

## **TC 4 (team) -- Oral project proposal**

Worth: 35 points

Assigned: 20 October 2010

Due: 4 November 2010 or 5 November 2010

**GizmoFlash Products**  
1 Varsity Drive  
Suite 1973  
Ann Arbor, Michigan 48108

**To:** All Synthesizer Division engineers  
**From:** Nikola Tesla, Vice President for Innovation  
**Subject:** Team synthesizer project proposals  
**Date:** 20 October 2010

### **Background**

As you know, our company is interested in finding new applications for microprocessor-based synthesizers. You received a request for proposals on October 4, and this was followed by your preliminary proposal of October 15. Following this will be a consultation with your project manager and your team members to decide on the particular product you will propose. Each team will then present a formal proposal to management in oral format on November 4 or 5. The purpose of this memo is to lay out the guidelines for this presentation.

### **Deliverable**

Remember you have been asked to propose a product and also to build a prototype. The purpose of your proposal is to describe and justify your product idea, and to lay out how you plan to build your prototype. Please refer to the October 4 memo for details.

Your proposal will be in the form of an oral presentation with projected slides in front of your colleagues and a team of evaluators (Brehob, Hildinger, Rohan, et al.). You must speak without written notes. Your team will have 12 minutes for your presentation, plus three minutes for questions and suggestions. Every team member should do a roughly equal part of the presentation. See below for guidelines for the presentation.

There will also be one required rehearsal for each team in the days preceding the presentation. We will start scheduling these soon. Each team should be prepared to deliver a preliminary version of their presentation at that time, and we will have feedback and suggestions to make the actual presentation as successful as possible.

Your team should bring a laptop with VGA output to show your presentation, both to the rehearsal and to the actual presentation. Let us know if this poses a problem for your team. Your team should also bring paper copies of your slides for the evaluators (three per page format is OK).

You can use the structure below as a starting point for structuring your presentation. We will be giving you more information on the format of the presentation and on how to deliver oral presentations.

- Overview (2-3 slides) Gizmoflash Product's objectives and needs
  - Proposed device
  - Agenda for today's presentation
- Project description (approximately 7-10 slides)
  - Background (statement of need or opportunity)
  - High-level synthesizer functionality (and justification)
  - Proposed prototype
- Work plan (1-2 slides)
- Summary slide

Feel free to contact Dr. Hildinger with questions.

### **How to submit your work**

After your team presentation, one member of the team should submit your PowerPoint slides on CTools before the end of the day on which you present.

### **Oral presentation evaluation notes**

We will be looking at content, structure, presentation and visuals. Here are some issues we will be concerned with--use this list as a guide as you develop your presentation, and see the grading scheme below.

### **Technical content and argumentation**

- All the sections asked for are present, clear and of high quality (background, function, prototype, work plan)
- Clear explanations and arguments, plausible claims, good supporting evidence
- Balanced amount of information (not too much or too little on any given topic)
- Credible answers to questions from the audience; receptive to audience concerns

### **Design and organization of the presentation**

- Effectively introduced (overview) and concluded (main points reinforced)
- Background of project and purpose of presentation are clear
- Technical discussion is clearly arranged, focused on the purpose of the presentation

### **Design and use of visuals**

- Visuals are well designed, legible, consistent and appropriate for the purpose (see "slide design")
- Slides cover all important points
- Visuals are used effectively, with a good balance between talk and visual information

### **Delivery (preparation and presentation)**

- Speakers prepared, able to speak without notes in an orderly and clear manner
- Presentation is within time constraints
- Effective personal contact is established with audience (audibility, good eye contact and rapport)
- Good screen work (point specifically, stand by screen, don't block audience's view)
- Introductions, handoffs and summaries handled well
- Everyone contributes, everyone is involved and attentive

### **Slide design: some goals**

#### **Key slides**

- Title slide (with title, team name, team member names, occasion, date)
- Overview slide (lays out problem statement/motivation for project and proposed solution)
- Agenda slide (lays out structure of talk or main content areas)
- Summary slide (reminds audience of main claims/"takeaway")

**Other guidelines**

- Useful slide titles (think of these as being like section headings--they help speakers navigate through the presentation)
- Non-distracting backgrounds and colors
- Not too much text (no long prose passages); not too little text (cryptic, one-word bullet points)
- Amount of info appropriate for 30-60 seconds per slide (so roughly 3 to 6 slides per speaker--but this will vary a lot)
- Text must contrast enough and be big enough to be legible (at least 18-20 points, if not bigger)
- Text must be in grammatically parallel structures
- Absolute consistency of style and format--make your team look like a team

**REHEARSE:** This will take longer than you think. You need to be very concise.

**TALK LOUDLY:** Louder than you think--you may think you're speaking loudly, but you're probably not.

**Grading scheme**

**Overview: 10%**

Background of project summarized adequately and need for product clearly defined.

2            4            6            8            10

**Project description: 20%**

Proposed product, objectives, approach and rationale clearly described. Scope of prototype described clearly, with reasons for design decisions given.

4            8            12            16            20

**Work plan: 10%**

Schedule showing major tasks, products and responsibilities.

2            4            6            8            10

**Organization: 20%**

Presentation organized effectively to bring out and emphasize major points. Points delivered in appropriate order. Appropriate distribution of time to various topics.

4            8            12            16            20

**Delivery: 20%**

Speakers prepared and able to speak without notes in an orderly manner. Presentation well paced and within time constraints. Effective contact established with audience (audible, good eye contact and rapport). Good screen work (point specifically, stand by screen, don't block audience's view). Introductions and handoffs handled well.

4            8            12            16            20

**Visuals: 20%**

Slides well designed, legible, consistent and appropriate for the purpose. Slides cover all important points. Slides used effectively; good balance between talk, text on screen and visual information. Title slide (with title, team name, team member names, date). Overview-type slide (lays out problem statement/motivation for project and proposed solution). Agenda-type slide (lays out structure of talk or main content areas). Summary slide (reminds audience of main claims/"takeaway").

4            8            12            16            20

**Total out of 100%: \_\_\_\_\_**