

AD420 • ME444 • MKTG594 Elkay Project
Fall Semester, 2007**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Michael J. Scott, Engineering, College of Engineering
Albert Page, Marketing, College of Business Administration**Assignment****Presentation Guidelines**
Mid-Terms & Finals**Description**

These guidelines apply to the four (4) major presentations that your team will be making in class, to the representatives of the client/sponsor, IPD Faculty, and possibly additional outside observers. Presentations will be a maximum of 15 minutes in duration (unless notified otherwise by the IPD Faculty); your first presentation (Fall Mid-Term) will take place on **Tuesday, October 23rd** in Room 1043 ERF (Engineering Research Facility). Each member of the group must participate in a presentation each term, but you do not all have to speak at the first (or any) presentation. Your presentations should be rehearsed several times so the content and transitions flow smoothly and you do not run over the time limit. You should think of the presentation as one you would be making to your immediate supervisor and other executives of that level from **Elkay**. Your presentations should reflect a high degree of professionalism.

All presentations must be in electronic form, and should be submitted to the IPD Faculty 24 hours in advance, for feedback and last minute review. The presentations are to be uploaded to the IPD web site. Last minute changes are acceptable, in the event they have been uploaded no later than 10:00am of the morning of the actual presentation day (with previous versions deleted from the web site). Last minute changes are also possible (*but not preferred*) provided on a *flash memory stick* to be loaded onto Prof. Scott's laptop prior to presentation.

There will be one laptop computer and one projector. You may use PowerPoint (the faculty anticipates that most of you will choose this option), PDF, or any other electronic format that the faculty can easily handle (check in advance). Make sure your file is self-contained (images and fonts embedded). Prof. Scott has installed on the faculty laptop Microsoft Office XP running on Windows 2000. If you use any unusual fonts, make sure they will display on the faculty laptop (or include/embed the font). In general, it is a good idea to provide a draft of your presentation early to check formatting – the faculty will accept revisions until it is no longer reasonable to do so. Do make your presentation visually appealing, and do include, in the title page if not on every page, both the **UIC/IPD** and **Elkay** logos.

The faculty prefers to receive files electronically. If for any reason the web site is down, and your file is too large to e-mail, the flash memory stick is not functioning properly, (see Prof. Scott about alternate methods of transfer), as a *last resort* you may burn a CD. Make sure Prof. Scott has some version/draft of your presentation on his laptop as of Monday evening prior to the actual day.

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Fall Semester, 2007**Stephen Melamed**, Industrial Design, College of Architecture+Arts
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Albert Page, Marketing, College of Business Administration**Guidelines****Presentation Guidelines** recommended by the IPD Faculty to be followed when making presentations to class client/sponsor should include (and not limited to) all of the following:

- Do not read your presentation, but rather speak off of an outline.
- Rehearse until you feel comfortable/confident with all the material.
- Practice pacing, coordinating image and verbal aspects.
- Do not turn your back to the audience to look at the slides on the screen. If you do, you will speak to the screen. Instead, look at the slides on the computer screen and speak directly to the audience.
- Do not look down at your slides or notes all the time. Lift your head up frequently and make eye contact with the audience.
- Make sure the letters and numbers on your slides are large enough to be clearly visible by people sitting in the back of the room (avoid type smaller than 14 point). A letter size piece of paper viewed from 6 feet away is a good indicator of what will be visible once projected on the screen. Also consider the contrast of all the visual elements within each slide.
- Avoid the use of slides that have tables with dozens of small numbers as they will be difficult for the audience to read and digest.
- Leave each slide on the screen long enough for people to comprehend the information. Avoid putting up a slide for only 5 or 10 seconds, unless it is planned as a rapid part of the presentation, heavy on image with limited text.
- If you choose to use graphs or tables on your slides, make sure the axis labels or column and row headings are large enough to be read by the audience.
- Be conscious of your body movements and do not fidget or display nervous movements.
- Dress appropriately, business casual (no T-shirts, jeans, or athletic shoes), so your audience will take you seriously.

There will be up to fifteen minutes allocated for questions & comments from the client/sponsor/faculty immediately following each team presentation.

Due Date

Mid-Terms & Finals dates according to course Syllabus.