Course Title: Bringing Your Presentation to Life  
Course Code: WSP 174  
Instructor: Carolyn Gale

There’s more to presentations than merely creating slides and delivering information! It’s important to present the appropriate information...for a specific audience...in a memorable way. This workshop takes the best concepts and newest ideas from designers, researchers, and presentation experts to give you a framework to design a compelling presentation. Key benefits:

- **Understand presentations from a holistic view**, which includes information organization, storytelling, slide design, and performance.
- **Learn-by-doing leads to active change.** You will learn new strategies and skills via creating and delivering a 3-minute presentation.
- **Gain a deep understanding of all concepts** by delivering a presentation, which includes time for feedback, revisions, and reflection on the design and delivery process.
- **Transfer learning after the workshop.** You will learn how to give useful feedback for peer presentations, both at a macro- and micro-level.

You will leave this course with both a process and set of tools that can be used in any communication setting.

**Required Materials**

To develop and deliver a slide-based presentation, bring a laptop for both sessions. You are welcome to use any presentation software you choose (i.e. PowerPoint, Keynote, Google Presentations, Haiku Deck, etc.) and any prototyping tool (i.e. Canva). No textbooks are required; however, there will be a bibliography with recommended reading posted during Session 1.

**Grade Options and Requirements**

- **No Grade Requested (NGR).** This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- **Credit/No Credit (CR/NC).** As activities are structured to maximize “doing” time for every participant, completing all assignments by the weekly deadline is mandatory to receive credit. If you are not able to complete all assignments on time, register for No Grade Requested instead.
- **Letter Grade (A, B, C, D, No Pass)**
  - **B** = complete all online assignments by the stated deadline each week
  - **A** = complete all online assignments and submit a one-page paper reflecting on what you learned (due one week after the course end date)

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*
Preliminary Schedule

Session 1 Activities
1. We start by learning the research behind why information overload doesn't work with any audience and review the Presentation Pillars.
2. In a structured process, participants will brainstorm ideas for a new three-minute talk, learn how to prioritize information based on audience, and choose both a Big Idea and STAR moment.
3. We will explore the concept of presentation as a story, consider what elements can be used for the 3-minute presentation, and convert an outline to a story.
4. With an outline and story in hand, we will review three style alternatives to bullet points: Assertion-Evidence, Presentation Zen, and Lessig.
5. After a brief introduction to graphic design principles for slideware, with practice via Slide Makeovers, it's time to create your presentation!
6. Letter Grade and Credit students will present their works-in-progress at the end of the day; all students will learn how to give useful feedback during first-round reviews.

Session 2 Activities
1. All students will deliver their three-minute presentations and give feedback to others.
2. In pairs, participants will take peer feedback and learn how to sort and prioritize changes.
3. Participants will explore the concept of “presence” as a performance method.
4. For second-round presentations, we’ll look at the finer points of what elements work (and don’t work) on slides: from design principles such as color, contrast, and font styles, to techniques for visualizing data. The instructor will customize this section based upon participant needs from Day 1.
5. We will explore the issues around handling tough questions and practice Q&A with your presentation.
6. All participants will have time to revise presentations.
7. Letter Grade and Credit students will deliver second-round presentations, with a feedback focus on Q&A. Optional video/audio recording will be available.
8. We will end by reflecting on the entire design process and discuss how elements can be used for longer presentations and shared with your colleagues.

Frequently Asked Questions

Why do I have to create a presentation? I'd rather audit and observe. I have seen too many people intellectually understand these concepts and struggle when implementing them. I want to make sure you can use what you learn right away for your next presentation. (Plus, we have a lot of fun in the process!)

Do I need to use slide software? No, not at all! Depending on your audience, venue, and time allowance, you may be better off not dealing with slides at all. We have had many students not use slides and still benefit from the information organization, storytelling, and feedback aspects of the course.

I'm not good at using (Powerpoint, Keynote, etc.) and don't think I'll have time to learn how to use this before the workshop. Should I still attend? Yes! You’ll learn the basic steps needed to create dynamic presentations quickly and simply.

Please contact the Stanford Continuing Studies office with any questions:
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