

#### School of Design Graphic Design Program

Electronic Media Production  
DAAT 201/02  
Fall 2019

MONDAY'S 7:00pm–9:50pm  
Terra Hall, Room 1341

One + ½ credit

Professor: Theresa "Nacho" Montiel  
Email: [tmontiel@uarts.edu](mailto:tmontiel@uarts.edu)

Office Hours: Monday 5-6pm TERRA  
Tuesday: 4-5pm ANDERSON  
Wednesday: 3-4pm TERRA

Other times available by appointment

*This syllabus is subject to change*

#### Course Description

Throughout this course students will be exposed to efficient techniques for utilizing industry standard programs. This course exists for the purpose of introducing students to Adobe Illustrator, Photoshop and InDesign and approaches to optimize workflow and asset organization. Students can expect technical knowledge and workflow methodology from this course and will supplement projects in other related courses.

#### Objectives

1. Build basic familiarity with best practices within the field of graphic design and become familiar with industry standard production techniques
2. Gain a familiarity with Adobe Suite Program's GUI (Graphical User Interface) of each software program covered in the course
3. Organize and structure production files to industry standards -- both screen and print
4. Integrate/dynamically link assets from one production file into another while making live updates
5. Create files that can be shared and translated in collaborative environments

#### Academic Program

This is a required course for the Graphic Design program, typically taken in the sophomore year, and is an elective for students of all other programs at the university.

#### Class Format

This is a studio class that meets regularly in Terra Hall, 13th Floor Room 1341. Students will be informed when occasionally lectures, digital demonstrations and workshops, and seminar critiques occur in other locations.

#### Student Learning Outcomes

Students will be prepared with the communication skills for success in the department:

##### EFFECTIVE WORKFLOW MANAGEMENT

- Organizing content through file management and efficient handling of production assets
- Labeling project assets
- Distinguishing file types and protocol for exporting projects
- Understanding aspect ratio and preparing digital art boards and canvases

##### ILLUSTRATOR

- Overview of GUI
- Setting up workspace and document structures
- DRAWING: pen tool, shapes, scaling, cloning, alignment, fills and strokes
- TYPE: basic type attributes, type on a path
- IMAGES: linking and embedding, live tracing
- LAYERS: naming and organizing layers, layer groups
- COLORS: color swatches, spot and Pantone
- EXPORTING AND OUTPUTS: ai,eps, pdf, and packaging

##### PHOTOSHOP

- Overview of GUI
- Setting up workspace
- COLOR MODES: RGB, CMYK, grayscale
- IMAGES: creating silhouettes, color correcting, and smart objects
- LAYERS: layer masks, layer blending, adjustment layers, naming and organizing layers
- OUTPUT DERIVATIVES: psd, jpg, gif, tiff, png, eps

##### INDESIGN

- Overview of GUI
- Setting up workspace
- PAGES: layout and format options, spreads, facing pages, master pages, text threading
- IMAGES: Linking and updating
- DRAWING: pen tool, shapes, scaling, alignment,
- TEXT: importing, formatting, character and paragraph styles, eyedropper
- LAYERS: naming, layer functions

#### Course Work

By the end of the course students will have the best practices that is used in the applied world, in both ad agency freelance formats in the design field. In order to advance to the next section, students will also have to demonstrate proficient design history, skill, and dexterity.

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**Attendance**

Attendance AND punctuality is mandatory. Absences and systemic tardiness can lead to course failure, how many will make you fail?

- Three (3) unexcused absences will result in failure of the course
- Tardiness will be counted as a 1/2 day absence. Six (6) unexcused tardies equal to three (3) days of absences and will result in failure in the course.
- Cumulative absences and tardies, excused and unexcused, that exceed 25% of the contact hours of the course will result in failure in the course.

Students should notify the DAAT Office, 215.717.6225 and your instructor at (480) 22.33.44.9 for foreseen tardiness or absences for any reason 30 minutes BEFORE class time to be under consideration for it to be excused.

Should a student need additional help, or further exposure to key concepts, the student is responsible for communicating this need to the instructor. In the event that absences are the result of extraordinary, documented circumstances and are numerous enough that it is impossible for the student to qualify for advancement, the student may be advised to withdraw from the course. If the course is required for the degree, the student will also be required to repeat the course in a subsequent semester.

