

STUDY GUIDE

Voice, Vision and Visuals: improve your scientific presentations
organized by University of Cantabria

1. IDENTIFYING DATA	
Course name	Voice, Vision and Visuals: improve your scientific presentations
Coordinating university	University of Cantabria (UC)
Course discipline	Not applicable
Study level	PhD

Number of ECTS credits allocated	1 ECTS
Mode of delivery	Self-study, asynchronous
Language of instruction	English
Delivery period	spring semester, 2023/2024
Course dates	From February 19th to April 19th
Precise schedule of the lecturers	Materials (recordings, readings...) will be available from February 19th to April 19th. Along this period, consultation meetings can be arranged by the participants on an individual basis. Total workload is 25 hrs: <ul style="list-style-type: none">• 6 hrs of written material, proposed videos and examples• 8 hrs of quizzes and activities• 2 hrs (up to) of consultation meetings• 9 hrs of PhD student's own work
Keywords	Presentations, public speaking, communication, storytelling

Prerequisites and corequisites	-
Number of PhD students that can attend the Course	30
Course inscription procedure(s)	Application Portal

2. CONTACT DETAILS	
Department	Electronics Technology, System Engineering and Automation (TEISA)
Name of lecturer	Olga M. Conde and Adolfo Cobo
e-mail	olga.conde@unican.es , adolfo.cobo@unican.es
Short biography of lecturer (optional)	Olga M Conde is an Associate Professor at the TEISA Dep of the University of Cantabria (UC) also belonging to the IDIVAL (Marqués de Valdecilla Biomedical Research Institute) and the CIBER-BBN (Networked Biomedical Research Center for Bioengineering, Biomaterials and Nanomedicine) . Her research focuses on biomedical imaging techniques (tumour delineation, cardiovascular pathologies and rare diseases); application of artificial intelligence to biomedical, agri-food and industrial environments; spectroscopic/hyperspectral/Raman systems in the visible, NIR and SWIR ranges. Her technical

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	<p>teaching relates to biophotonics, optical communications and biomedical imaging technologies, as well as soft skills in communication, teamwork and problem solving. She is director of the UC Solidarity Action Office related to programs in multicultural, social participation and awareness of global issues.</p> <p>Adolfo Cobo Garcia is Full Professor in the Dept. of Electronic Technology, Systems Engineering and Automation at the University of Cantabria. His research is focused on optical fiber sensors, LIBS and Raman spectroscopy and applied artificial intelligence for archaeological, environmental and biomedical applications. He teaches optical fiber communications and photonics in engineering studies, along with soft skills such as communication skills, creativity and entrepreneurship.</p>
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3. COURSE CONTENT

1. The need to improve our presentations.
2. Planning
3. Purpose and audience
4. Structure and storytelling
5. Beginning and endings
6. Visuals
7. Our nonverbals
8. Right to the stage

4. LEARNING OUTCOMES: By the end of the course, you will be able to...

Identify and avoid common mistakes and problems that make presentations ineffective, boring, or confusing.

Plan a presentation using methods and tools such as the From-To/Think-Do matrix or the BBP method.

Identify the real purpose of any presentation and design its many aspects to better fulfil that goal.

Design a presentation for the benefit of the audience.

Explore different structures using approaches such as the assertion-evidence, the STAR or the BBP approach.

Include effective storytelling.

Create powerful beginnings and endings for a presentation that capture attention and reinforce the main message or call-to-action

Design slides that are visually appealing, informative, and supportive of the message, with the help of visual design principles.

Make an effective use of typography, colour, layout and scientific charts.

Be conscious of the impact of personal nonverbals and how to use them to enhance the presentation delivery.

Avoid the fear of public speaking by recognizing its main stressors.

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Deliver a with confidence, enthusiasm, and professionalism, paying attention to aspects such as voice, body language, eye contact, gestures, pace, pauses, and interaction with the audience.

5. OBJECTIVES

To help PhD students improve their scientific presentations by providing tips and tricks on various aspects, such as planning, structure, discourse, design, delivery, storytelling, nonverbal language, voice and delivery.

To enable PhD students to create and deliver presentations that are clear, logical, engaging, and persuasive, and that effectively communicate their research findings to their audience.

To provide PhD students with opportunities to practice and receive feedback on their presentations, and to learn from the examples and experiences of other presenters.

6. COURSE ORGANISATION

LEARNING RESOURCES AND TOOLS

Moodle – documents and consultations

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Quizzes about the course materials

Forums to share ideas to improve specific aspects of a presentation

As a final activity, the student can (optionally) upload a video recording of a presentation and will receive feedback from the instructors.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD

At the end of every section, a quiz must be completed to get access to next section.

There are several forums in which the student should share ideas or opinions to the course community about specific aspects of a presentation to gain enrichful feedback from all the members participating in the course.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

“The craft of scientific presentations” (2nd edition), Michael Alley, Springer, 2013.

“Advanced Presentations by Design”, Andrew Abela, Pfeiffer, 2008.

“Presentation Zen: Simple Ideas on Presentation Design and Delivery”, Garr Reynolds, New Riders Publishing, 2020.

“The non-designer’s presentation book”, Robin Williams, Peachpit Press, 2010.

“Trees, Maps and Theorems”, Jean-Luc Doumont, Principiae, 2009.

ADDITIONAL

“Beyond Bullet Points: Using PowerPoint to tell a compelling story that gets results”, Cliff Atkinson, Microsoft Press, 2018.

“Storytelling with Data: A Data Visualization Guide for Business Professionals”, Cole Nussbaumer Knaflic, John Wiley & Sons, 2015.