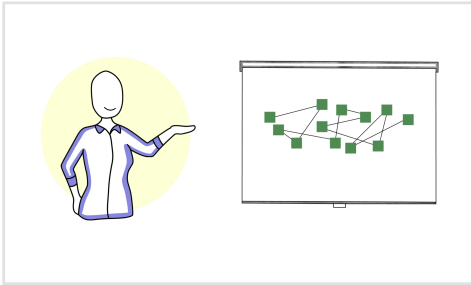


Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.



 [Watch the Video](#)

ISTE Standard:

Creative Communicator 6c

ACRL Info Literacy Frame:

Information Creation As A Process

Clear Communication in Presentations

Explained by Common Craft

Too often, presentations suffer from a lack of clarity that prevents the message from getting results. This video shares specific steps that can make any presentation clearer and more understandable.

Learning Outcomes

- Describe strategies to use when preparing for and giving a presentation
- Explain how to focus your presentation on your audience and their needs
- List three tips for developing presentation slides

Discussion Questions

Q #1

Consider a presentation you enjoyed watching. What aspects of the presentation did you like and how can you incorporate those aspects in your own presentation?

Q #2

In which ways would you change a presentation for an audience of engineers to one for an audience of company executives?

Knowledge Check Q&A

Q

True or False. Each point you make during your presentation should relate back to your mission, the reason for your presentation.

A: True

Q

True or False. Clear communication requires focusing on the audience and their needs.

A : True

Q

What are the benefits of making an outline for a presentation?

A: The outline will help make your presentation easier to follow and help you stay focused on your mission.

Q

Why should you use visuals and limit the number of words on a slide when possible?

A: The combination of your speaking and effective visuals can help make a complicated point more clear.

Resources for Learning More

TED

How to make a great presentation playlist

https://www.ted.com/playlists/574/how_to_make_a_great_presentation

Toastmasters International

90 tips from Toastmasters

<https://www.toastmasters.org/About/90th-Anniversary/90-Tips>

University of Pittsburgh

Department of Communication

Speech Anxiety

<https://www.comm.pitt.edu/speech-anxiety>

Vanderbilt Center for Teaching and Learning

Making better PowerPoint presentations

<https://cft.vanderbilt.edu/guides-sub-pages/making-better-powerpoint-presentations/>

American Society of Mechanical Engineers

Tom Ricci, Public speaking: Know your audience

<https://www.asme.org/topics-resources/content/public-speaking-know-your-audience>