

S&D Final Poster Presentation

Date of Pres: _____

Name: _____

Student Number: _____

Class: _____

The Speech & Discussion **Final Poster Presentation** is an individual poster presentation that compares two products, companies, objects, etc. You will make a poster that compares those two items across **3 - 4 points of comparison** using **research and data**. Your presentation will have an Introduction, Body, and Conclusion.

Topic: Product/Item Comparison

Purpose: To persuade which product or item is better

Media: A1-size Poster (printed or by hand)

Presentation Skills:

- **Physical Message** (Voice, Posture, Eye contact, Gestures)
- **Visual Message** (Organization, Graphs, Pictures, etc.)
- **Explaining Visuals** (Introduce, Explain Emphasize, Transition)
- **Content** (Intro, Body: 3 - 4 Comparison Points, Conclusion)

Length: 5 minutes



A. 1. Which **TWO products or items will you compare?**

<div style="border: 2px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">vs.</div>	
<div style="display: flex; justify-content: space-around; height: 50px;"><div style="width: 40px; height: 40px; background: linear-gradient(to bottom, transparent 49%, black 49%, black 51%, transparent 51%);"></div><div style="width: 40px; height: 40px; background: linear-gradient(to bottom, transparent 49%, black 49%, black 51%, transparent 51%);"></div></div>	

2. Give some background information about each item.

3. Why did you chose these two items? Why is it important to compare them?

B. Comparison Points

What 4-5 comparison points will you use to compare your two items? They should be able to be compared using facts and data, not opinion.

1	3
2	4*

* Use 4 comparison points if you need more time. Presentation should be 5 minutes long.

C. Presentation Outline

1. INTRODUCTION (p. 74-75)

[1 min.]

- a. Greeting and Title
 - i. Welcome/Hello
 - ii. Presenter name and affiliation
 - iii. Title (What two items are you comparing? Background information)
- b. Hook/Why (Why did you chose these items or why is it important to compare them?)
- c. Overview (Comparison Points that you will present)

2. BODY (p. 83)

[3 min.]

- a. Comparison Point **1**
 - i. Evidence/Data and Visual: Introduce, Explain, Emphasize*¹
 - ii. Transition (Past and Future)
- b. Comparison Point **2**
 - i. Evidence/Data and Visual: Introduce, Explain, Emphasize*²
 - ii. Transition (Past and Future)
- c. Comparison Point **3**
 - i. Evidence/Data and Visual: Introduce, Explain, Emphasize*³
 - ii. Transition (Past and Future)
- d. Comparison Point **4**
 - i. Evidence/Data and Visual: Introduce, Explain, Emphasize*⁴
 - ii. Transition (Past and Future)

3. CONCLUSION (p. 103-104)

[1 min.]

- a. Repeat title (What two items did you compare?)
- b. **Emphasized Points**
 - i. First emphasized point*¹ (Comparison Point **1**)
 - ii. Second emphasized point*² (Comparison Point **2**)
 - iii. Third emphasized point*³ (Comparison Point **3**)
 - iv. Fourth emphasized point*⁴ (Comparison Point **4**)
- c. Final Statement (Statement about which item is better)
- d. Thank you

D. Explaining Visuals (p. 60-61)

STEP 1 – Introduce *"This graph compares the battery life of MacBook to Windows PCs."*

STEP 2 – Explain *"The graph shows the battery life of 3 popular Macs versus 3 popular PCs."*

STEP 3 – Emphasize *"The key point is that **the average battery life of Macs is longer.**"*

STEP 4 – Transition (p. 91) *"I have shown you evidence for which battery lasts longer on average.
Next, I will talk about which is lighter."*

INTRODUCTION (Final Presentation)

(p. 74-75)

1. Greeting and Title

- Welcome/Hello
- Presenter name and affiliation
- Title (What two items are you comparing? Background information)

2. Hook/Why (Why did you chose these items or why is it important to compare them?)

3. Overview (Comparison Points that you will present)

Greeting and Title

Hook/Why

Overview

BODY (Final Presentation)

(p. 83, 91)

Each comparison point should be supported by research and data evidence. Evidence should be presented in a visual, such as a graph, chart, or a picture. Each visual should be explained using IEET (shown below).

***PRINT AND ATTACH YOUR VISUALS TO THIS PAPER.**

1. Comparison Points 1, 2, 3, (4)

- a. **State your point** “My second comparison point is price. The price of product A is much lower than the price of product B.”
- b. **Introduce** “Please look at this bar graph. It shows the average price from several retailers of product A and the average price of product B.
- c. **Explain** “The vertical axis is cost in Japanese yen. The horizontal axis shows the years 2020 – 2022. The red bars are Product A and the blue bars are Product B.”
- d. **Emphasize** “The important point to remember is that Product B has increased in price every year, and Product A has kept its price the same. **It will continue to be cheaper than Product B. This makes Product A a better choice.**”

2. Transition

“I just compared the price of both products. Next, I will compare the average battery life of the two products as well.”

