All Presentation and Correct

PRESENTATION

The subject of your projected PowerPoint presentation should be the development of your major project practice.

The presentation must include examples of thorough, relevant theoretical and practical research (artists/photographers/thinkers/concepts/strategies/techniques etc.).

Q&A

Your presentation should last 10 minutes. There will then be a few minutes for questions and answers at the end which will give you the chance to defend and talk through your decisions regarding your major project practice so far.

Submission Information

PRESENTATIONS:

Students should submit their PowerPoint presentations online – details to follow: **Monday 11th Jan 2021**

What makes a good Presentation?

Know Your Audience

Your audience will govern (or, if you prefer, determine) how you present

What you include and exclude (relevance)

What level you pitch it at (depth)

Structure

How do you start; how do you build?

The order is up to you. You might start with an apposite image or quote.

Consider the sequence: your own work; research images; other information, quotes etc. Some have all their research images in a sequence followed by their own work, from experimental through to a more established process; others will mix it up. It depends how you want to tell the story.

My preference is to mix research and my own work. Some of your own work, followed by influences/research; which led you to this (more of your own work); and then you discovered this work (more research), and so on.

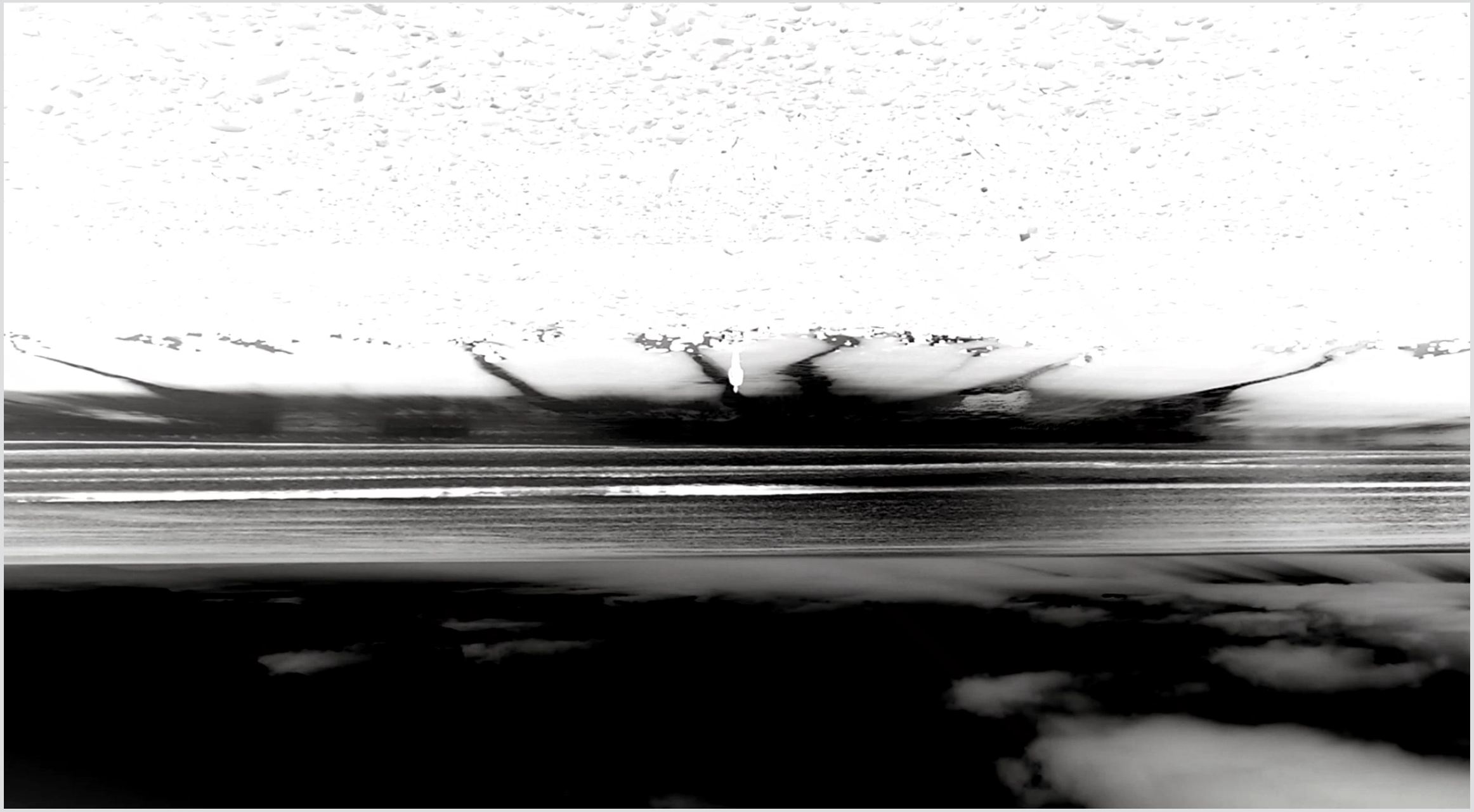
This is the essence of thinking of a slideshow as telling a story about your work.

