

# ADAm

## Storytelling, writing and oral presentations

Antonio Camara

# Storytelling

## Mandatory reading

<https://medium.com/bbc-news-labs/beyond-800-words-new-digital-story-formats-for-news-ab9b2a2d0e0d>

# Storytelling

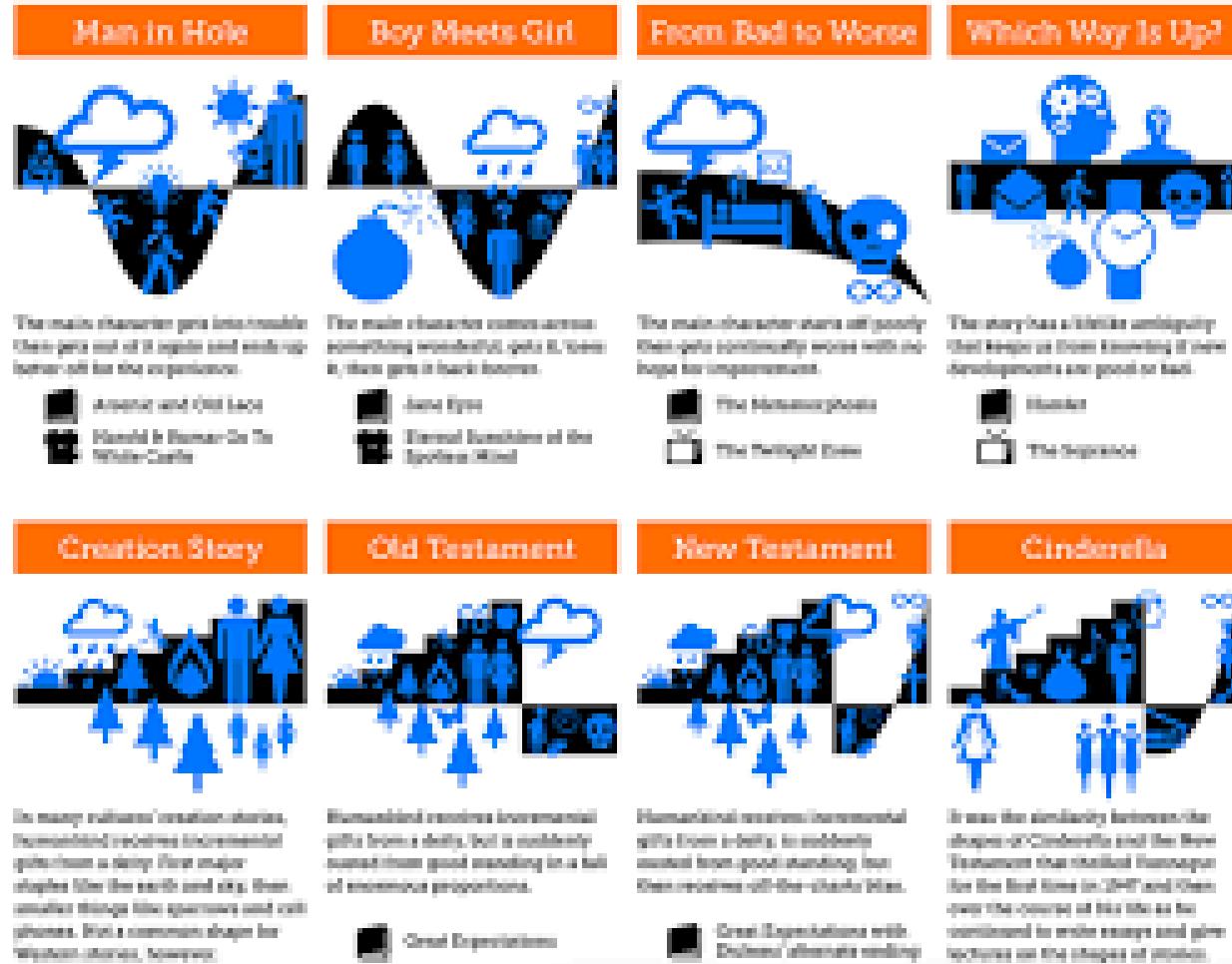
## Storytelling fundamentals

[http://www.nasaa-arts.org/My-NASAA/Peer-Groups/Arts-Education-Managers/Storytelling\\_Fundamentals.pdf](http://www.nasaa-arts.org/My-NASAA/Peer-Groups/Arts-Education-Managers/Storytelling_Fundamentals.pdf)

## Video storytelling

<http://socialmediatoday.com/neildavidson/1467556/basics-video-storytelling>

# Storytelling



Kurt Vonnegut on the shapes of stories. See video [here](#)



The first aquatic drone controlled by mobile devices that plays AR games and has autonomous behaviors.



*Featured in WIRED UK, October 2013*

# The Ziphius story

<http://myziphius.com/>

<http://myziphius.wordpress.com/>

<https://www.facebook.com/myziphius>

<https://twitter.com/myziphius>

<http://www.youtube.com/user/MyZiphius/about>

<http://vimeo.com/channels/myziphius>

<https://www.pinterest.com/myziphius/>

<http://www.kickstarter.com/projects/ziphius/ziphius-the-aquatic-drone>

<http://www.kicktraq.com/projects/ziphius/ziphius-the-aquatic-drone/>

# Technical writing

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## Fundamental elements

### Paragraphs

Introduction

Description

Conclusion

Paragraphs should have more than 2 and less than 5 periods for legibility and transition

# Technical writing

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## Fundamental elements

Periods should have less than 20 words and present one single inference

Figures and Tables should be structuring elements (i.e., Scientific American)

# Technical writing

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## Sentences

Use nouns and verbs

Avoid adjectives

Use active voice

Avoid succession of loose sentences

Balance words with words, sentences with sentences

A kiss can be a comma, a question mark, or an exclamation point

In matters of principle, stand like a rock; in matters of taste, swim with the current

Use coordination (and, or) if you intend to provide the same relevance to different ideas in a sentence

Show subordination between sentences using words such as although, because, if, since, when, where, meanwhile

# Technical writing

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## Sentences to be avoided

It is well known (I think)

There is no doubt (I am convinced)

It is probable (I am do not have enough proof)

As you know (superfluous)

As mentioned previously (superfluous)

# Technical writing

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## Words

An average citizen uses 1500 words

A cultivated citizen uses 5000 words

Avoid uncommon words

Avoid ambiguity (i.e., etc)

Avoid unnecessary qualification (i.e., valid information vs information)

Use the minimum number of words

# Technical writing

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## Punctuation

### Commas

Use before a conjunction in the middle of a period, except in short sentences

Use after introductory words

i.e., Near a small stream at the bottom of the canyon, we discovered an abandoned shelter

Use to separate items in a series

Use to highlight names, the words yes and no

Use in dates, addresses and titles

# Technical writing

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## Punctuation

### Semicolon

To separate related but independent sentences

In matters of principle, stand like a rock; in matters of taste, swim with the current

To separate items in a series without internal punctuation

# Technical writing

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## Mechanics

Use capital letters in naming

Estuário do Tejo

Clarify acronyms

Association of Computing Machinery (ACM)

Write in full numbers that require one or two words

eight instead of 8

Use numbers that require more than two words

176 instead of one hundred seventy-six

# Technical writing

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## References

See <https://www.scribbr.com/citing-sources/citation-styles/>

# Oral presentations

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Each slide takes on average 2 minutes

Never write more than seven words per line

No more than six lines per slide

High quality images

Project your voice

Take care of logistics well in advance of the presentation