All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness or absence. Repeated absences may result in a grade of "F" for a course.

Students who withdraw from a course or the University must do so through the Registrar's Office. Non-attendance does not constitute an official withdrawal. If the final grade for the class is below a "C" for the semester, the student may be required to retake this course.

**Class Participation**

On top of physically attending class, to be considered for class participation you need to also engage with the class by asking questions, providing feedback and engagement with materials. Show an eagerness to collaborate and share knowledge with your colleagues. Also join in class discussions and give group feedback and critiques.

**Grading + Assessment**

Work will be assessed through a clear demonstration of the following:

- Overall quality of finished art;
- Quality of presentations, in-class work, project statements, and homework;
- Successful creative process: ideation, research, reference, thumbnails, final sketches, value and color studies through to finished work;
- Clear personal vision;
- Understanding of one's audiences;
- Positive professional attitude;
- Time management and meeting all assignment deadlines;
- Class attendance and participation.

**Grading Rubric**

10% Class Participation, 30% Photoshop Assignments,\*30% Illustrator Assignments,\*  
30% InDesign class assignments\*

- A** 4.00 Work is of exceptional quality and beyond the stated goals of the class.  
**A-** 3.67 Work is of very high quality.  
**B+** 3.33 Work is of high quality and exhibits significantly better than average ability.  
**B** 3.00 Work is very good and satisfies the goals of the course.  
**B-** 2.67 Good work.  
**C+** 2.33 Above average work.  
**C** 2.00 Average work that demonstrates understanding of class material.  
Satisfactory completion of the course.  
**C-** 1.67 Passing work that demonstrates below average ability and understanding of course material.  
**D+** 1.33 Below average work that demonstrates limited understanding of goals and assignments and lack of effort.  
**D** 1.00 Below average work that demonstrates poor understanding of goals and assignments and severe lack of effort.  
**F** 0.00 Failure, no class credit.

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ANY assignments not handed in on the day they are due will result in a 25% reduction of credit for that given assignment. After the 3rd day, that assignment will no longer be accepted, unless you have a CARE ticket, I get a Student Affairs notification, or have a doctors note. Communication with instructor and completing assignments on time is critical for achieving success in this course.

**Midterm Grading**

Students will also receive a midterm grade in this course. The midterm grade will show up in student self-service but will not become part of your permanent academic record or factor into your GPA. Rather, the purpose of the midterm grade is to provide students with an indication of your progress in meeting course requirements and objectives and to allow you, with the help of your instructor and your advisors, to take any necessary steps to improve your learning and performance.

The midterm grade will be determined based on the grades received from assignments 1-2 as well the attitude and participation grades through the 6th week of class. Final grades will be determined based on the points received on all assignments and your class participation and attitude throughout the semester.

**EXPECTATIONS**

Students are expected to come to studio completely prepared for the day's assignments and to work diligently through the duration of class. A positive evaluation for the course will depend on: prompt and productive class attendance, active participation in group critiques and discussions, thorough execution of outside assignments (i.e. research, research documentation, up-keep of sketch book, etc.), consistent weekly progress, successful time management, the overall quality and presentation of work, as well as a clear design vision and an empathetic understanding of one's audience.

Student performance will be evaluated after individual end-of-semester reviews/critiques and will be detailed on the Student Evaluation Form. Important note! In order to receive a grade for the course, students must upload final project materials and required files to the Graphic Design Department Archive before the end of Final Crits. All course work must be the student's own. Plagiarism is unacceptable. University policy on Academic Progress and Student Responsibility can be found in the UArts catalog: <http://catalogue.uarts.edu/>

**Recreational computing during class**

No recreational computing during class is permitted during class-time or within the classroom. That means, NO SOCIAL MEDIA during class or texting. Computers are not to be used for outside course-work during class-time. Cell phones or other personal communication devices are not to be used during class time unless given specific permission by the instructor. PLEASE TURN YOUR PHONE TO VIBRATE before every class begins. Students caught texting or using other social media platforms instead of engaging with class materials and discussions will be marked absent for that day. Students are responsible for the security of their own equipment. The DAAT department will not be held accountable for student-owned technology.

