

PRESENTATION SKILLS

IE University

Professor: **EDGAR GONZALEZ**

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Academic year: 22-23

Degree course: FIRST

Semester: 1º

Category: COMPULSORY

Number of credits: 3.0

Language: English

PREREQUISITES

Experience is everything for a designer, the first and biggest step a designer does, is when they decide to become a designer, from that very moment you become one, even though, one with just some hours of experience. Over the years, time experiences and practice you will gain expertise and knowledge which will make you a better designer a more seasoned designer.

SUBJECT DESCRIPTION

Communication is a skill, a necessary skill specially in today's society. Hence, the abilities to structure thoughts, develop an idea and being able to transmit it successfully are essential tools for the development of any professional, but specially creative kind.

Presenting a creative idea involves digging in the future

Exponer y razonar, de forma oral y escrita, los resultados y los procesos de trabajo de los objetos de diseño propios.

OBJECTIVES AND SKILLS

Design is working in the future, design is giving form to a proposal which lies on your mind. Being able to transmit the nuances and specifics of your idea is essential for your design to continue forward.

And you develop that presentation constructing a coherent narrative

During this class you will understand the elements of an effective presentation, as well as the basic tools and elements that construct a narrative.

METHODOLOGY

The course unfolds through a series of lectures which introduces in to a combination of techniques and concepts around the importance of Presentation for a Designer. Along with those lectures a series of weekly assignments will provide you with the essential elements of practice and self reflection necessary for

to enhance personal and group learning through:

To get all the benefits of this class, it's imperative to bring to the sessions an open mind and a participative attitude.

It's critical to make a practical approach, where participant will experience and practice the tools and behaviors related with leadership.

Between sessions, participants will practice the behaviors in their personal lives and identify their best practices and areas for development.

The course is organised around 4 main layers of action:

TECHNIQUES

STORY TELLING

STRATEGY

DELIVERING: delivering is fundamentally a layer where you prove yourself and put in to practice what you have learned, take in to consideration that is not an "exam" in the classic sense, but see it more as a check up on how are you doing, an opportunity to improve and discover your weaker areas where you need to improve.

The 15 sessions are organised around those layers which complement each other

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	20.0 %	15 hours
Discussions	20.0 %	15 hours
Exercises	20.0 %	15 hours
Group work	13.33 %	10 hours
Other individual studying	26.67 %	20 hours
TOTAL	100.0 %	75 hours

PROGRAM

SESSION 1 (LIVE IN-PERSON)

WHO: Intro to presentation skills

In this session we will get to know each other, I'll show you a brief portfolio of my career and you will tell me about yourself.

We will talk about the importance of the presentation skills in the life of a designer and the outline of the class, expectations and evaluation criteria.

- Who's EG?

Who are you?

- Why this program?

- Objectives and grand rules. - Contents.

- Assignments descriptions.

SESSION 2 (LIVE IN-PERSON)

Look

See

Imagine

Show

Explaining the world around us, is extremely important. Being able to understand what happens and put it in to a coherent structured way, help us to explain it towards an audience.

SESSION 3 (LIVE IN-PERSON)

StoryBoards

The storyboard is a great tool not only to arrange the narrative, but to organize ideas and help you structure your presentation.

SESSION 4 (LIVE IN-PERSON)

Typography,

We will learn the basics, the relevance and the huge impact of typography in the world.

SESSION 5 (LIVE IN-PERSON)

Bjarke Ingels

We will analyse one of the best creative narrators of all time and learn from his style.

Prior to Class:

Watch: NETFLIX Abstract: The Art of Design | bjarke ingels chapter

Video: Abstract: The Art of Design | Bjarke Ingels: Architecture | FULL EPISODE | Netflix

SESSION 6 (LIVE IN-PERSON)

Composition

Hierarchy, balance, color, etc.

The classic elements of composition, but what do they have to do with presentation?

SESSION 7 (LIVE IN-PERSON)

SJ Commencement Speech

In 2005 Steve Jobs gave the commencement speech at the university of Stanford, it is considered one of the best speeches ever.

In this class we will talk spoken word and verbal narrative.

SESSION 8 (LIVE IN-PERSON)

MIDTERM

This Forum class will be devoted to the mid term, you will upload your assignment to the forum

SESSION 9 (LIVE IN-PERSON)

5W

We will talk about the "5 W" (Who/What, When, Where, hoW and Why) and the importance to develop a well rounded message when delivering a presentation.

SESSION 10 (LIVE IN-PERSON)

FORMAT

In this class we will discuss the relevance of the different media to make a presentation. The singularities of each format.

