CSE/ISE300 Communications S14

• Location: Room 2205 Computer Science, 2nd floor, Multimedia Lab
• Time: Tue/Thur 5:30-6:50PM
• Required Book: The Elements of Style, 4th edition (Sep 1999), by Strunk & White, 978-0205313426, Hardback ($12 new, Amazon.com) or ISBN 978-0205309023, Paperback ($10 new, $5 rental, SBU Bookstore)
• Free Online Webbook: Technical Writing, by David McMurrey
  http://www.prismnet.com/~hcexres/textbook/
• Recommended Text: Pocket Guide to Technical Communication, 5th ed. (2010/2011), by Pfeiffer, 978-0135063965 ($50 new, $23 rental, SBU) or ($43 new, Amazon)
• Instructor: Professor Larry Wittie
• Office/Lab: Room 1308 Computer Science, 1st floor, Network Lab
• Office Hours: 4:10-5:25+7-7:15pm Tu/Th, if door is ajar, or by appointment
• Phone: 632-8750  (not 2-8456)
• Email: larry.wittie@stonybrook.edu
• Course Homepage: http://www.cs.sunysb.edu/~lw/teaching/cse300
CSE/ISE 300
Talks From the Two-Page Memo

Talks on Why I Need a New Work Computer begin in class today, Thursday, 27 March 2014.

Assume the reader is your computer-savvy, but non-expert boss in a company with 50 or fewer employees. Justify why the firm will benefit from buying you (or your team) new computer(s). Be clear why you need a new machine, what computer model with what features, and what total price from what source. Address your boss politely. Avoid subtle insults such as “As you probably know,”.

Aim for a 7-minute (6-8 min.) talk to your boss and colleagues in your company. Persuasively request a new computer for your work. Bring your own laptop (Mac or PC with VGA capability) or bring your power point slides for a PC on a USB stick or CD.

Email your ppt (or pptx) slides to larry.wittie@stonybrook.edu with the Subject: 300 slides.
CSE/ISE 300
New Computer Talks: Day 1 27 March 2014

Speakers Order
Day 1 Thursday 3/27/14

1.1 Philip Graziosi
1.2 Christian Ricard

Do you want to talk on Day 3, Tuesday April 8? If so, send email to larry.wittie@stonybrook.edu
Subject: 300 talk day .
CSE/ISE 300
New Computer Talks: Day 2 1 April 2014

Speakers Order
Day 2 Tuesday 4/1/14

2.1 Junhee Park
2.2 Kelly Loeber
2.3 James Snak
2.4 Javier Lee
2.5 Gerrard Lukacs
2.6 James O’Sullivan
2.7 Warren Chen
CSE/ISE 300
New Computer Talks

Derive your talk from your memo2 submission, but with visual aids, 4 to 10 slides. Explain why you need a new computer, its type, and how it will increase your value to the firm. (In doing so, let me know what is your job and your company’s business, but in a way that will not bore your boss, who knows what business, but not why you need a new machine for your own job.) Describe the key technical features of your new computer; tell why each one is critical for you to do your job more efficiently. Precisely specify the computer brand, model, cost, and vendor. Convince your boss to spend a little money.

On the slide just before your final “conclusions” slide, list all web and printed references used for your talk, including the precise URLs of all websites which gave you details about your desired new computer. Use a small font, if needed to fit at bottom of the slide.

See lectures 12+13 for guidelines on slide creation and talk delivery.
Suggested Contents of Slide 1

Title of Your Talk

Your Name

Your Title, Company Name or Department

Date of your talk

Abstract – two or three sentences

Good => 36 pt  32 pt  28 pt  24 pt  <= too small

Bold Good => 36 pt  32 pt  28 pt  24 pt  <= too small
Suggested Contents of Slides 2-4

What We Need to Buy and Why

Two paragraphs

or

One short paragraph

+  

List of 3 to 5 points

or

One short paragraph

+  

A picture of your dream machine.
Suggestions for Next-to-Last Slide

What It Costs and Where to Buy It

Vendors and costs of proposed model(s)
Total purchase price

Reference URLs
for vendor, model, and price.
Suggested Contents of Last Slide

An Image

+ 

Concluding Paragraph
Summarizing which computer system,
How it will help company’s income, and
Where best to buy it, at what total cost.
Suggested Slides Are Only Hints

Many of the best talks on day 1 will use more than 4 slides. Most will have more than one image. Slides with colors may work well.

If you show 5 to 8 slides, make sure you can cover all the material without talking too fast. Very rapid speech is poorly understood and may bore listeners.

Lists in large fonts are better on slides than long paragraphs in smaller fonts.

Avoid backgrounds that hide your text.
Problems in Talks Last Semester

1. Speaking too fast, especially with accented English
2. Mumbling just before finishing discussion of a slide
3. Slide tables and graphics copied from the web
4. Too many details in tables and lists
5. Too many colors in tables on one slide
6. Too small, illegible fonts used in tables and graphics
7. Reading from screen too often, not scanning the audience
8. Not speaking for at least six minutes
The Science of Scientific Writing
Reader Expectations

There will be a short quiz in class next week, on Thursday 4/3/2014, about *The Science of Scientific Writing*. The website, http://www.cs.stonybrook.edu/~lw/teaching/cse300/, has a link to download the paper.

Be sure to read the paper before the class Thursday of next week. You may refer to a printed copy of the paper and the following slides (plus any other class slides) during the quiz. You cannot use the web to answer the quiz questions.
Draft of your resume is due in two weeks, Thursday 4/10/14

See http://www.prismnet.com/~hcexres/textbook/Resumes

Example resume 2

Frames/text

Sharon Hutchinson

00000 Oakhurst
Austin, TX 78000
512/000-0000

WORK HISTORY

May 1988—Present

TeleDynamics, L.L.P.

Job titles

• System Administrator (1993-Present)
• Data Processing Manager (1989-1993)
• Data Entry/Computer Operator (1988-1989)

Accomplishments

• Assisted controller with conversion of manual purchase order and accounts payable systems to a software program and linked all modules to the general ledger module.
• Linked all modules to the general ledger module.