

Duration – 20 minutes

Electronic format (PDF, PowerPoint, Keynote slides)

Bring a physical copy with you (e.g., on USB stick) on the day of your presentation.

A key element of your Concept Presentation is your electronic slide preparation. The audience will base its evaluation of you and your subject matter partly on the appearance of your images. An attractive, legible, and organized presentation will reflect positively on the content, and therefore on you.

**Timing**

Plan your talk and the number of slides to allow for a relaxed pace. Think of what you would change if the presentation had to be shortened or lengthened. Practice your talk before the presentation. Time yourself. Force yourself to slow down a little. A rushed presentation will create more stress for you and won't be compelling. Upload your presentation to DropBox/SAGE and practice your timing.

**Professionalism**

You should think of the presentation as one you would be making to a funding agency for investment in your product development. Your presentations should reflect a high degree of professionalism. Both the content and form should be given considerable thought, editing, and refining. The graphics (icons, flowcharts, images, section breaks, etc.) should have a simple, strong aesthetic. Use fonts from the given fonts folder to ensure acceptable typography.

**Technology**

Be sure to test any video, audio, or special fonts before the day of the presentation, on the cyber-wall using SAGE. Rehearse until you feel comfortable/confident with all the material. Practice pacing, coordinating image and video demos (if any).

**Legibility**

Your presentation must be legible from the back row. If you can stand two meters away from your computer's monitor and easily read your slides, your text is large enough. To achieve this, limit each slide to eight lines of text or less and limit each line of text to 30 characters or less. Use one of the recommended typefaces, no smaller than 20 points, with generous line spacing. Use key words, so that your slides will be quick and easy to read. You want the audience to hear your presentation, while the slides accentuate the points to remember. Incorporate only the essential parts of a diagram and simplify whenever possible. While it is tempting to include detail for the sake of accuracy, too much will make the slide difficult to read and become a distraction. Break up complex flowcharts into sections if you can, so that each section can be made larger and therefore more legible.

**Capitalization**

Avoid the use of ALL CAPITAL letters. Words written in ALL CAPS are harder to read and take up more space on the screen. Use bold face and italics for emphasis, or use a bright color such as yellow text when normal body text is white. Underlined text is not recommended.

**Color and Contrast**

Make good use of color and contrast. Dark backgrounds tend to be easier to view, especially with light text and graphics. Good background color choices are black, blue, maroon, or gradient dark colors. Good text colors are white or yellow. If you use a light background, use black or very dark text and graphics. Maintain consistency throughout your slides. Using the same background color, text size, text color, and uniform fonts throughout all the slides makes it easier for the audience to follow the flow of your ideas.