



Preparing for your  
**Presentation**

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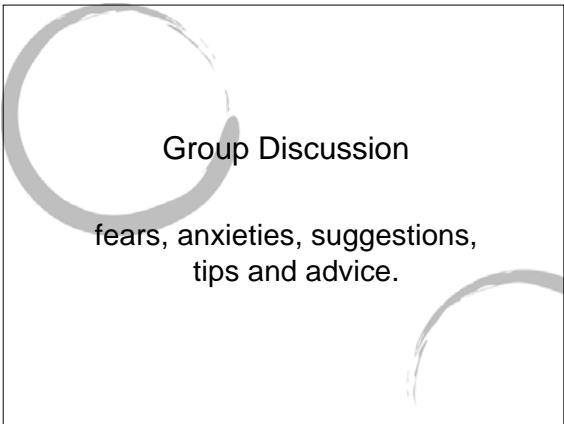
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**Group Discussion**

fears, anxieties, suggestions,  
tips and advice.

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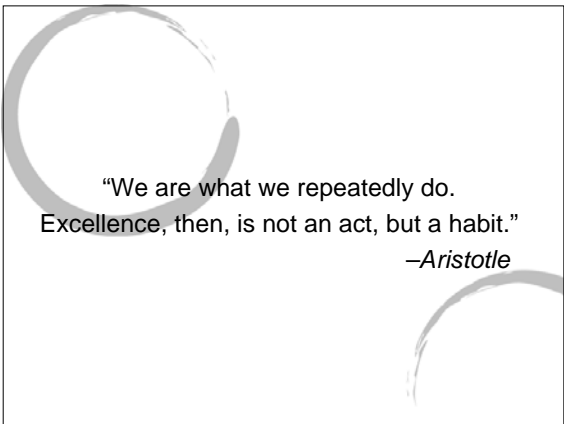
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“We are what we repeatedly do.  
Excellence, then, is not an act, but a habit.”  
—*Aristotle*

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Why are we making you do presentations?

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**Preparation for the Real World**

- We only have room for 60 words to describe this position and get your attention. Do you have 3-5 years experience in a busy studio working on corporate, packaging and brand design? Comfortable presenting to clients, highly organized and very detailed? Send us your resume.
- <http://www.marketingmag.ca>

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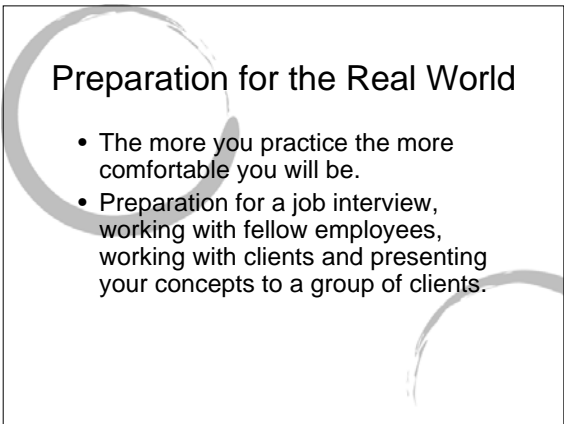
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**Preparation for the Real World**

- The more you practice the more comfortable you will be.
- Preparation for a job interview, working with fellow employees, working with clients and presenting your concepts to a group of clients.

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# Presentations Tips

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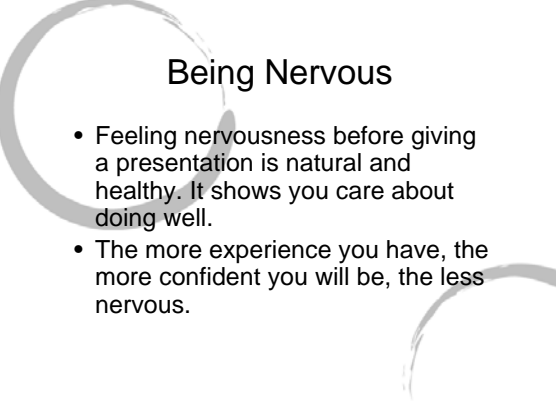
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## Being Nervous

- Feeling nervousness before giving a presentation is natural and healthy. It shows you care about doing well.
- The more experience you have, the more confident you will be, the less nervous.