Visuals

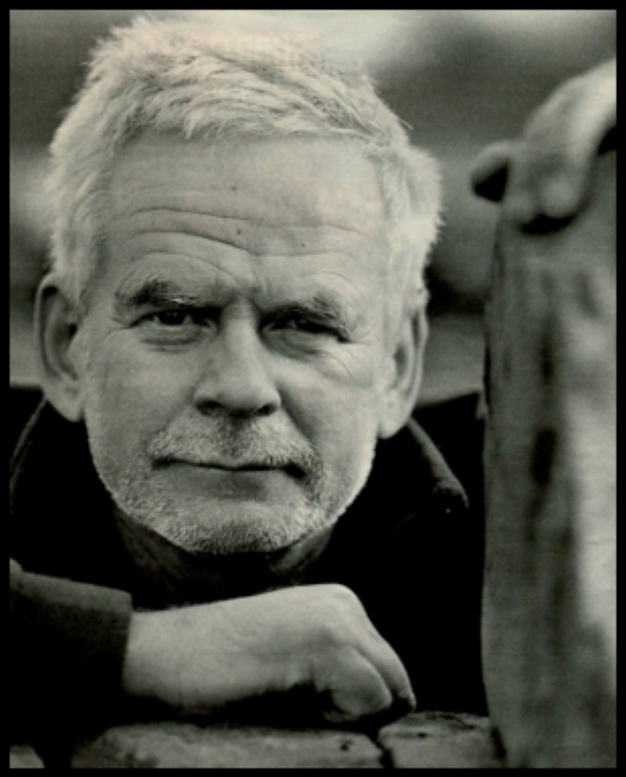
You are visual people

Speaking to other visual people

Alex Smith



Andy Goldsworthy



We often forget that we are nature. Nature is not something separate from us. So, when we say that we have lost our connection to nature, we've lost our connection to ourselves.

Alex Smith

Bill Viola



Sebastiao Salgado



Olafur Eliasson



Alex Smith





Emile Lindsten

Abby Poulsen

Your presentation should be visual; contextualised by the non-visual stuff emanating from your mouth.

Avoid large swathes of text that the audience have to wade through. If you need it, say it, rather than expending a slide.

A well placed quote can really help, however.

