

Presentation Skills & Video Production

| Section 1 | |
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| Instructor/Title 時限 | Prof. Garr Reynolds |
| Office/Building | Main Admin Bldg. room #606 |
| Office Hours | By appointment |
| Contacts (E-mail) | garr@kansai-gaidai.ac.jp |

Course Description

It's expected today that professionals have visual storytelling skills in the form of live presentations and the creation of effective videos. In this class, we'll explore why/how presentation visuals are so powerful and you'll learn how you can become a more skilled and creative visual communicator through presentations and the creation of high-quality videos.

For the presentation component of the class, students will explore current popular approaches to presentation and examine techniques from some of the world's top professionals. A more visual 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.

For the video creation component, we'll focus on: (1) preparation or pre-production, (2) production or the shooting of video, and (3) postproduction or editing. We will look at the history and evolution of video including the myriad lessons from film, TV, and internet. We will examine how to prepare, shoot, and edit high-quality video that can get and keep the viewer's attention.

Course Objectives

At the end of this course, you will be a better visual storyteller and better able to express your ideas through professional-looking presentations and videos. You will improve all aspects of your 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 visuals). You will understand the principles behind planning, shooting and editing high quality video, and you will be able to independently create professional-

quality videos for various purposes and genres such as educational, business/marketing/promotion, travel, and interview.

Instruction to Students

You do not need expensive camera equipment or software. If you have a smartphone and basic editing software on your computer (or phone), you have the tools to make excellent videos. For presentations you will need a slide-making program such as PowerPoint, Keynote, etc.

Grading Criteria

Final Exam: 10%

Quizzes: 10%

Work outside classroom: 20%

Presentations/videos: 60%

Textbook

There is no textbook for the class but there will be links provided for online video resources. Reading material and links will be provided in class.

| Schedule of Instruction | | |
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| | Schedule of Instruction | Work Outside of Classroom Activities |
| Lecture 1 | Orientation | Prepare for introduction presentation |
| Lecture 2 | Introduction to 21st-Century skills Why most presentations with PowerPoint or Keynote fail. | Read the "Preparation Tips" from www.garreynolds.com/preparation-tips |
| Lecture 3 | Short student introduction presentations with multimedia | Begin research for Student Presentation 2 |
| Lecture 4 | Student presentations and feedback | Continue Research on the Problem-solution topic discussed in class. |
| Lecture 5 | Student presentations | Watch "How to Organize your Presentation Using a Simple Structure" On Presentation Zen Youtube channel |
| Lecture 6 | Presentation Organization (Focus on Preparation). Structure of a presentation. | Review principles from class including the Zoom and PIP techniques demonstrated in class. |
| Lecture 7 | Learn how and why to | Read "Design Tips" from |

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| | identify the core and how techniques like brain storming and mind mapping, etc. can help. | www.garreynolds.com/design-tips |
| Lecture 8 | Graphic Design General Principles. | Watch: "New life for old towns through sustainable tourism: Alex Kerr" on Youtube. |
| Lecture 9 | The art and science of simplicity. Visual literacy. | Watch: "Richard Turere: My invention that made peace with lions" on TED or Youtube. |
| Lecture 10 | Student presentations 2 | Watch: "How a 12 year-old girl became one of the youngest Japanese patent holders Asuka Kamiya" |
| Lecture 11 | Student presentations 2 | Find a presentation you like on TED/Youtube that you think is a good example of using visuals and prepare to share why you think it is a good example in class. |
| Lecture 12 | Applying the Zen aesthetic principles to presentation design. | Read "Before/After Examples: www.garreynolds.com/slide-makeovers |
| Lecture 13 | 15 graphic design principles. | Use your camera to take photos of good and bad design in the environment around you. |
| Lecture 14 | More graphic design principles. | Review the ideas and videos from class |
| Lecture 15 | Visualizations of data | Review the 15 principles. As you watch the sample videos, look for examples of them. Example, rule of 3rds, contrast, etc. |
| Lecture 16 | The role storytelling and learning from the art of film and the documentary. | Review the ideas and videos from class |
| Lecture 17 | Introduction to video | Look for examples of your favorite |

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| | production principles and techniques. | educational, informative, or inspiring videos on Internet of other media. |
| Lecture 18 | 20 ways to make a better business or educational video. | Watch: "10 Tips to Shooting Cinematic SMARTPHONE Videos" |
| Lecture 19 | How to prepare your idea. | Choose an idea for your video presentation. |
| Lecture 20 | How to shoot professional video with just a smart phone. | Practice steady shooting by preparing a 1-minute video introducing your neighborhood. |
| Lecture 21 | Techniques for professional video editing. | Watch: "JAPAN - Where tradition meets the future JNTO" Good example of clean and fast editing. |
| Lecture 22 | Examples of effective short videos. | Prepare your video presentation (planning, shooting, editing) |
| Lecture 23 | Example of an effective documentary film. | Watch: "JW Marriott Hotel Nara - The Making of a Luxury Hotel" |
| Lecture 24 | What is sequencing and how to shoot a sequence. | Create a 30-seconds or 1-minute video sequence of one of your daily routines. |
| Lecture 25 | Student video presentations and discussion. | Watch: "Discover Kyoto" on Youtube. Great example of excellent composition. |
| Lecture 26 | Student video presentations and discussion. | Be prepared to participate in class and give assessments of student videos. |
| Lecture 27 | Student video presentations and discussion. | Review class content. Ask yourself how the videos you've seen could improve. What things did you like in terms of shooting and editing? |
| Lecture 28 | Student video presentations and discussion. | Review the principles of good cinematography, How does your video compare in terms of composition and pace? |
| Lecture 29 | Review of presentation | Rewatch the videos we saw in class and offer |

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| | preparation preparation, design, & delivery principles and techniques. | feedback. |
| Lecture 30 | Review of lessons learned. | Make a plan for continuous improvement. |