**Required Texts and Technology**

Although there is not any required texts, there will be, throughout the course of the semester, references the students will be required to read or view. These will be available on-line or through the library. The instructor may suggest additional materials as necessary. Students can expect to read and reflect on 2-3 articles throughout the semester. If reading is an issue for your or you have a learning/reading disability, please refer to Tutoring and/or Office or Educational Accessibility sections.

This course is digitally intensive. Students are expected to know how to use both the GSuite and Adobe software programs: *InDesign, Photoshop, and Illustrator*.

**ACADEMICS****Standing**

All students who enrolled at **UArts in 2014** or earlier must achieve a grade of C or better to earn credit for any major required course. This includes Discipline Histories required in the degree program. Failure to do so will require that student to repeat the course for credit and obtain a C or better grade.

All students who enrolled at **UArts in 2015** or later will earn credit in any course taken at the University with a grade of D or better. However, the student must maintain a Semester CUM of 2.33 in their required major courses to avoid Academic Probation. The Semester CUM within the major includes an average of the grades in all major required courses attempted in a given semester.

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#### **Good Standing**

To maintain academic good standing, students must have a cumulative grade point average of 2.0 for undergraduates and 3.0 for graduate students. Undergraduate students in degree programs in the College of Art, Media, and Design must maintain a cumulative grade point average of 2.33 in their major program.

#### **Probation**

Academic probation is a serious matter. To clear academic probation the student must achieve academic good standing. Students who do not clear academic probation by the end of the following semester (fall or spring) of enrollment will be subject to dismissal by the University. Students should meet with an Advisor to understand their academic status and discuss their plan to return to academic good standing.

#### **Academic Integrity**

Academic Integrity is a commitment to the core values of honesty, trust, fairness, respect and responsibility and their role in ensuring the health and vigor of the academic and creative community. Violations of academic integrity are considered to be acts of academic dishonesty and include but are not limited to cheating, plagiarizing, fabricating, denying others access to information or material, and facilitating academic dishonesty. The lack of knowledge of citation procedures is an unacceptable explanation for plagiarism, as is having studied together to produce remarkably similar papers or creative works submitted separately by two students. University policy on Academic Integrity may be found in the UArts catalog ([catalog.uarts.edu](http://catalog.uarts.edu)). If you are not clear about what constitutes plagiarism, a guide to avoiding it is available on the University Libraries website ([www.uarts.edu/libraries/index.html](http://www.uarts.edu/libraries/index.html)).

#### **Office of Educational Accessibility**

UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability – including a mental health, medical, or physical impairment – that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at 215-717-6616 or [access@uarts.edu](mailto:access@uarts.edu) to register for appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

#### **Tutoring**

Treat the classroom as a collaborative environment. Be generous: compliment each other's skills, when possible. Be willing to teach/share each other. But also advocate for yourself, if you feel you are putting extra pressure on your fellow students or falling behind on projects/process, tutoring can help. And tutoring can help with all kinds of things, including technical instruction, language, or other skills. If you have questions about tutoring or think you might benefit, contact:

Advising Center, Academic Achievement Program, and Tutoring:  
1500 Pine Street, Suite 102  
Mondays through Thursdays, 9 am – 5 pm

Christy Gonzalez, Director  
E-mail: [cgonzalez@uarts.edu](mailto:cgonzalez@uarts.edu)  
215.717.6820

#### **Notice of Nondiscrimination**

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The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender, sexual orientation, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we encourage you to report this to the Title IX Coordinator and Diversity Administrator, Lexi Morrison, at [lmorrison@uarts.edu](mailto:lmorrison@uarts.edu).

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at [titleix@uarts.edu](mailto:titleix@uarts.edu). For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit [www.uarts.edu/titleix](http://www.uarts.edu/titleix).

**Official Basic Needs Clause**

Any student who has difficulty affording groceries, accessing sufficient food to eat every day, or living in a safe and stable environment – and believes this may affect their performance in this course – is urged to contact Student Services in Gershman Hall (room 311). Students also can email [studentaffairs@uarts.edu](mailto:studentaffairs@uarts.edu). Student Services will provide students with any available resources.