Use the following table to plan the body of your presentation. Draw or attach your data on the left side, plan and write your presentation script on the right side.

	Comparison Point 1
Transition:	

	Comparison Point 2 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Transition:	
	Comparison Point 3 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Transition:	
	(Comparison Point 4) <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Transition:	

CONCLUSION (Final Presentation)

(p. 103-104)

1. **Repeat title** (What two items did you compare?) *"In Conclusion, I have talked about A and B."*
2. **Emphasized Points**
 - a. First emphasized point (from Comparison Point **1**)
 - b. Second emphasized point (from Comparison Point **2**)
 - c. Third emphasized point (from Comparison Point **3**)
 - d. Fourth emphasized point (from Comparison Point **4**)
3. **Final Statement** (For these reasons, which item is better and why the audience should choose/buy it?)
4. **Thank you** *"Thank you for listening to my presentation."*

	Repeat title and items <hr/> <hr/> <hr/>
	Emphasized Points <hr/> <hr/> <hr/> <hr/> 1. <hr/> <hr/> 2. <hr/> <hr/> 3. <hr/> <hr/> 4. <hr/> <hr/>
	Final Statement <hr/> <hr/> <hr/>
	Thank you <hr/> <hr/> <hr/>

Poster Planning

Poster Size: A1-size (portrait style)

You can make your poster by hand, print your poster, or use a combination of both.

What makes a GOOD POSTER?

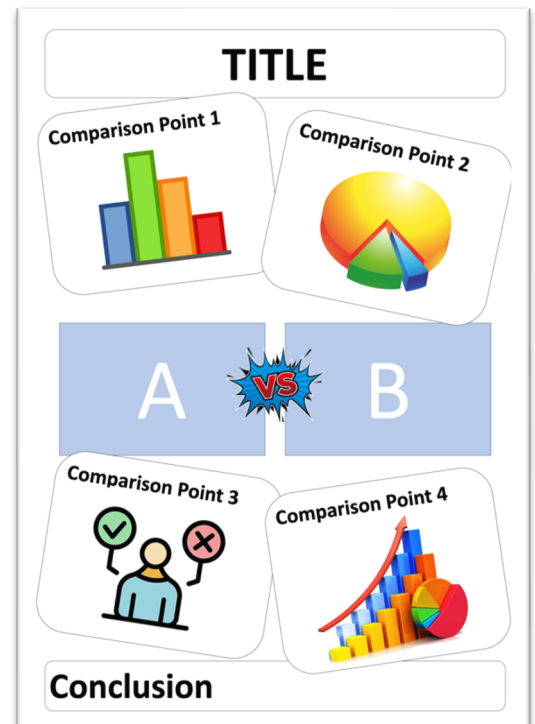
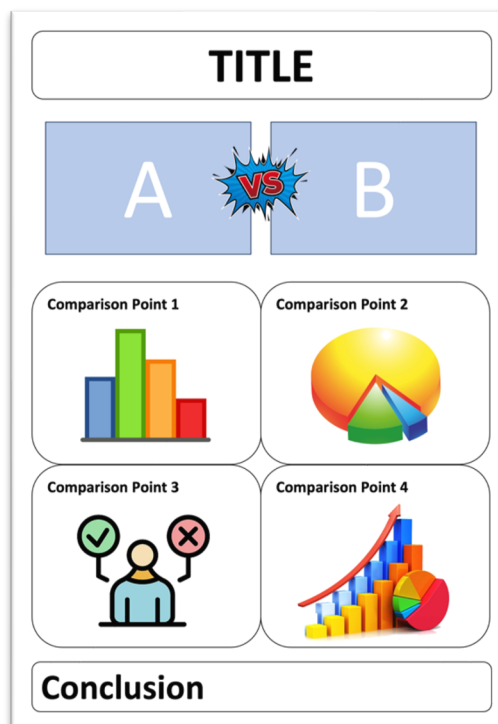
- Important information should be readable from about **3 meters** away
- Title is short and draws interest (*very large, at the top of the paper*)
- Avoid excessive text, be concise, and clear (*if by hand, writing should be VERY clear*)
- Use bullets, numbering, and headlines to make it easy to understand
- Has effective visuals, graphics, color, and fonts
- Layout is clean and consistent, not too crowded



Layout Ideas:

Plan the design of your poster on the back of this paper.

BE ORIGINAL and CREATIVE!



*OPTIONAL: How to PRINT your poster

- Use PowerPoint (Change the slide size to A1, portrait style: 594mm × 841mm)
- Create your poster. Add textboxes, text, graphics, and insert visuals to organize your poster
- Convert your file to PDF
- Open your file with a PDF Reader (such as Adobe PDF Reader) → Print → “Poster” → “Tile scale” 95% → Choose “tate” → **Print**
- Paste the 8 sheets of A4 paper onto the A1 poster

