Class Presentation Guidelines
ISEM 301: Information & Society

Here’s a little more detail on the grading criteria for the class presentations.

**Background and Motivation:** should answer these questions
- Why is this topic important? Get the audience interested!
- What is the potential social impact?
- Who are the stakeholders? Who is affected?
- If there is conflict, who are the parties on different sides of the issue?

**Scope and Level of the Project**
- Is the project you’ve chosen significant?
- Is it complex enough to be interesting?
- Are all major points of view represented?
- Have you examined enough resources to get an accurate picture?
- It should be researched and presented at a level appropriate to a college-level class

**Clarity of Presentation**
- Your presentation should capture and hold the attention of the audience.
- Sequence matters: the order in which you present your ideas should tell a story, and flow logically.
- Your time is short. Keep your presentation direct and to the point.

**Use of Graphics & Media**
- You should use graphics (drawings, diagrams, charts, tables) and dynamic media (animations, videos) where these help get your point across
  - Printed or spoken words are often not the most efficient way to communicate ideas, especially when complex ideas are involved.
  - Avoid long bullet lists of text in presentation slides – these are tiring to read and difficult for the audience to assimilate
  - It’s much more effective to have a smaller number of slides with lots of graphics, and speak to these slides.
- Imagine making your argument to a friend. Would you feel the urge to grab a pencil and draw something? This is your cue to create a graphic display.

**Quality of Conclusions**
Your topic is important, otherwise you wouldn’t take the time to study it and present it to us. You must have arrived at a conclusion. Make your conclusion clear to us, and convince us that it is correct.
- How clear are your conclusions?
- How well are they supported by the facts and argument you present?
  - Are your arguments rational? Did you convince us?