

Presentation and Visual Storytelling

Section 1

Instructor/Title 時限	Prof. Garr Reynolds
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Course Description

In this interactive class, students will explore current popular approaches to presentation and examine techniques from some of the world's top professionals. The Presentation Zen approach challenges the conventional wisdom of making multimedia presentations in today's world and encourages students to think differently and more creatively about the preparation, design, and delivery of presentations. Based on research from the cognitive sciences, combined with principles from the world of the Zen arts, graphic design and visual communications, students will explore popular myths about what is an effective presentation and examine effective alternatives and approaches for designing and delivering better presentations. All throughout the class, the common themes are (1) restraint and clarity in preparation, (2) simplicity in design, and (3) naturalness in delivery. Story & storytelling is also a theme that is stressed throughout the class.

Course Objectives

In this course you will have the opportunity to improve all aspects of your online presentation skills: the verbal (what you say), the vocal (how you use your voice, volume, silence, etc.) and the visual (how you support your talk with slides and other visual aids, and how you use other forms of non-verbal communication such as eye-contact and body language). Students also have the opportunity to make a short video presentation and to learn the basics of professional video creation including planning, shooting, and editing.

By examining visual communication concepts, you will be able to think more critically about design and organize your visuals accordingly. At the end of this course, you will be a better visual storyteller and better able to express your ideas through professional videos and online presentations.

Instruction to Students

Attendance for the class is very important. As you will give online presentations in the class and also create presentation videos and short documentary-style videos, you will need to spend several hours outside of class preparing your material.

Grading Criteria

Final Exam 20%

In class Activities 20%

Presentations/videos 60%

Textbook

Book is required. However, much of the material in the class is featured in the book "Presentation Zen: Simple Ideas on Presentation Design and Delivery (Voices That Matter)" ISBN: 0321811984

Reading material and links will be provided in class.

	Schedule	Work outside of class
Lecture 1	Orientation	Prepare for introduction presentation
Lecture 2	Why most presentations with PowerPoint or Keynote fail.	Prepare for introduction presentation
Lecture 3	Student presentations	Prepare for introduction presentation
Lecture 4	Presentation Organization (Focus on Preparation)	
Lecture 5	Methods of preparation	Prepare problem-solution online presentation
Lecture 6	Brain storming, mind mapping, going analog.	Prepare problem-solution online presentation
Lecture 7	Methods of preparation cont	Prepare problem-solution online presentation
Lecture 8	The art and science of simplicity.	Prepare problem-solution online presentation
Lecture 9	Intro to graphic design principles	Prepare problem-solution online presentation
Lecture 10	Graphic design principles	Review class content & readings
Lecture 11	Zen concepts & aesthetics	Review class content & readings
Lecture 12	Visualizations of data	Review class content & videos
Lecture 13	Student online presentations	Review class content & readings
Lecture 14	Students presentations	Review class content & readings

	Schedule	Work outside of class
Lecture 15	Storytelling intro	Review class content & readings
Lecture 16	Lessons from film & documentary	Review class content & readings
Lecture 17	Lessons from film & documentary	Review class content & videos
Lecture 18	Video creation principles.	Review class content & videos
Lecture 19	Script, storyboards, planning	Review class content
Lecture 20	How to create better videos	Work on your final video
Lecture 21	More on what makes a compelling video.	Work on your final video
Lecture 22	How to prepare an idea.	Work on your final video
Lecture 23	Effective camera work.	Work on your final video
Lecture 24	10 important edits in video.	Work on your final video
Lecture 25	Analysis of video and film composition, shooting and editing.	Work on your final video
Lecture 26	Student videos and analysis	Review class content
Lecture 27	Student videos and analysis	Review class content
Lecture 28	Student videos and analysis	Review class content
Lecture 29	Student videos and analysis	Review class content
Lecture 30	Review	