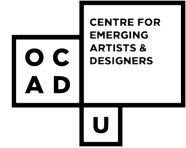


# COMMUNICATION & PRESENTATION SKILLS

“How can I meaningfully share my creative practice?”



## THE PITCH

## THE PRESENTATION

## THE CHAT

## THE INFORMATIONAL INTERVIEW

**Your Core Message: your idea, your voice: why and how do you create?**

- Meeting industry contacts
- Potential clients
- Collaborators
- Employers in passing

The Pitch is an opportunity to communicate your idea and how you're going to realize it

or

Your unique skills, design focus and current goals

- At a competition
- At GradEx
- A more formal setting with a public or professional audience

Presentations should provide a concise summary with a storytelling arc:

1. Subject/Focus/Task
2. Process/Approach
3. Result/Solution

Allow for questions and follow up.

Consider how you can use visual aids, provide sources of further information, and your personal contact links for follow up

- At a social event
- At a convention
- With recruiters, collaborators and peers

Building upon The Pitch, The Chat is an opportunity to communicate your idea or your creative practice in an open-ended, casual, and more conversational setting.

Include more details about your idea, your practice, skills, background and goals. Leave room for potential questions.

The Chat should be short and compelling. Build a network by circulating to multiple contacts

- Meeting an industry mentor
- Having a coffee with a peer
- Connecting with someone whose practice is several years ahead of yours
- 'Talking shop'

Ask for advice and insights, not favours. Informational interviews are NOT the same as a job interview.

Prepare questions that lead to concrete, practical answers and open-ended, personal experiences, not just "yes" or "no" answers

Question Topics:

- Interesting challenges
- Personal growth
- Cultural fit and etiquette
- Practical tips
- Charting a career path
- Technical development
- Conceptual development
- Soft skills development
- Future goals

The CEAD Online:

[www.ocadu.ca/careerdevelopment](http://www.ocadu.ca/careerdevelopment)  
[www.ocadu.ca/explaining](http://www.ocadu.ca/explaining)

Online References for Students:

[www.cead.format.com](http://www.cead.format.com)

Contact:

[careerdevelopment@ocadu.ca](mailto:careerdevelopment@ocadu.ca)

# COMMUNICATION & PRESENTATION SKILLS

“How can I meaningfully share my creative practice?”

## BEING PREPARED

### Relevant Research & Outreach:

- Positive impressions start when you first reach out to a contact.
- Be courteous, prepared and informed.

### Have goals:

- How much do you need to communicate and what is the best format?
- Aim to gain information and be given the opportunity to share. Not to receive a job or offer.
- Are you building a network of mentors and peers from a responsible place of honesty and generosity?

### Preliminary Research

- Know your audience, the industry, the company, the interviewee
- Learn as much as you can about the career area, relevant events and conferences, and general matters that affect the industry

## TELLING YOUR STORY

Every time you present yourself it's a chance to share your:

- Values and design philosophy
- Skills and interests
- Past - your background, education and prior work
- Present - what value you have to offer, what drives your practice, what is your next goal
- Future - what you want to build and contribute to the field, to society and how will you do so

## UNSPOKEN

How do you carry yourself?  
Confident handshake, posture,  
body language, eye contact,  
smile, and appropriate attire

## ACTIVE LISTENING

Direct your attention to  
listening and responding with  
considered answers or follow  
up questions to show your  
interest and appreciation

## MAKING A GOOD IMPRESSION

## SUBTEXT

How are you using language/  
vocabulary and tone? What do  
your statements say about your  
work ethic and your character?

## CONNECT THE DOTS

Indicate how all your  
experiences connect and  
contribute to your 'bigger  
picture' and your narrative

The CEAD Online:

[www.ocadu.ca/careerdevelopment](http://www.ocadu.ca/careerdevelopment)

[www.ocadu.ca/explearning](http://www.ocadu.ca/explearning)