

# *Presentation and Output*



## Lecture 18

# *Presentation*

- A presentation, no matter how good, is of little use if it does not match the needs of its intended audience.
- Consider your audience
  - Size
  - Technical background
  - Presentation Purpose
- General Issues
  - Appropriate presentation technology
  - Content Complexity and “Gloss”

– Duration

# *Intended Audience*

- A small group technical review meeting will expect a good deal of detail, without simplification or fancy presentation.
- A funding request talk will require a more polished presentation at a more general level, but have detailed information ready to supply on request.
- A public talk requires a much simpler approach, short duration, broad overview, skip over details, and presented in a smooth (and usually entertaining) manner.

# *Mixed Audiences*

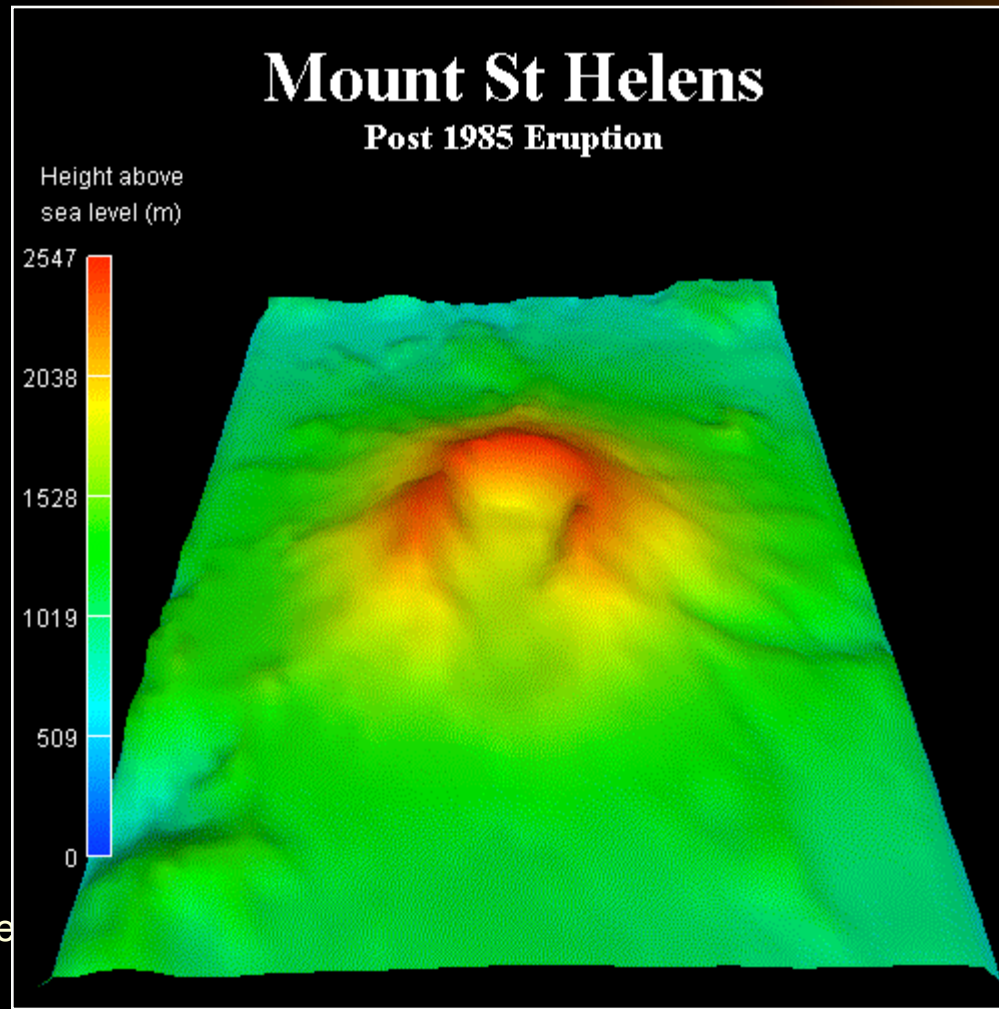
- In industry the audience may often be mixed, part management and part technical.
- Presentation has to be very carefully orchestrated so that the managers get the overview they require and yet enough technical detail is supplied to satisfy the more technical audience.
- Question responses must also be carefully phrased.

# *Presentation Issues*

- Each image should be reasonably self contained.
- The viewer should not have to refer back to some earlier piece of information to correctly understand a dataset.
- In particular each image should contain
  - title
  - context info as appropriate
  - legends

# *Example Image*

An example of a good image/frame

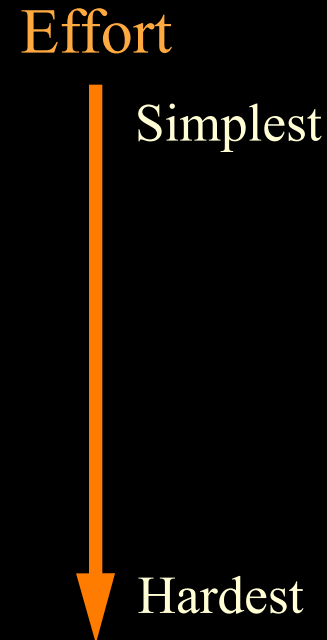


# *Warnings*

- Elegance and sophistication is good.
- Gloss for the sake of it is bad.
- Don't get carried away and put as many different visualisation techniques in as you can without good reason.
- Like a document with numerous fonts and colours, the result usually looks unprofessional.

# Technology

- Choice of technology depends on presenter, material and audience.
  - Paper
  - Overheads (Basic)
  - Overheads (Sophisticated)
  - Slides
  - Computer
  - Video (with audio)





# *Paper*

- Low technology, fail-safe solution
- Good for small or mixed audiences
- Each reader can absorb as much or as little as desired
- Does not work well for large, non-technical audiences
- Paper can't be read in low lighting (eg during many presentations)
- Paper distracts non-technical audiences

# *Overheads*

- Minimum level of presentation to large audiences
- Lower technology solution
- Can work well, especially with colour transparencies

- Superior colour/ resolution
- Best solution where fine detail and large dynamic range are required
- Significant setting up needed and susceptible to technical problems

# Computer

- Flexible solution
- Permits interactive displays/demos
- Use of own computer (laptop) ensures presenter's familiarity with system
- Connection to projection system *frequently* problematic

## *Video (with Audio)*

- Can produce most professional solution
- Having audio on tape means presenter need not worry about keeping pace with tape (and attempting pauses/rewinds).
- Tape can be sent anywhere and is a self contained presentation.
- Video presentation systems generally reliable.

# *Printing Technologies*

- Laser (B&W)
- Laser Colour
- Thermal (wax) transfer
- Dye Sublimation
- Inkjet
- Plotters

# *Printing Issues*

- Spatial resolution (dpi, lpi)
  - Halftoning and dot screens
- Colour resolution
- Colour matching
  - Pantone, CIE
- Special paper
  - Coated, weights, transparencies.

# *Suggestions*

- When producing material that may have multiple target audiences, produce a detailed technical version and then remove/simplify material to produce a more general version.
- The workload is not much greater than that of producing a single version.
- When producing videos: write a script first!