

Presentation Essentials — Content, Slide Deck, and Delivery

Target : All new & existing students

Date : 12 July 2022

Time : 7.00 – 8.30 pm (1½ hours).

Venue : Online (via Zoom)

Speaker : Dr Peter Chuah, Head (Visual Communication/ Design Innovation), School of Business

Course Outline

Presentations are commonly used in academia and many organizations to communicate ideas and solutions and facilitate decision-making. Knowing the why, what, and how to ‘show-and-tell’ or let your audience ‘see’ what you are saying becomes one of the essential skills in the 21st century.

Presentation, in the context of this webinar, refers to **a)** the selection, organization, and structure of appropriate contents, **b)** the translation and arrangement of contents using design elements and principles, and **c)** the delivery of contents to one or a group of audience in given contexts. Specifically, this 1½ hours webinar will focus on the following topics:

1. The Essential Elements of a Presentation

- **Basics** — What do we need to know?
- **Content** — Why and what to tell?
- **Slide Deck** — How to show?
- **Delivery** — How to show and tell?

2. The Design Principles and Elements: Tips and tricks

- **CRAP** — How (not) to show your work?
- **Typography** — How (not) to communicate with text?
- **Colors** — How (not) to use colors?
- **Imagery** — How (not) to utilize imagery?
- [Bonus] **Grid** — How (not) to place the various elements together?

3. Presentation as Storytelling and Performance

- **Structure and Delivery** — How to share your story?

4. Question and Answer
