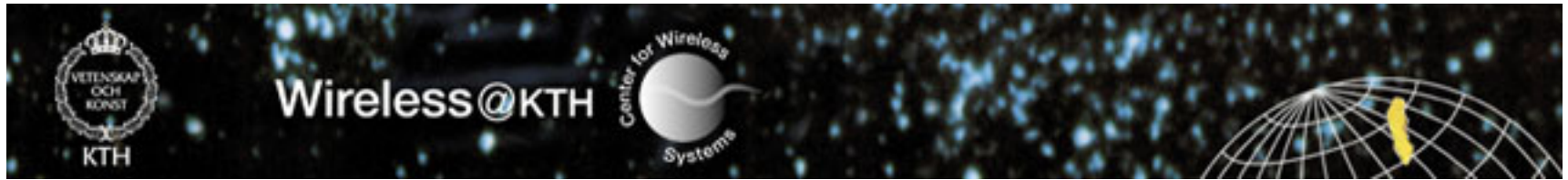


The Project

Written presentation

Jan-Olof Åkerlund

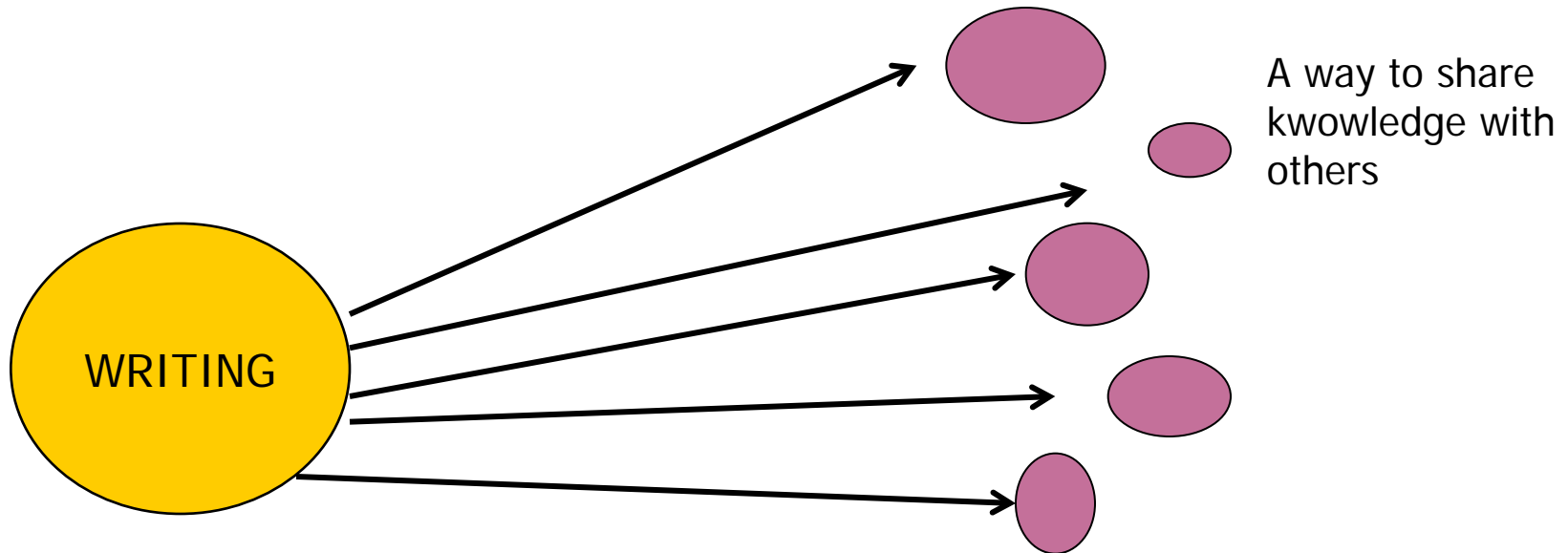


Why so important?