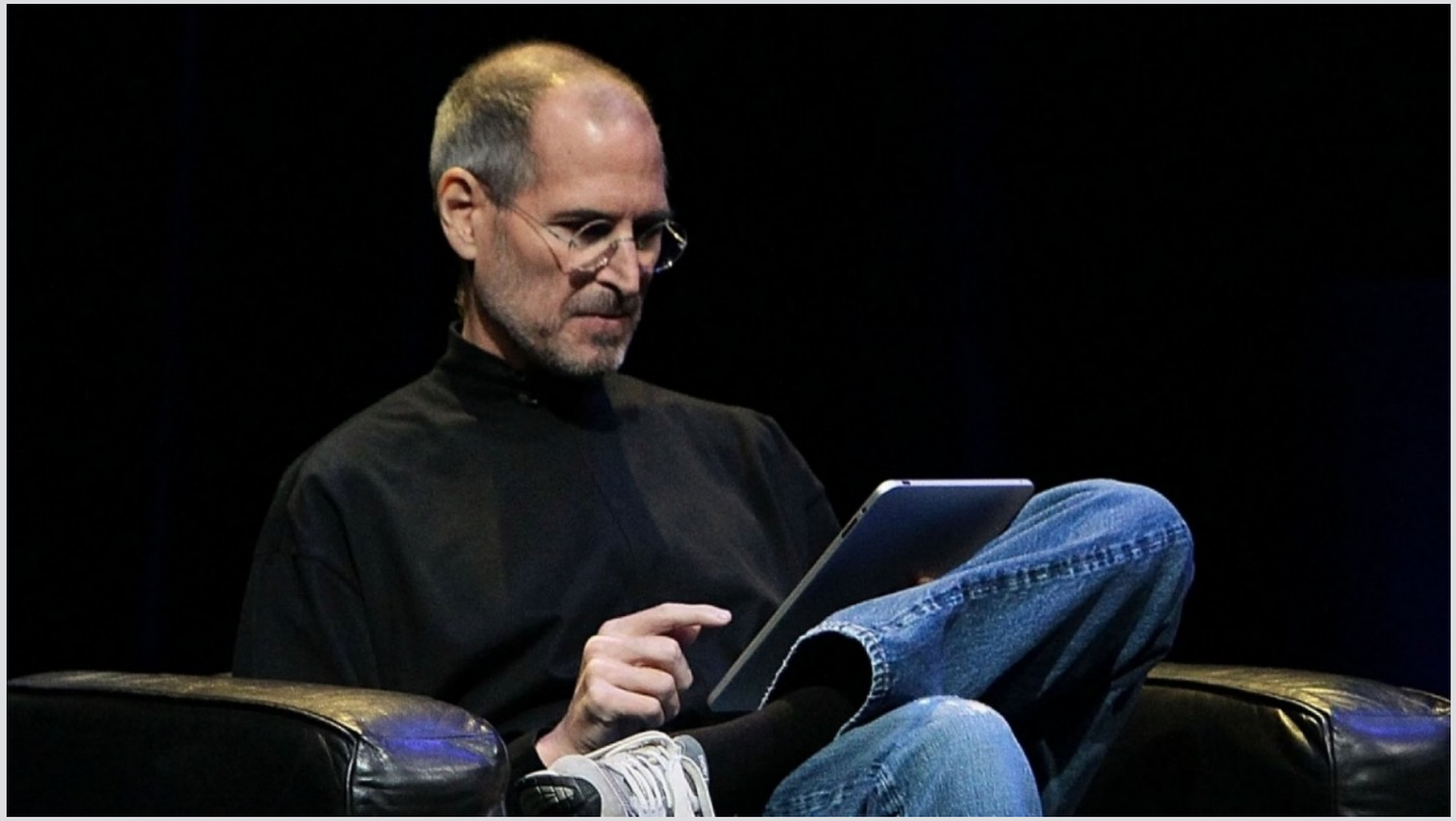
Don’t just repeat the words onscreen, explain why you have chosen the quote; how is it relevant to your work?

