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EUROPEAN UNIVERSITY FOR CUSTOMISED EDUCATION

# STUDY GUIDE

## *VOICE, VISION AND VISUALS: IMPROVE YOUR SCIENTIFIC PRESENTATIONS 26-27 S2*

**Organised by**

**University of Cantabria (UC)**

Brandenburg University of Technology Cottbus - Senftenberg · Universidad de Cantabria · Università di Catania · Université Polytechnique Hauts-de-France · UMONS University of Mons · University of the Peloponnese · Vaasan yliopisto University of Vaasa · Politécnico de Viseu

| 1. IDENTIFYING DATA. | |
|---|---|
| · Course Name. | Voice, vision and visuals: Improve your scientific presentations 26-27 S2. |
| · Coordinating University. | University of Cantabria (UC). |
| · Partner Universities Involved. | - |
| · Course Field(s). | Extra. |
| · Related Study Programme. | Transversal Doctoral Programme. |
| · ISCED Code. | 0031 Personal skills and development. |
| · SDG. | SDG 4. Quality Education. |
| · Study Level. | D. |
| · EUNICE Key Competencies | Problem solving: Red - partially<br>Teamworking: NOT AT ALL<br>Communication: Green - strongly<br>Self-management: Orange - moderately<br>Cognitive flexibility: Orange - moderately<br>Digital competence: Green - strongly<br>Technical competence: Orange - moderately<br>Global intercultural competence: Orange - moderately |

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| · Number of ECTS credits allocated. | 1 ECTS. |
| · Mode of Delivery. | Online. Self-study, asynchronous. |
| · Language of Instruction. | English. |
| · Course Dates. | 15.02.2027 – 16.04.2027<br>(February 15th, 2027 – April 16th, 2027) |
| · Precise Schedule of the Lectures. | Materials (recordings, readings…) will be available from February 15th to April 16th.<br><br>Along this period, consultation meetings can be arranged by the participants on an individual basis.<br><br>Total workload is 25 hrs:<br><br>• 6 hrs of written material, proposed videos and examples |

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| | • 8 hrs of quizzes and activities<br>• 2 hrs (up to) of consultation meetings<br>• 9 hrs of PhD student's own work |
| · Key Words. | Presentations, public speaking, communication, storytelling. |
| · Catchy Phrase. | Unleash your potential with better communication. |

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| · Prerequisites and co-requisites. | - EUNICE Student.<br>- English Level: B2. |
| · Number of EUNICE students that can attend the Course. | 30. |
| · Number of EUNICE students that can attend the course per institution | 3. |
| · Course inscription procedure(s). | Standard EUNICE process. |

| 2. CONTACT DETAILS. | |
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| · Department. | Electronics Technology, System Engineering and Automation (TEISA). |
| · Name of Lecturer. | Olga M. Conde<br>Adolfo Cobo |
| · E-mail. | olga.conde@unican.es<br>adolfo.cobo@unican.es |
| · Other Lecturers. | - |

## 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.

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.
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.

| UNITS | |
|---|---|
| 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. |

**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.
The course is graded.

**OBSERVATIONS.**

## 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.