You can kill a good content with a bad presentation!

Why so important?

A part of the scientific methodology





Why is writing so important?

- A way to **create** knowledge
- Knowledge arises when it's **formulated** and can be **shared** with others



Writing is a method!

- A way to **create** knowledge
- Knowledge arises when it's **formulated** and can be **shared** with others

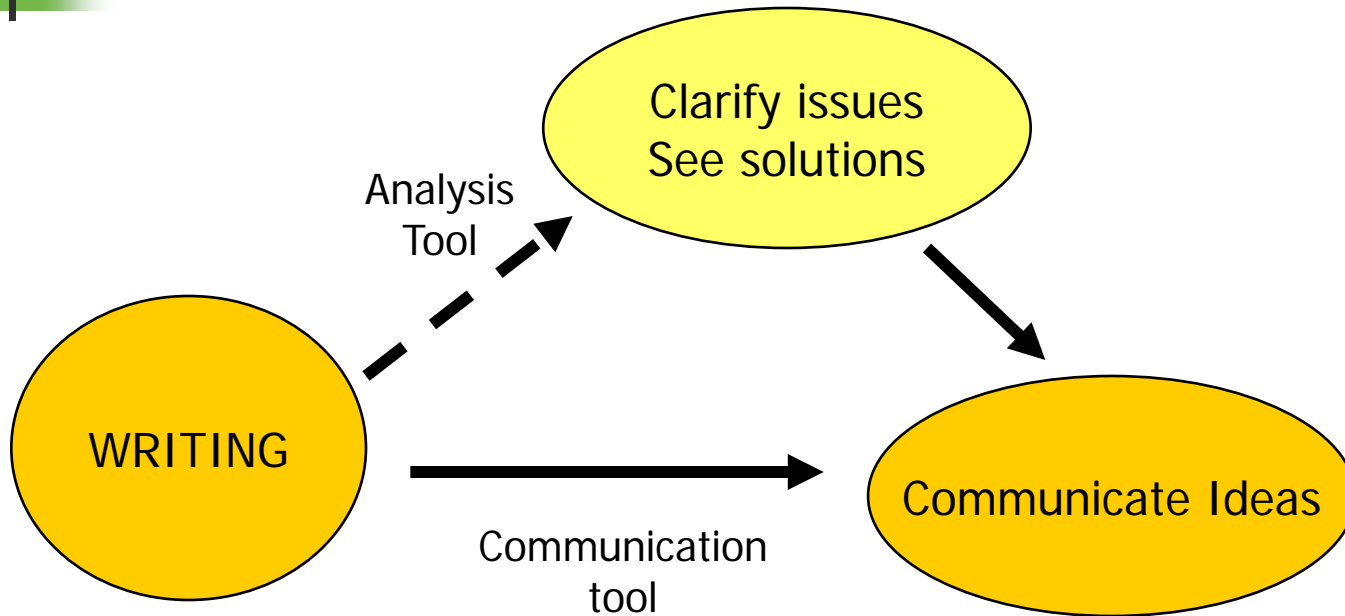


Writing is a way to create your own knowledge!

- When you write you really have to think and reflect and analyze...

... to make your findings understandable for others

Why writing (reports) ?



Writing continuously



- To write continuously make you:
 - Analyse what you do
 - See what is unclear
 - See what you have to do
- What you can't formulate is not ready