**Official Wellness Statement**

UArts students have access to free, confidential wellness services via the Counseling Center and Health Services offices. For counseling services, please visit walk-in hours (Monday - Friday, 11:00am - 1:00pm) in Gershman Hall (room 307). Counseling provides trained staff interested in supporting you through your academic journey as artists. Visit our website – [www.uarts.edu/counseling](http://www.uarts.edu/counseling) – for more information. Students with medical concerns or in need of help from the campus nurse should visit Health Services in Gershman Hall (room 306), call 215-717-6652, or email [healthservices@uarts.edu](mailto:healthservices@uarts.edu). To learn more about medical services, please visit our website: [www.uarts.edu/health](http://www.uarts.edu/health). We are here to help.

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**Class Vocabulary + Values**

- **MAKING (or DESIGNING):** learning by doing or creating
- **DESIGNER:** someone who creates to share and educate (and motivate)
- **(GRAPHIC) DESIGN:** Creative problem solving with the use visuals
- **CLASSROOMS:** a safe space to design and create
- **EXPLORATION:** design/art is not about "right" answers, it is about creative solutions through technique and iteration, how do you get to the "unknown"? We experiment (and explore)
- **ITERATION:** Sometimes you make magic the first time, sometimes not. Sometimes you have to make 10 to realize that X version was the best. The only way to get there is to explore through iteration.
- **COLLABORATION:** Classrooms are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do those things
- **GROWTH EDGE:** Growth is not staying still and it is not comfortable. You enrolled in this class and came to the first day, so you have signed up to be pushed to new places and accepted the responsibilities included.

As fellow students and collaborators, we should allow people...

- freedom to experiment and to feel comfortable with failing
- the opportunity to progress and iterate
- provide shared access to equipment + programs
- to be cooperative / collaborative
- improve/ grow from where they started

I believe that life (school/work) is 10% what happens to you and 90% of how you react to it, especially in settings we have volunteered/enrolled in, so to that end, you have so much responsibility in your court, which include...

- Ownership of YOUR learning + YOUR product / project
- All students should be able to describe their project in detail and what they learned in the process
- Stay yourself: we need your unique creativity
- Be mature: You are in an adult space, lets treat each other like adults. Golden Rule applies.
- Respect each other's interest(s): we all like different things, and we may all not know or like it, but we need to stay respectful and stay positive.
- Respect each other's personal/project space: ask the person if they are ok with help/contact and wait for confirmation if they are ok with the physical touch or advice.
- Empower each other: Stay positive while encouraging each other.
- Offer Compliment Sandwiches: If you have a critique, ask the person if they would like feedback first: "I have a critique about your project, would you like to hear it? If they accept, offer a "compliment sandwich" -- something "I like \_\_\_\_ about it, but"...the thing you see that needs improved upon/you have concerns about, then a positive thing you see they learned or achieved.
- Stay curious: Even if you think you know something really well, stay curious about what you can learn from this class and/or this university
- Advocate for yourself and others (when you are comfortable): we are not all born sensitive or "woke," but we can all learn to be better. If you see/find/experience an issue, I would encourage you to advocate for better or more knowledgeable behavior.
- Collaborate: Universities are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do all these things -- TOGETHER!
- Have fun: learning + making should be fun!
- WHAT ARE YOUR ADDITIONS TO THIS: no seriously! If you would like to add to this contract and syllabus, propose a change.

AS ARTISTS/DESIGNERS, we...

- persevere and try hard
- empower others and lead by example
- can design things to be different

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**August 28**  
Week 1

**CLASS INTRODUCTION:**

Including syllabus as a contract for academics + class community.  
Think creatively + collaborate in teams through the game of "Super Fight."

**September 2**  
Week 2

**LABOR DAY HOLIDAY**

No class! Enjoy your break!

**September 9**  
Week 3

**PHOTOSHOP PROJECT**

DOUBLE EXPOSURE SELF PORTRAIT SERIES: Students will use in class exercises to help fulfill double exposure self portraits, with the assistance of landscapes, still life photography, text effects, and other imagery through Photoshop layer techniques to work towards an surrealist autobiographical photo series.

**September 16**  
Week 4

**WORKDAY**

Technique demonstration + in class work time

**September 23**  
Week 5

**WORKDAY**

Technique demonstration + in class work time

**September 30**  
Week 6

**Critique Day:**

Final piece(s) is due in Google Drive folders with proper folder convention and file formats by 5:30pm to be considered for critique review.