SESSION 11 (LIVE IN-PERSON)

Designing Systems

How to design for liquid, ever changing, unpredictable realities? One answer is designing a system which can adapt and evolve.

SESSION 12 (LIVE IN-PERSON)

Helvetica / Show and Tell

This class will be devoted to the famous typography and we will talk about the relevance of the visual image when giving an explanation, focusing on the How

Video: Helvetica

SESSION 13 (LIVE IN-PERSON)

information Design

The visualisation of quantitative data, is one of our best tools as communicators.

We will learn about Edward Tufte and the principles of Graphical Excellence.

Reading. (Prior to class)

Visual explanations : images and quantities, evidence and narrative

Book Chapters: Visual explanations : images and quantities, evidence and narrative. (Chapter 1: Images and Quantities". pp 13-26)

SESSION 14 (LIVE IN-PERSON)

Portfolio

The defect tool for a designer to introduce her work to a wider audience is the portfolio, we will dig in to this peculiar kind of presentation which will be a constant update during the rest of your work as a designer.

SESSION 15 (LIVE IN-PERSON)

FINAL PRESENTATION

In this double session, we will conduct a round of presentations, each student will deliver a presentation while the rest of the group evaluates the different criteria we have been learning during the course.

BIBLIOGRAPHY

Recommended

- Bruce Mau. (2020). *MC24: How to change everything*. Phaidon. ISBN 9781838660505 (Printed)

- Edward Tufte. *The Visual Display of Quantitative Information*. Graphics Pr. ISBN

9780961392102 (Printed)

- Nancy Duarte. *Persuasive Presentations*. Harvard business review press. ISBN 9781422187159 (Digital)

- Anthony Dunne and Fiona Raby. *Speculative Everything: Design, Fiction, and Social Dreaming*. mit press. ISBN 9781306190961 (Digital)

- bjarke ingels. *Yes is More. An Archicomic on Architectural Evolution*. taschen. ISBN 9783836520102 (Digital)

- Edward Tufte. (1999). *Visual Explanations*. graphics press. ISBN 0961392126 (Digital)

EVALUATION CRITERIA

Students will be evaluated continuously over the course of the semester, taking into account attendance and student commitment and participation in class, especially during discussions and debate, as well as the completion of assignments and tasks as assigned per the syllabus.

At the conclusion of the semester, the final grade will be determined by the students' capacity to understand (comprehension) and integrate (knowledge and synthesis) the information read and discussed in relation to the core issues of the course in the construction of original thought (application and argumentation). The result of this process of learning will be evaluated through the weekly assignments and tasks, and the final exam.

Special consideration will be made for students' commitment to and engagement with the material, their participation in the discussion and debate sessions, as well as their initiative and creativity in their personal investigation.

Your final grade in the course will be based on both individual and group work of different characteristics that will be weighted in the following way:

Criteria	Percentage	Comments
Final Presentation	20 %	
Weekly Assignments	30 %	
Class Participation	20 %	
MidTerm	10 %	
Individual Work	15 %	
Instagram Story	5 %	

A. CLASS ATTENDANCE, PARTICIPATION AND TASKS

Three main criteria will be used in reaching judgment about your class participation:

- Depth and Quality of Contribution to class discussions and activities: The most important dimension of participation concerns what it is that you are saying. A high quality comment reveals engagement of the weekly mandatory readings, depth of insight, rigorous use of case evidence, consistency of argument, and realism.
- Moving Your Peers' Understanding Forward: Great ideas can be lost through poor presentation. A high quality presentation of ideas must consider the relevance and timing of comments, and the flow and content of the ensuing class discussion. It demands comments that are concise and clear, and that are conveyed with a spirit of involvement in the discussion at hand.
- Frequency: Frequency refers to the attainment of a threshold quantity of contributions that is sufficient for making a reliable assessment of comment quality. The logic is simple: if contributions are too few, one cannot reliably assess the quality of your remarks. However, once threshold quantity has been achieved, simply increasing the number of times you talk does not automatically improve your evaluation. Beyond the threshold, it is the quality of your comments that must improve. In particular, one must be especially careful that in claiming more than a fair share of "airtime", quality is not sacrificed for quantity. Finally, your attempts at participation should not be such that the instructor has to "go looking for you". You should be attempting to get into the debate on a regular basis.

B. FORUMS AND PEER TO PEER FEEDBACK

Attendance: Participation in forums and Peer to Peer feedback on your assigned "Group Video Recorded Oral Presentation" is mandatory, students must post or offer a comment in all of the marked peer feedback criteria to be marked as "present" in terms of attendance, beyond that, the quality, depth and originality of their participation will determine their evaluation.