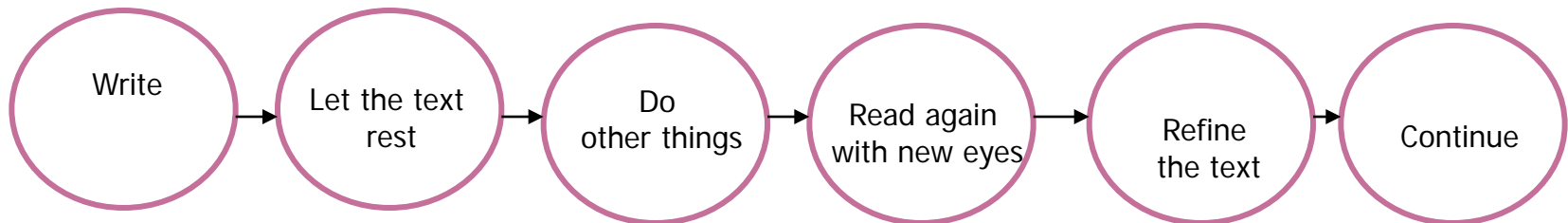
Project management



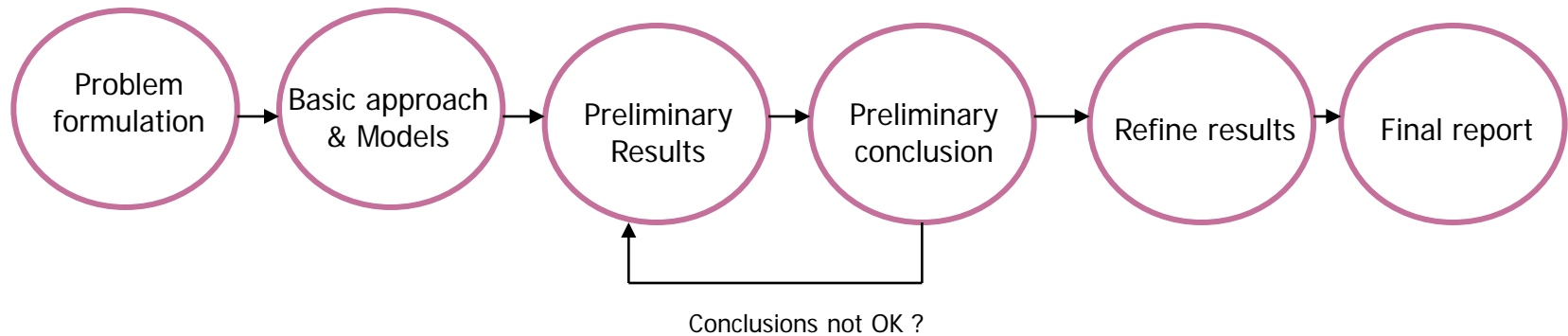
- A project plan
 - Specifies the goal
 - Work breakdown structure - partial goals
 - Time plan
 - A “Live” document
- The report = The actual “result” of the project



