

Guidelines for the audio-visual presentation component

The objective of this component of the assignment is to provide strategy and confidence in sharing your knowledge with an audience in a short audio-visual presentation.

Through a 5-minute audio/visual presentation you will be informing an audience of the topic you have researched and the benefits of this research.

Your written report will provide the material for the presentation, however this is an aspect of the assignment encouraging you to provide a visually engaging and illustrative representation of your research objectives, findings and results.

Include objectives, processes and results of the research within the critical report you intend to submit.

Avoid reciting your entire report or include large text passages.

Keep it to key points you can deliver within 5 minutes.

Be as visually inventive as you wish

Make sure you read the learning outcomes for the assignment.

1. Decide what you intend to say.
2. Find a structure
3. Make your presentation as visual and if possible,
4. Practice and rehearse your delivery

Contents to be included.

- Present the audience with a brief outline of the intention of your research. It is prudent to outline a single objective where possible
- Briefly outline the information sources you accessed and reference Major/minor
- Select the key areas of investigation that informed your findings
- What you concluded
- Potentials for applying this learning and furthering knowledge in practice and or theory

For text on screen, produce clear statements with readability and sufficient reading time. You can verbally support to provide meta data.

The final presentation will provide a summary of your research but also provides an opportunity for you to:

- Recognise and identify personal objectives
- Discuss future projects and research topics.
- Evaluate and reflect on approaches
- Recognise and identify personal objectives
- Sharing effective practices

Learning Outcomes

This assignment will be assessed against the three UAL assessment criteria: **Enquiry, Knowledge, Process**, See: arts.ac.uk/assessment

- Articulate the narrative structures at play in animation and film and immersive products. **(Enquiry, Knowledge, Process)**
- Understand key ideas from relevant theoretical and critical theory and their influence on visual culture. **(Enquiry, Knowledge)**
- Understand the role of critical theory in underpinning MA study. **(Enquiry, Knowledge)**

**The Presentation should be embedded in your blog via a link on a pdf.
By 13th January 2022.**

If you use quotes, other people's ideas or observations images or sources they will need referenced in the presentation.

- If verbal mention author, title, and date, or film title, director, date, for example
- On screen text should follow Harvard referencing conventions.
- It is best to avoid using copyrighted images or clips.

This an opportunity to invent and apply your visual skills, and develop dynamics in communicating ideas and key points succinctly.

Potential strategies

Create a story.
Set the scenario.
How does it end?

Pose a problem.
Outline the issue.
what resolution is required?

Ask a question
Ask us if we know enough.
How do we learn?

A combination of all of these positions might be considered.

Planning

1. Establish key points
 - State research intention
 - Explain why it is significant
 - Identify key aspects/components of the research journey
 - Conclusions, findings,
2. Structure/storyboard
3. Write script
4. Rehearse delivery
5. Audio / Visual edit
6. Final composite

Culture Media and Creative Industries @ Kings

<https://cmci-kings.org/2020/09/22/five-tips-for-producing-a-short-academic-video/>

Wiley

6 Tips For Giving a Fabulous Academic Presentation

<https://www.wiley.com/en-us/network/publishing/research-publishing/writing-and-conducting-research/6-tips-for-giving-a-fabulous-academic-presentation>