Presentations
multimedia assignment guide for instructors

Oral presentations are a great multimedia assignment for students -- in any career or field, everyone needs strong presentation skills.

DESIGN GUIDE
We’ve created a design guide for presentation assignments, which includes video tutorials, a planning worksheet, models, and other support for your students.

guides.library.unc.edu/presentations

LEARNING OBJECTIVES
• Create and deliver a presentation for a specific purpose and audience.
• Communicate a clear and effective message.
• Develop an argument supported by information and evidence.
• Use storytelling techniques to engage an audience.
• Engage an audience with appropriate body language, tone, and rhetoric.
• Create slides that support and reinforce a spoken message.
• Visualize complex ideas using a combination of text, imagery, and graphics.
• Ethically reuse media, based on knowledge of intellectual property and copyright.

LESSON OUTLINE
As with any multimedia project, it is important to give students enough time to learn techniques, practice new skills, and gather feedback before giving their final presentation. We provide this general outline for you to adapt to your own class and content.

We have created a Presentation Planning Worksheet that guides students through these steps. Find it at go.unc.edu/p4HKj.

Week 1
• Introduction of assignment, with clear, unambiguous expectations.
• Analysis and discussion of examples/models (some are listed in the Get Inspired box on our Design Guide).
• Students define presentation’s purpose and audience.
• Students choose topics and begin researching.

If your students need support refining their topics, finding reliable information, or citing their sources, please contact Dayna Durbin (ddurbin@email.unc.edu) to set up information literacy instruction.
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Week 2
• Students develop content for their presentations.
• Discuss storytelling for presentations. Seneca College has a great tutorial on this topic: https://presentawesomely.wordpress.com/stories-and-the-brain
• Students brainstorm how to use storytelling techniques in their presentation.

Week 3
• Instruction on best practices for slide design (See 5 Tips in 5 Minutes tutorial on our Design Guide).
• Students create outlines of their presentations and brainstorm visuals for their slides.

Week 4
• Students create the first three slides of their presentations.
• Peer feedback on first three slides.
• Instructor gives feedback on presentation outline.

Week 5
• Final presentations

RUBRIC
We've created a sample rubric to help you in evaluating your students' presentations. Please feel free to adapt it as you like.
go.unc.edu/z6K3W

FURTHER SUPPORT FROM THE DESIGN LAB
Design Lab staff is available to help you adapt this content to your own class. We can also provide customized classroom instruction. Please contact Jennie Goforth at jgoforth@unc.edu.

Visit our website:
library.unc.edu/house/designlab