**October 7**  
Week 7

**ILLUSTRATOR PROJECT**

SELF-BRANDING DESIGN: Students will be working up to creating their own self-portrait logo and basic brand standard and basic stationary package, along with an "elevator speech" for your critique presentation.

**October 14**  
Week 8

**WORKDAY**

Technique demonstration + in class work time

**October 21**  
Week 9

**WORKDAY**

Technique demonstration + in class work time

**October 28**  
Week 10

**Critique Day:**

Final piece(s) is due in Google Drive folders with proper folder convention and file formats by 5:30pm to be considered for critique review.

**November 4**  
Week 11

**INDESIGN PROJECT**

PERSONAL (INTERACTIVE) "ZINE": Student will take all the previous skills learned, along with personal writings/research and combine into one autobiographical booklet/zine that recounts their artist journey and/or intended future. You can use your previous projects, but are also encouraged to create new elements in combination to create interesting layout elements, double page spread compositions, and personal story telling to show your growth or "story arch." Minimum 5 articles plus cover + TOC. Final bound size can be either 8.5"x5.5" or 8.5"x7". Both interactive pdf and printed in-hand editions required for final critique.

**November 11**  
Week 12

**WORKDAY**

Technique demonstration + in class work time

**November 18**  
Week 13

**WORKDAY**

Technique demonstration + in class work time

**November 25**  
Week 14

**WORKDAY + MID-CRITIQUE**

Students will present their working files for review and get feedback before final printing submission.

**December 2**  
Week 15

**Critique Day:**

Final piece(s) is due in Google Drive folders with proper folder convention and file formats by 5:30pm to be considered for critique review.

**December 9**  
Week 16

**CLOSING PRESENTATIONS:**

Each student will give a 10 minute visual presentation of their semester experience, including the covered techniques of this class.

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#### Stages in a Typical Design Process (to be used as the basis for Process Presentation)

- 1. Problem Definition** (Define the Problem.)  
Identify the problem to be solved—its goals, and the criteria by which it will be judged to be successful.
- 2. Research** (Gather Information.)
  - Do research! Find out about it.
  - Look into the entity's main competition.
  - Determine what they are doing right and wrong.
  - Get viewpoints from all relevant audiences.
  - Analyze the research and synthesize your findings.  
Take it all apart and put it back together in a new way.
- 3. Concept Development**  
Establish content. Determine organization and structure. Present a concept as a diagram or rough line drawing showing content, organization and general aesthetic treatment.
- 4. Design**  
Give it form. Make a complete prototype showing real content (actual words/typography and images) and closest representation possible (actual colors, materials, etcetera.)
- 5. Implementation**  
Get it out in the world. Create guidelines for final files and oversee production for: digital, print or environmental applications.

#### Critical Design Process Behaviors

- 1. Research**  
The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.
- 2. Inquiry**  
To investigate; look into; or ask for information.
- 3. Collaboration**  
The action of working with someone to produce or create something.
- 4. Presentation**  
A demonstration or display of a product or idea.
- 5. Reflection**  
Serious thought or consideration that is a consequence of or arises from something else.

#### Presentation Guidelines

- Begin your presentation by telling your audience what your topic is and what you will be covering. Audiences like to have a guidepost.
  - Do not read your remarks.
  - Speak in a clear, audible voice loud enough to be heard in the back row.
  - Speak to the audience.
  - Stand up straight, don't slouch. Don't be afraid to move around the room.
  - Don't rock back and forth on your heels, don't tap a pencil or play with a pencil or pointer, don't do things that will distract from your content.
  - Never apologize to your audience for the state of your knowledge or your degree of preparation. The audience wants to have confidence in you; you are the authority, do nothing to undermine your authority.
  - Never mention anything that could have been in your talk but was not.
  - Make frequent eye contact with the audience... really look at the audience while talking.
  - Be so familiar with your visual aids that the only reason you look at them is to point something out.
  - Never turn your back on the audience.
  - Adhere strictly to your time limit. Organize your main points and rate of speech so that you speak to the time allotted.
  - At the end of the presentation, summarize your main points and give a strong concluding remark that reinforces why your information is of value.
  - At the conclusion of your presentation ask for questions.
  - Show enthusiasm.
- <http://go.owu.edu/~dapeople/ggpresent.html>