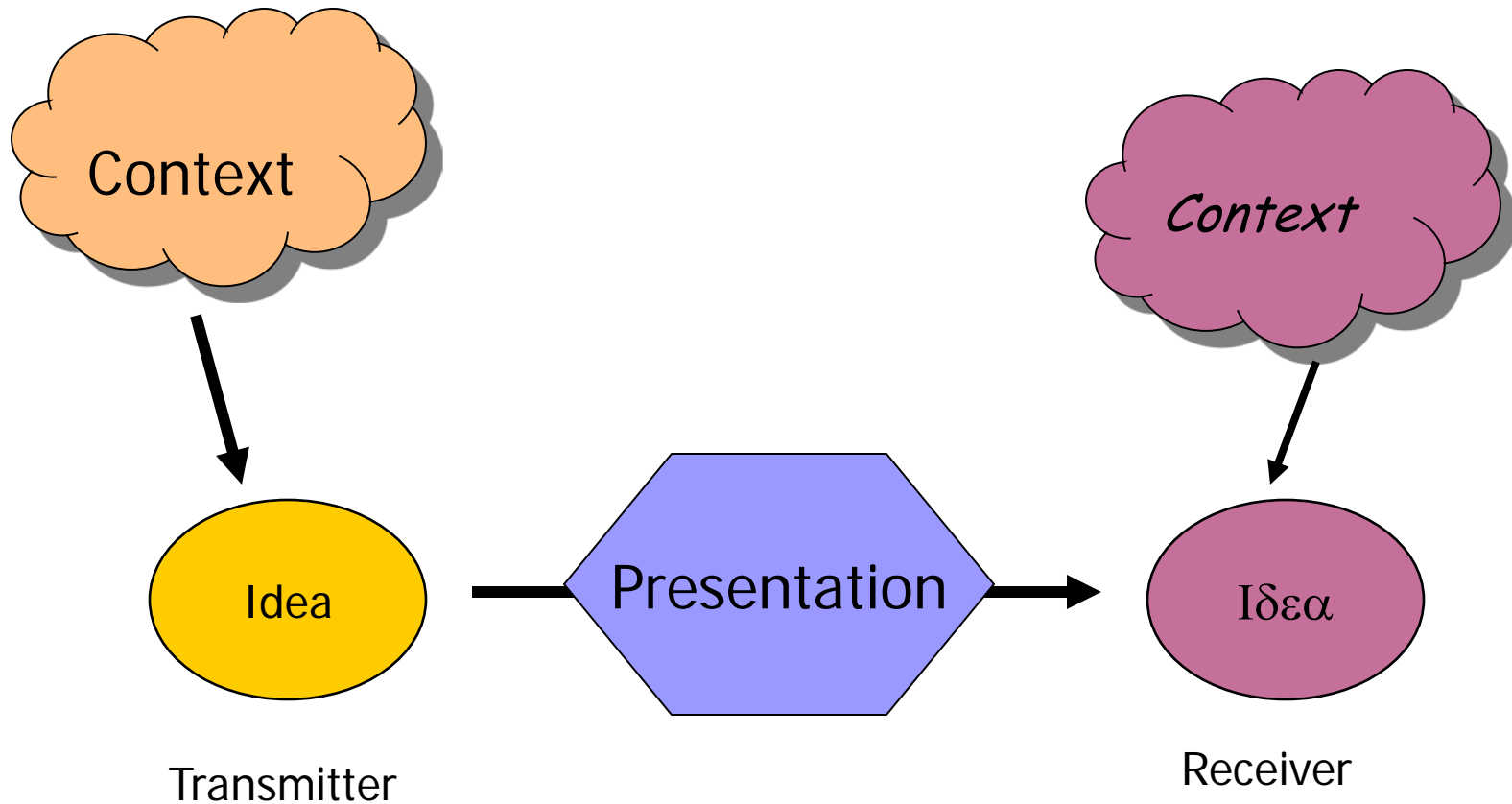
Spread out the writing



Suggested working methodology



Professional Communication





The written report


- The “message”:
 - Focus on Results - not chronicle (i.e. How you did it)
- Who is the reader of the report ?
 - What technical level of detail do the models describe ?
 - Avoid to basic material (use appendices/references)
- References
 - Background references
 - Previous work (requires detailed description)
 - Detail reference?



The written report - II

- How is the report used ? (Who reads what when?)
 - Title (all readers)
 - Abstract (interested in the general area)
 - Conclusions (interested in this work)
 - Results – graphs, tables
 - Introduction (wanting to understand the problem better)
 - Models & methods (people currently solving similar problems)

Decreasing attention



Make sure that the readers pass as many "barriers" as possible –
Put in effort and care correspondingly



The written report - III

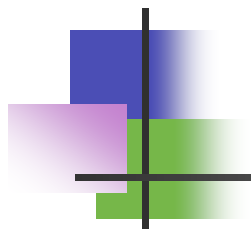
- Results & Conclusions
 - Let the conclusions direct the presentation of results
 - Use those results that actually substantiate
- Abstract recipe (2-3 sentences each)

- Background & Problem (Why you did it)
- Method (How you did it)
- Conclusions



The written report - IV

- Low level-Structure – remove the barriers
 - Make the reading easy
 - Structure the text - some small hints
 - The Paragraph: “The leading sentence” or “Topic Sentence”
 - The start of the sentence



Good luck
with your writing!