

How to Make a Formal Presentation

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Preparing Written Content (Theory)

Tell a Story

Make it Personal

- For both yourself and your audience
 - This goes back to what you are documenting. Find a way to make the audience feel the same way you do about your subject matter.

Create Tension

- Give an idea, then take it right back.
Example “These landscapes are quintessentially Guyanese, but they will not last much longer.”

Empathise with your audience

- Do your research:
 - Find out who they are
 - age groups, interests
 - Find common ground
 - example: You all go to the same school and go through the same struggles pertaining to that school.
- Use their language, their experiences.
 - Do not use academic words if your audience are not academics
 - Match the tone and pace as if you were personally speaking.

Preparing Written Content (Structure)

Brief Biography | Background (1 - 2 minutes)

- Who are you?
- What are you interested in photography and have chosen to document landscape
 - Be careful not to speak about your concept yet.

Your concept (3 minutes)

- What is your concept?
- Why did you choose this theme?
 - What questions did you ask yourself?
 - What were you trying to uncover about your subject?
- How did you approach investigating your concept/theme/subject?
 - What types of photographs did you take
 - Which photographers did you research.

Go through your photographs (10 Minutes)

- Speak of them in terms of the questions you asked yourself and the process you undertook to answer those questions.

Conclusion (1 - 2 minutes)

- Explain how you solved the problems and questions that arose in your introduction.

Questions and Answers (5 minutes)

- Answer questions from the audience.

Preparing Visual Content

Create a Title and Subtitle

- These should be relevant.
- The title may be slightly vague while the subtitle will zero in on your research.
 - Example:
 - Stabroek Market:** A look at the morning vendors
 - Abandoned Facades:** An exploration of abandoned houses on Main Street, Georgetown.

Simple and Consistent Design

- Do not add more information than you need.
 - Be careful not to crowd the slides
- Use the same compositional grid for all the like slides.
 - Example: All the slides with photographs look similar
- Less is More
 - Keep it Simple
- Use a maximum of 2 typefaces
 - If using two, one typeface should be serif while the other should be sans serif.
 - The bigger elements should be sans while text type should be serifed.

Preparing Visual Content

Think Branding

- Anticipate how your slides will look in real time. Analyse your event.
 - Add clever branding.
 - Keep in mind: Less is More
 - Do not over do it.

Preparing Photographs

- Export from Lightroom as Jpeg
 - size should be Long Edge: 1280px
 - 72 ppi or dpi

Use Google Slides, Microsoft Powerpoint or Apple Keynote

- <http://slides.google.com>

Preparing Yourself

Stand upright and Engage you audience.

- Keep eye contact with your audience, but do not stare.
- Use your arms and hands to direct and illustrate and not to fidget.
- Lead your audience from yourself to your slides then back to yourself (repeat)

Speak Clearly

- Do not mumble

Be aware of your Body Language:

<http://www.inc.com/ss/wrong-body-language>

Preparing for your Presentation

Have your speech finished 1 week prior to your presentation.

Practice

- Read your speech aloud and preferably to someone else.
 - This will allow you to hear it out loud and will help you put emphasis on certain words or sentences.

Memorise your speech

- Know it by heart.
 - This will allow you to use note cards with just the talking point written.
- Alternatively, print your speech out in large type.
 - This will make it easier not to stumble and lose your place when reading.

Make it a Conversation

- Keep it casual, but **DO NOT** make it unprofessional.
 - Watch your vocabulary.

Preparing for your Presentation

<https://vimeo.com/20618288>