



ENC 2300 Advanced Composition and Communication

Pecha Kucha Oral-Visual Presentation

Pecha Kucha (the Japanese term for the sound of conversation) is a style of presentation which follows the following rules. See this YouTube video for a good overview:

<http://www.youtube.com/watch?v=9NZOt6BkhUg&feature=related>

- A Pecha Kucha presentation includes 20 slides.
- Each slide is only on screen for 20 seconds and includes narration.
- Avoid text.
- Select powerful images to go along with your narration.
- Try to "speak" on the topic, not just read your essay.
- You may download and use the **Powerpoint** which has 20 blank slides set at 20 seconds each
- **Microsoft Photo Story 3** is another excellent option. It is simple to use and If you are more comfortable using another program, that is fine.
- **Topic Selection** - Your Pecha Kucha presentation should be based on the topic you selected for your Module One or Module Three essay.

Content

We have been discussing principles for creating a 'sustainable society' (see handouts). As covered in class and supplementary readings in a sustainable society we strive to

1. Reduce systematic accumulation of earth materials, e.g., mining, water use
2. Substitute artificial non-biodegradable substances with natural, abundant and biodegradable materials.
3. Reduce the physical damage to the environment and ecosystems by exercising restraint, caution, and careful management of limited natural resources (see handout on water conservation).
4. Respect human rights: ensure equitable habitation, provide opportunities for income sustainability, and provide for safe and healthy living conditions for all of earth's citizens.

Choose any ONE of the above or a related topic approved by me and develop a Pecha Kucha presentation with a persuasive message designed to enlighten/inform, and influence audience attitudes and behaviors relative to your topic (see chapters 4 and 6 for guidelines on creating effective visual and textual arguments).

Some Tips for Creating your Presentation

1. "Show, don't tell!" We experience the world through our senses, and we achieve effective presentations through creating vivid pictures with words.

2. Images: "quality, not quantity" -Rely on the words driving the images, instead of the images driving the words.

3. Digitizing: "Size *does* matter"

Search for images online. Although the standby search tools, such as Google or Altavista, work, I recommend Flickr.com for vivid artistic images. No matter where images are harvested, make sure the size exceeds 640x480 pixels. Any smaller, and the images look like a scene from *Cops*. This is especially true if pans or zooms are utilized.

4. Storyboarding: "the visual outline"

There are several effective methods of storyboarding .Photo Story and PowerPoint can render a quick and easy version. All you need do is insert images in order and copy and paste the corresponding narration. The most important advantage of storyboarding is that it creates an efficient blueprint for your presentation.

5. Recording voice over: "Sloooow Dooooown"

Most of us get nervous when we speak to an audience, and our heart rate and blood pressure rise. Slow down. Also, blocks of time with *no* narration can be even meaningful at certain times.

6. Choosing a soundtrack: "Instrumental vs. Lyrical"

A carefully chosen soundtrack can have a dramatic impact on the entire project. Pacing, emotion, point of view, and dramatic question are all enhanced with appropriate music.