Transitions

Your presentation should not be fussy or distracting

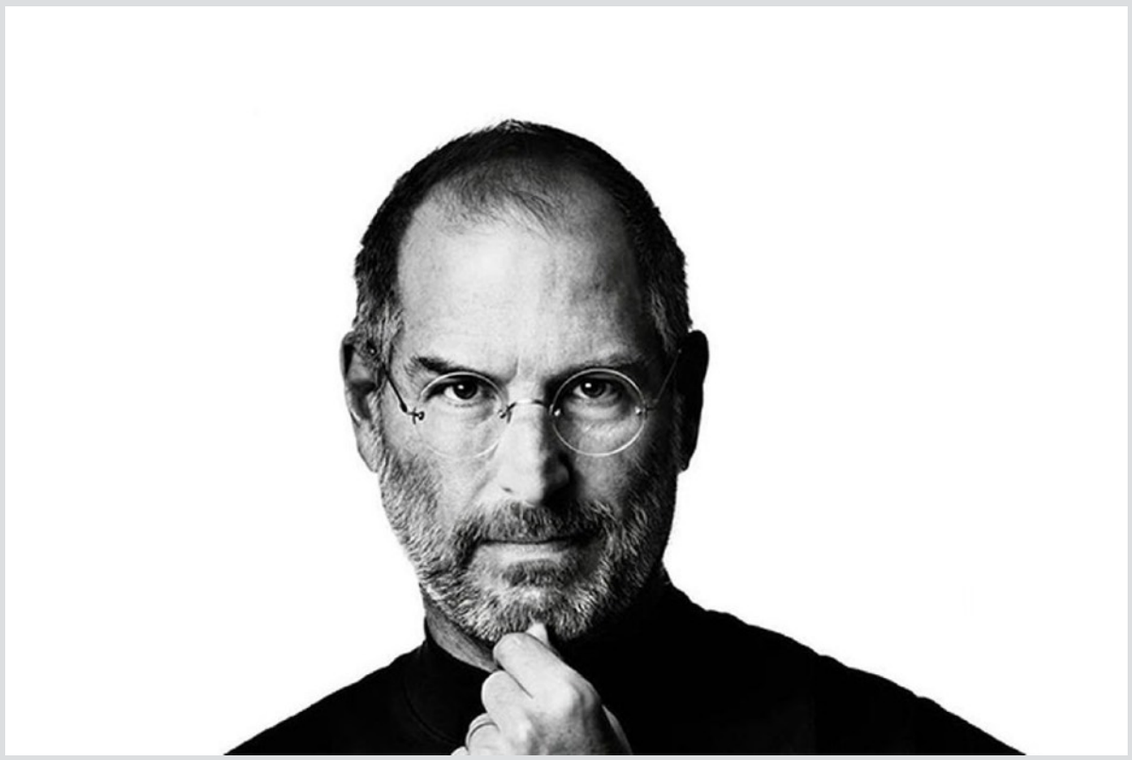
Borders

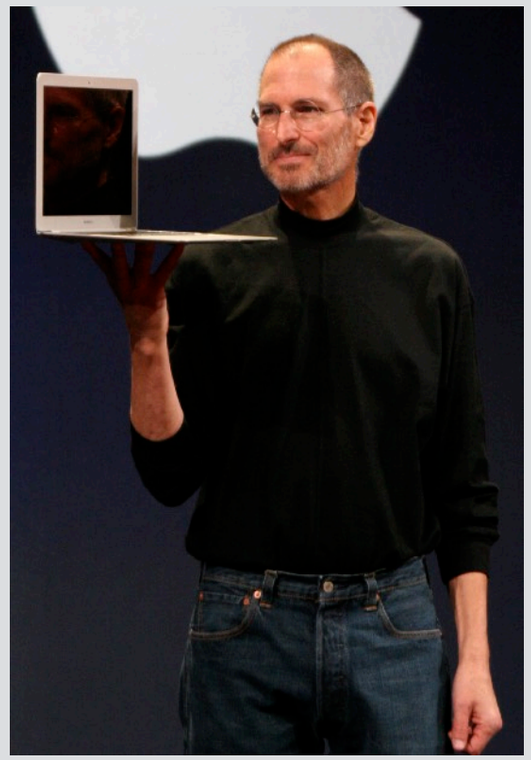
Effects











Steve Jobs

Details Matter

The choices you make in your presentation affect how an audience responds. Embracing minimalism and removing anything that isn't in service of what you are showing and saying is desirable.

Scale: Image, text, infographics etc., plays a role.

Font: simplicity and clarity. Unless in service of a particular effect, it is better to use sans-serif fonts such as Helvetica, Verdana, Arial etc. (This is Helvetica)

Be consistent: use one font and similar scaling throughout (this is 24-point; the title is 36 Helvetica **Bold**). Large differences of typographic scale or style might be used for effect. Titles of artworks in *italic* (as you would in an essay).

Also, for clarity, consider line-spacing if blocks of text are used (this is 1.5).

Story

When presenting, you are telling a story. A story about your work, your practice, who you are, what engages you.

This should be set up from the beginning: the first slide proper, following your title page - an image or a quote - set the scene. From that moment, you draw your audience in and keep their attention and belief in what you are saying for 10 minutes.

The opening 3 slides of a presentation from last year. Title page, Opening quote that functions as a summation of the artist's approach, followed by the first image slide. There is a very good integration between the quote, the work and the research; the choice of an austere, elegant presentation strategy supports the content.



Make visible what, to many, is invisible.

Graciela Iturbide









Repetition

No, this is not necessarily something to avoid

Remind the audience of your key points. This is an item of generic advice for presentations, done in order to reinforce your message. It may be generic and not suit an artist's talk, but reinforcement is a useful quality and can be done without repeating words or images.

Be Human

Confident

Relaxed

Authentic

Enthusiastic

This might seem contradictory. Making a presentation can be nerve-wracking; most people are nervous about doing it. But there are solutions . . .

PRACTICE BREEDS CONFIDENCE

Timing

Knowing what’s coming up

Practice by yourself but also with people

Record yourself on audio or video

Recap

Do

Practice

Keep it relevant

Speak to your audience, not your notes

Don’t have too many slides

Ensure that slide quality is good

Spellcheck and Pronunciation

Clean and simple

Pitch it at an appropriate academic level

Tell a story and speak to the slides

Demonstrate subject knowledge

Don’t

Have too many slides: it can make your presentation difficult to follow

Avoid ‘Dead Air’/drying: this is down to practice

Avoid mispronouncing names. If not sure, you can often find names being pronounced on YouTube. Also, spellings, typos, grammar etc.

Use poor quality slides. Only if you absolutely must show a particular image but can’t source a higher quality one. Ideally, find an alternative.

Avoid fussy graphics, transitions, borders, colours. Best stick to white or light grey.

Get out of sync. Best not to use slide timing: change the slide yourself.

Don’t go off-topic. Sometimes, heading off on a tangent can work, but in 10 minutes it’s better to keep to your theme.

Don’t overrun or under-run: both show a lack of preparation.