselves as you proceed. Written agendas or agendas on the first slide of a PPT presentation are common in the workplace.

Organization: Make sure your presentation flows smoothly from one point to the next. A change in topics or media (e.g. PowerPoint to YouTube) should not jar the audience.

Use of Tools/Media: If you are speaking, another team member should manage the computer. Do not hesitate to use the white board. If you are presenting via your website, share the URL.

Closing: The group must bring the presentation to a clear, concise close. Remember the basic adage on speeches: "Tell them what you're going to tell them. Tell them. *Tell them what you told them.*" This means that you should clearly introduce your presentation, clearly develop it, and clearly summarize and conclude your main points. Remember to invite the audience to ask questions of your group.

Fielding Questions: Be aware that this can make or break a talk. If you are unsure whether or not everyone heard the question, restate it. This can also give you a little extra time as you formulate an answer. Do not skirt around the question: answer it. If you simply do not know (and this will happen), confidently state that you will follow up with them once you obtain the answer.

Criteria

Your presentations will be evaluated according to the following criteria:

- **Content:** The presentation should be substantial. Instead of speaking generally about the topic, we should have a very clear, specific sense of what your topic is, why it is important, what you hope to accomplish, and what you would like us to do with that information.
- **Organization:** Material should be divided evenly among group members. Material should be well rehearsed so that group members transition smoothly with information and when switching presenters.
- **Visual Aid(s):** The oral presentation requires a visual aid of your group's choosing—this can be some sort of PowerPoint/Prezi, compiled graphics, a series of webpages, etc. Remember the rules of good design and effective visuals when choosing and creating.
- **Written Handout:** This presentation required a written component, as well, which should be brief, clear, and an effective supplement to the oral presentation.
- **Delivery:** The actual presentation should be well rehearsed, follow rules of good nonverbal communication (make eye contact, utilize vocal inflection and pacing, etc.). Delivery also includes speaking loudly and clearly and fielding questions.