GROUP PRESENTATION GUIDELINES
CONTRACEPTIVES GROUPS

Overview: For this portion of your projects, your group will be designing a marketing advertisement which can be in the form of a skit (t.v. commercial) or an advertising layout for a magazine. You will be trying to convince the audience that your contraceptive is the best one out there.

Required Information: Use the information from the sources each of you researched for your annotated bibliography to put your group presentation together. In the context of presenting your commercial/ad your group will need to include the following information:

- What is the device and how is it used.
- How does it prevent pregnancy?
- Effectiveness
- Advantages
- Disadvantages/Side Effects

Outline: Each group must provide the class with an outline of your group’s presentation (organized, neat and free of grammar errors). The outline will be graded so it needs to be well done and include good information. I will let you know how many copies you need to make. If you have your original outline to me by the Friday before presentations, I will make the copies for you.

Format: The format (whether you do a magazine ad or a commercial) is up to your group.

- Magazine Ad Layout: If your group decides to go with this format, you will need to prepare how you will present the magazine layout. I strongly suggest using PowerPoint slides for this. You may use poster format, but keep in mind, the whole class needs to be able to see your visuals. In addition, this is not just a presentation. Your group is trying to convince an audience that your product is the very best.

- Commercial/Skit: If your group decides to perform a commercial, you will also need to provide the class with some visuals. This could range from PowerPoint slides showing the various contraceptives you are “selling,” handouts that show what they look like (these may be included in the outline), to the actual contraceptives. Remember, your group may tape the commercial outside of class and then we will play it or you can perform the skit “live.”

Timing: Presentations should be no longer than 10 minutes and no shorter than 5 minutes. I will let you know when you are getting close to 10 minutes. I suggest you practice your presentation several times to make sure you are not going over the allotted time limit.

Presentation Quality and Style: Your presentation quality and style will also be graded. For maximum points, I suggest the following guidelines:

1. Make PP Slides colorful and include visuals (if skit is performed, make sure visuals are included in outline/or graphics in video)
2. Do not overload the class with information. Keep information on PowerPoint slides and other visuals to a minimum (important information only – think of my PP slides from class). Information on PP slides should be animated (presented one line/definition/point at a time) to further avoid overloading your audience.
3. I strongly recommend that you complete and perform your presentations as a group because you will be graded as a group.
4. Know your information. You may use notes as a guide during your presentations, but you should not be “reading” from your notes or PowerPoint slides. This means you should be practicing your skits/presentations frequently before actually presenting to class.