Participation guidelines and evaluation for Forums:

- There should be a minimum of 2 posts and a maximum of 4 posts per student,
- Posts should be between 50 and 200 words, polished and synthetic with a clear point and relevant information.
- Copy and pasting from other sources will be considered as plagiarism.
- Post should be engaged, responsive and show individual critical thought. Before you post make sure you have read ALL the content already written in the thread so as to avoid repetitions and moving off topic.

Participation guidelines and evaluation for P2P Feedback:

- Each individual student will be assigned a number of presentations who's specific and anonymous feedback he/she will be responsible for.
- Guidelines on the areas to assess when providing feedback to your peers will be given by the professor in each case and students must address every section but in general terms good feedback should always be specific, productive, respectful and always referring to points made by the work being reviewed (citing specific sentences, or referring to particular passages or arguments of the work) avoiding generic or general assessments.

Grading

- Excellent: 9.0-10.0 (A to A+)

Consistently produces work of the highest quality and craft; exhibits notable progress and development over the course of the semester; meets all course objectives at highest level; attendance is near-perfect, and contributions to course discussions are extremely valuable. Among those students with grades over 9 the student with the highest grade and who has systematically enriched the course with his ideas and comments will be awarded with an "Excellent with Honours" mention.

- Very Good: 7.0-8.9 (B to B+)

Completes all assignments with work of above-average quality and craft; exhibits significant progress and development; meets most course objectives; attendance and participation are very good.

- Satisfactory: 6.0-7.0 (C to C+)

Completes all assignments with work of acceptable quality and craft; exhibits some progress and development; meets a majority of course objectives. Attendance and participation are acceptable.

•Satisfactory: 5.0-6.0 (D)

Assignments are delivered but are incomplete and/or of low quality and craft; the student exhibits little progress and development; meets few course objectives. Attendance and participation are poor, but absences do not total more than 30%.

•Fail: 0-4.9 (F)

Work is incomplete, missing, or does not meet course objectives. Attendance and participation are poor.

•Automatic Failure/Fail: 0 (F)

Please note that a student who misses 30% or more of the scheduled sessions receives an automatic 0.0, and loses his or her right to the retake exam (Extraordinary Period).

RETAKE POLICY (2nd or Extraordinary Period)

Students who do not comply with the 70% attendance rule will lose 1st Period (Ordinary) or 2nd Period (Extraordinary) will be required to enrol again in this course next academic year and go directly to the 3rd Period.

Grading for retakes will be subject to the following rules:

- Students failing the course in the first ordinary period will have to do a retake in June (except those not complying with the attendance rules, which are banned from this possibility).
- Dates and location of the June retakes will be posted a month in advance and will not be changed. Please take this into consideration when planning your summer.
- The June retakes will consist on a comprehensive exam. The grade will depend only on the performance in this exam; continuous evaluation over the semester will not be taken into account. This exam will be designed bearing in mind that the passing grade is 5 and the maximum grade that can be attained is 8. The maximum grade that a student may obtain in any type of retake will be 8 out of 10.
- Students who fail to obtain a satisfactory grade in the 1st or 2nd Periods will be required to enrol again in this course next academic year.

PROFESSOR BIO

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Edgar Gonzalez

(MEX 1972), Architect

Director Bachelor in Design / Professor of Presentation Skills / Good Design is Good Business

IE School of Architecture and Design

Holds a Bachelor in Architecture from ITESO University Mexico and a M.A. in Complex Architecture and Innovation Sociology in Alicante University Spain.

Associate professor, jury and speaker at Universidad de Alicante, Universidad Europea de Madrid, Istituto Europeo di Design and IE School of Architecture and Design, he lectures and researches since 2002. Edgar has been designer / curator of several exhibitions and cultural projects. And published articles at specialized publications of architecture and design.

Specially interested in the threshold of the architectural practice, he researches the relationships between new technologies and media over creative process and contemporary cities.

Edgar González is Director of the Bachelor in Design at IE School of Architecture and Design. Founder and Editor in chief of edgargonzalez.com, since 2002 one of the main reference websites about architecture and design in the Spanish speaking world.

Based in Madrid, he runs EGD Edgar Gonzalez Design, a Strategic Design Agency, where he practices a strategic consultant specialised in applying design processes to complex problems and narratives.

A licensed architect in Mexico and Spain, has worked as project architect at Zaha Hadid Architects and Arquitectura Torres Nadal. As an editorial designer for Architectural Association London, The Economist and The Guardian Group.

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OTHER INFORMATION

Office hours: Office hours will be held by appointment from Monday to Friday but the professor will also establish a weekly hour for drop in / videoconferences.

you must ask for an appointment.

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