

CT231 Professional Skills I Assignment #4: PRESENTATION

DUE DATE: See presentation schedule on CT231 on Blackboard

For Assignment #4, you will create and deliver a presentation in class.

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Your first decision is whether to prepare and deliver your presentation **as an individual or as a pair**. In both cases, you are required to prepare and deliver a timed presentation:

Individual: Ignite format (20 slides, 15 seconds per slide)

Pair: Pecha Kucha format (20 slides, 20 seconds per slide)

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Your second decision is your **topic**. You have two options:

1st term topic: You can continue your 1st term topic (or a version of this) if it still interests you. You have the research done for this topic and you will have my feedback (on your Assignment #2 report). For pair presentations, you could choose either of your 1st term topics.

Digital Media Project topic: Alternatively, you can choose to present on the topic you are using for your Digital Media Project (which may or may not be the same as your 1st term topic).

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Follow the **assignment guidelines** carefully.

OBJECTIVE: Your objective is to convey your interest in the topic & to share key points relevant to our audience (2nd year IT students).

FORMAT: You must use the required format: *Ignite* for individual presentations; *Pecha Kucha* for pairs. See examples of each, as well as advice, on our [CT231 blog](#).

GRADING: The presentation will be assessed using the grading rubric developed in class – and posted on our CT231 blog & Blackboard.

EXTRA CREDIT: You can earn extra credit if you post your presentation online so that it can be shared (instructions below).

Presentation styles such as [Ignite](#) & [Pecha Kucha](#) were designed to avoid what is sometimes called death-by-PowerPoint. The constraint on the *number* and *timing* of slides lends itself to concise presentations which convey the essence of an idea.

These types of presentation are popular around the world (see [Ignite Dublin](#) and [Ignite Galway](#)), especially at academic and business conferences. The attraction for the audience is clear – seeing several short presentations in a row is a great way to take in many ideas in a short time. The challenge for the presenter is also clear – how to say what you want to say in just a few minutes?! The guidelines and resources here and on our course blog will help you.

Ignite is a presentation format in which you use 20 slides, and show each one for 15 seconds: 20 slides x 15 seconds = 5 minutes.

Pecha Kucha is a presentation format in which you use 20 slides, and show each one for 20 seconds: 20 slides x 20 seconds = 6 minutes 40 seconds.

Here are two ways you can create an Ignite or Pecha Kucha presentation:

- i. **PowerPoint** – create 20 slides and then set the automatic timer to 15 or 20 seconds per slide (find timer settings under the Animate menu).
- ii. **Prezi** – create 20 images and then select “Show” mode, hold the right arrow in the navigation bar, and select Autoplay every 20 seconds.

Key points..

PREPARATION is key! Before you think about presentation software, think about what you want to say. What is your essential message? What are the 3 or 4 key points? You can sketch out each slide on a Post-it, then rearrange and edit easily. *Then* you can create the slides and find the images.

IMAGES are essential! The secret of presentation styles like Ignite and Pecha Kucha is the use of images. You also can use 1 or 2 key words as an “image”, using strong contrast, like black-and-white. The easiest way to find great images is to search for [Creative Commons-licensed content on Flickr](#), e.g. using tools like [Compfight](#), or on [Google](#). If you use CC-licensed content, you must cite the source on the slide.

FIRST & LAST slides will not have any content. Your first slide must be a title slide, with your name and title (and, ideally, an image). Your last slide should be a Thank You slide, also with an image, and perhaps 1 or 2 key words to make your final point.

Finally, PRACTICE! One thing all that expert presenters agree is that practice is the secret to success. The time goes much faster than you think so practice as much as possible once your presentation is complete. Write down key words or bullets for yourself, as your notes for each slide. You can refer to these during the presentation to keep you on track.

I have posted a number of [helpful presentation resources on our course blog](#), but if you watch just one, it should be the Ignite video by Scott Berkun on “How to Give an Ignite Talk”.

EXTRA CREDIT: Make presentation available online

If you would like to earn extra credit for your presentation, you can make your presentation available online so that it can be shared with others, e.g. via Twitter, from a blog, etc. One way to do this is to post your presentation to Slideshare, though there are many other ways.

To earn extra credit, you must share the link with me, via email or Twitter.

If you'd like to use Slideshare, here's how to do it:

1. **Create** an account on www.slideshare.net filling in a brief profile and an avatar. See a few examples such a www.slideshare.net/ct231 and www.slideshare.net/cicronin.
2. **Upload** your presentation to Slideshare, completing the information carefully, e.g. presentation title, description, category, etc.
3. **Edit** your presentation to assign a **Creative Commons** license.
4. **Check** your presentation to be sure that it is viewable and that the licensing information is correct.
5. **Show the link** to your presentation on the last slide of your presentation.