

Comments on video
presentation and press release

Video presentation

- The same kind of presentation that you would give live, only recorded
- You should be visible in the recording so that you can use body language etc.
- Include slides just as you would in a live presentation
- Possible recording apps: Panopto, Zoom, anything else where you can give a slideshow and talk at the same time. You can also reserve a presentation room in the library if you are feeling ambitious.

Press release: remember the 5 Ws

- **Who** conducted the research? Who can be contacted for further details?
- **Where** was the study conducted?
- **What** was the starting point of the study? **What** were the methods used? **What** were the key results? **What** are the possible applications of the results?
- **When** was the study conducted?
- **Why** was the research performed – what problem did it address? Was it commissioned by a particular company?

Introduce yourself in the solution part of the problem-solution pattern

“to solve this problem, Jane Green, a design student at Aalto University, has developed a time machine. The machine, which was created as part of product design course in held in spring 2023 . . .”

Include a quotation (not just a paraphrase)

- “commenting on her design, Jane enthused, “this machine provides a wonderful opportunity to go back and correct your past mistakes. I would recommend it to anyone!”