CSE/ISE 300 Communication  F11

- Time: Tue/Thur 5:20-6:40PM
- Location: Room 102  Light Engineering
- Required Book: The Elements of Style, 4th edition (2000), Authors: Strunk and White $10 (or $4 2007 reprint by Coyote)
- Online Technical Writing, Author: David A. McMurrey  http://www.io.com/~hcexres/textbook/
- Instructor: Professor Larry Wittie  TA: Sean Munson
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- Office Hours: 3:45-5:15PM Tue & Thu or by appointment
- Course Homepage: http://www.cs.sunysb.edu/~lw/teaching/cse300

Short grammar quiz in class Tuesday 25 Oct 2011. Bring a pen to class.
ISE/CSE-300 Oral Presentation Evaluation Form

YOUR NAME: __________________________________________ Today’s Date____________

Talk 1: Speaker

1. Speaker’s Name________________________________________

2. Did the presenter speak clearly; was the speaker understandable?
   Unclear  1  2  3  4  5  Very clear

3. Did the slide(s) have the right amount of information?
   Poor slides  1  2  3  4  5  Excellent slides

4. Did the speaker engage the audience well, make appropriate eye contact?
   Poor engagement  1  2  3  4  5  Excellent engagement

5. How well did the speaker know the material?
   Poorly  1  2  3  4  5  Very well

6. How well were you convinced of the speaker’s points?
   Not convinced  1  2  3  4  5  Completely convinced

Talk 2: Speaker

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• How well did the audience understand the speaker’s main points?
• How enthusiastic was the speaker?
• Did the speaker use good body language?
• Did the speaker often pause and use filler sounds?
• (What can we judge from a 6 minute talk with 3 slides?)
General Guidelines for Speech Graphics

More than ever before, listeners expect good graphics during oral presentations. Much like gestures, graphics transform the words of your presentation into true communication with the audience. The following 10 guidelines will help you use graphics to enhance each speech. Then the next section will provide guidelines for a common form of speech graphic: PowerPoint slide shows.

Speech Graphics Guideline 1: Discover Listener Preferences
Some professionals prefer simple speech graphics, such as a conventional flip chart. Others prefer more sophisticated graphics that require equipment such as video projectors connected to laptop computers. For example, if your instructor in this course uses presentation graphics, he or she may make use of overhead transparencies, video clips, or a PowerPoint program (see the next section for PowerPoint guidelines).

Your listeners are usually willing to indicate their preferences when you call on them. Contact the audience ahead of time and make some inquiries. Also, ask for information about the room in which you will be speaking. If possible, request a setting that allows you to make best use of your graphics choice. If you have no control over the setting, then choose graphics that best fit the constraints. Details about lighting, wall space, and chair configuration can greatly influence your selection.
Speech Graphics Guideline 2: Think about Graphics Early
Graphics done as an afterthought usually look tacked on. Plan graphics while you prepare the text, so that the final presentation will seem fluid. This guideline holds true especially if you rely on specialists to prepare your visuals. These professionals need some lead time to do their best work. Also, they can often provide helpful insights about how visuals will enhance the presentation—if you consult them early enough and if you make them a part of your presentation team.

The goal is to use graphics of which you can be proud. Never put yourself in the position of having to apologize for the quality of your graphic material. If an illustration is not up to the quality your audience would expect, do not use it.

Speech Graphics Guideline 3: Keep the Message Simple
Listeners may be suspicious of slick visual effects that appear to be more important than the speech itself. Many prefer the simplicity of overhead transparencies and flip charts. However, even if you may prefer to use PowerPoint slides, video, or other sophisticated graphics, remember that graphics should support the speech, not draw attention to themselves.
Speech Graphics Guideline 4: Make Any Wording Brief and Visible

Some basic design guidelines apply whether you are using posters, overhead transparencies, or computer-aided graphics.

- Use few words, emphasizing just one idea on each frame.
- Use much white space, perhaps as much as 60% to 70% per frame.
- Use “landscape” format more often than “portrait,” especially since it is the preferred default setting for most presentation software.
- Use sans serif large print, from 14 to 18 point minimum for text to 48 point for titles.

Your goal should be to create graphics that are easily seen from anywhere in the room and that complement—but do not overpower—your presentation.

Speech Graphics Guideline 5: Use Colors Carefully

Colors can add flair to visuals. Follow these simple guidelines to make colors work for you:

- Have a good reason for using color (such as the need to highlight three different bars on a graph with three distinct colors).
- Use only dark, easily seen colors for text, and be sure that a color you choose contrasts enough with its background (for example, yellow on white would not work well).
Because graphics reinforce text, they should be shown only while you address the particular point at hand. For example, reveal a graph just as you are saying, “As you can see from the graph, the projected revenue reaches a peak in 2008.” Then pause and leave up the graph a bit longer for the audience to absorb your point.

How long is too long? A graphic outlives its usefulness when it remains in sight after you have moved on to another topic. Listeners will continue to study it and ignore what you are now saying. If you use a graphic once and plan to return to it, take it down after its first use and show it again later.

Speech Graphics Guideline 7: Avoid Handouts
Because timing is so important in your use of speech graphics, handouts are usually not appropriate. Readers will move through a handout at their own pace, rather than at the pace the speaker might prefer. Thus, handouts cause you to lose the attention of your audience. Use them only if (1) no other visual will do, (2) your listener has requested them, or (3) you distribute them as reference material after you have finished talking.
Speech Graphics Guideline 8: Maintain Eye Contact While Using Graphics
Do not stare at your visuals while you speak. Maintain control of listeners’
responses by looking back and forth from the visual to faces in the audience.
To point to the graphic aid, use the hand closest to the visual rather than the
opposite hand. Using the opposite hand would cause you to cross over your
torso, forcing you to turn away from the audience.

Speech Graphics Guideline 9: Include All Graphics in Your Practice Sessions
Dry runs before the actual presentation should include every graphic you
plan to use, in its final form. Running through a final practice without
graphics would be much like doing a dress rehearsal for a play without
costumes and props—you would be leaving out parts that require the greatest
degree of timing and orchestration. Practicing with graphics helps you
improve the smoothness of your delivery and the effectiveness of your trans-
itions in the speech.

Speech Graphics Guideline 10: Use Your Own Equipment