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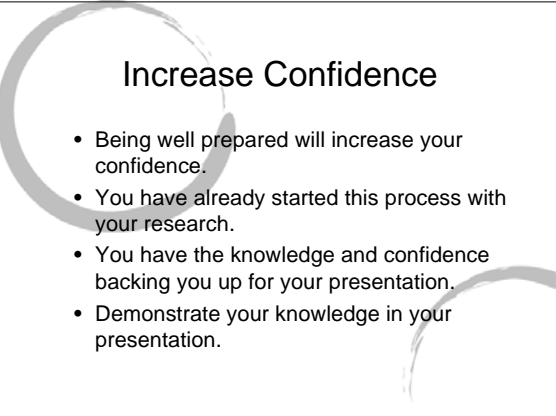
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## Increase Confidence

- Being well prepared will increase your confidence.
- You have already started this process with your research.
- You have the knowledge and confidence backing you up for your presentation.
- Demonstrate your knowledge in your presentation.

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## Be Prepared

- Have your projects mounted and ready to go.
- Make sure you have some time to relax before class to mentally prepare.
- If you are rushed, you won't be able to focus on your presentation.

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## Be Prepared

- Know what kind of presentation your are doing?
  - It is to inform, entertain or persuade?
- Know your audience.
- Know how much time you have to speak.

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## Presentation Skills

- Concentrate on the message.
- Keep it relevant.

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## Push emotional buttons

- Talk about their company their business.
- Explain your choices and how it relates to their business, history, store, values, beliefs, etc.

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## Show Enthusiasm

- Enthusiasm goes a long way.
- It's amazing how catchy enthusiasm is. If your voice is expressive and your gestures animated, you will appear confident and passionate.

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## Create User-Friendly Notes

- If you have a handout—Use bullet points instead of sentences.
- Make the text easy to read and large.

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## Personality

- Don't be afraid to let your personality to come through.
- Don't try to turn this into a stand-up comedian act.
- You are human, so are your clients.
- Relax

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## Questions

- Think ahead of the questions you might be asked.
- Rehearse how you will respond.

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## Presentation Skills

- Pronunciation, body language, hand gestures, ums, like and ahs, eye contact with audience, speaking clearly, projecting voice, speaking at an appropriate speed, not reading from notes.

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## Presentation Skills

- That is what your fellow classmates and I are here for. A lot of the times we are not aware of our actions.
- Through feedback and practice you will be able to improve on these skills.
- Try to give each other as much feedback as possible. This will help each other to improve.
- Encourage each other.

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## Presentation Skills

- Realize that people want you to succeed.
- They want you to do a good presentation
- Visualize your self giving a successful presentation.

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## Presentation Tips

### Preparing & Planning

How do you do that?

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### Preparation & Planning

- Write a guideline of what you should be covering to prepare and plan out your presentation.
- Use point form, limit sentences so you don't read.
- It is easier to know what to talk about and present if you have structure to your presentation and a plan of attack.

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### Preparation & Planning

- Use the presentation evaluation sheet as a guideline.
- Know the skills you should focus on.
- Don't worry if you don't cover them all. With feedback and practice you will master them.

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### Presentation & Planning

- Write out an outline of what your are going to be covering in your presentation.
- Follow the outline handout I have given you as a guideline.
- In your group come up with what you would say for each topic during your presentation.

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**Presentation Outline**

- Who is your audience? What kind of presentation are you doing? How much time do you have?
- Mr. Kingmills and team
- Persuasive
- 3 - 5 mins

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**Presentation Outline**

Greeting  
Goodmorning, Afternoon etc

Introductions  
My name is....  
I am the designer or art director....

Introduction of project  
I will be presenting the new corporate identity for Kingsmills...

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**Presentation Outline**

**Get the client on board**

Repeat the client's objective.  
Ask a question  
Show enthusiasm about job.  
Explain knowledge of company and history.  
You are aware of the company's clientele and products.  
What will this logo do for the company's business, how will it increase recognition and sales.

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**Presentation Outline**

**Explaining Elements**

Start with logo  
explain relevance, shapes colours, symbolism, how it relates to company, bw version

On business card, letterhead, envelope  
explain colours, stock, etc.

Truck - make sure you talk about all the elements.  
This will show your attention to detail and diversity of the identity program.

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**Presentation Outline**

**Concluding statement**

State passion about design and job  
Demonstrate confidence about the job.  
Why it will work.

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