

PRESENTATION

A presentation is the process of presenting a topic to an audience. It is typically a speech, lecture or demonstration to inform, persuade, or convince a group of people. In general, presentation is of two categories such as oral (or lecturing) and poster.

Oral presentation or Lecturing

Oral presentation or lecturing is one of the most common assignments in educational courses. Professionals, scholars and students in all fields disseminate their knowledge by delivering oral presentations in classrooms, at conferences, in public lectures, or in company/industrial meetings.

Criteria for a good oral presentation

Making a good oral presentation is an art that involves attention to the needs of **audience**, careful **planning**, and attention to **delivery**.

Audience: The presenter must pay attention to the following points:

- Who are the people the presenter will be speaking to?
- What do they know about the topic already?
- What will they want to know about the topic?
- What do the presenter wants them to know by the end of the presentation?

Planning: A careful planning of presentation involves the points mentioned below:

- The presentation should be simple and logical;
- An introduction is essential;
- Difficult points need to be easier to understand;
- A lot of examples are to be used;
- Conclusion by going over the main points; and
- There should be time for questions.

Delivery: It is the final goal of a presentation that needs the following considerations:

- Quality of the voice such as volume, speed, fluency, clarity and pronunciation;
- Eye contact with the audience;
- Use of own memory or simple notes;
- Use of visual aids like OHTs and Power Point slides; and
- Practicing or rehearsal beforehand in front of friends or familiar persons.

References and links:

<http://www4.caes.hku.hk/epc/presentation/>

[Tips for Teachers: Twenty Ways to Make Lectures More Participatory
Delivering Effective Lectures](#)

<https://cft.vanderbilt.edu/guides-sub-pages/lecturing/>

Poster presentation

A poster is a visual presentation in which graphics, photos, figures and tables are used to illustrate the story of the study.

Criteria for a good poster presentation: A good poster presentation should focus on the following aspects:

- Meeting the guidelines for the specific event;
- Matching the audience knowledge and interests;
- Focusing the message visually that people might remember;
- Readable from about 4 - 6 feet away; and
- Clearly organized.

Poster content: Posters typically include the sections listed below

- Title;
- Author(s), institutional affiliations, contact information;
- Abstract;
- Introduction/Background information/Literature review/Aims of the study;
- Materials and methods;
- Results and conclusion (main arguments, insight and significance of work);
- Discussion (comparisons with relevant works);
- References; and
- Acknowledgements.

Poster design tips

- The double-spaced text should not exceed 800 words;
- The text should be supported by self-explanatory graphics;
- Short sentences, simple words and bullets be used to illustrate discrete points;
- Font sizes: title >72 pt; headings 30-60 pt; text 18-24 pt;
- Times New Roman, Garamond, and Arial fonts are easy to read;
- Common dimensions for posters are 42 × 42, 42 × 48 inches or 42 × 52 inches;
- Software packages like Microsoft Power Point, Adobe Photoshop or Canvas can be used for generating and printing posters.

References and links:

<http://www.biology.lsa.umich.edu/research/labs/ktosney/file/PostersHome.html>

[Tips for Effective Poster Presentations](#)

[Ten simple rules for a good poster presentation](#)

<http://people.eku.edu/ritchisong/posterpres.html>

<http://nau.edu/undergraduate-research/poster-presentation-tips/>