You will have approximately thirty minutes to give your presentation. The recommended content is:

- A history of the company, emphasizing their major accomplishments and setbacks (10 minutes).
- Specific technical and aesthetic contributions that the company has made to the industry (10 minutes).
- Question and answer session (10 minutes).

Your PowerPoint slides must be in your drop-box by 10:30 AM on Monday, November 26, 2007 (the first school day after the Thanksgiving break). The presentations themselves will occur between November 27, 2007, and December 6, 2007, according to the schedule below.

You may use up to twelve slides, including a required cover slide identifying yourself, the name of your paper, and the name of the company that you will be discussing. If you need assistance preparing the slides, consult with the instructor in plenty of time to meet the deadline!

Rules of thumb in preparing your slides:

- Don’t overdo the “bells and whistles”. Animations and sound effects might be fun, but they shouldn’t distract from the actual content of your presentation.
- Use bullet points instead of elaborate prose. Don’t fill a slide with massive amounts of text. Make each slide pleasant to view and not ultra-busy. Since these are graphics-oriented companies, try to find some decent images (e.g., from the reference papers you’ve used, from the company’s Web site, etc.) to include in your slides to illustrate the points you’re making.
- You may include brief video clips (no more than a total of 60 seconds) in your presentation. If you plan to present such clips, zip the video files with your PowerPoint slides into a single file to be placed on your drop-box.