EFFECTIVE VISUAL PRESENTATIONS

Great Slides & Other Tips for Presenting Well

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- One word:

  your feelings about giving presentations?

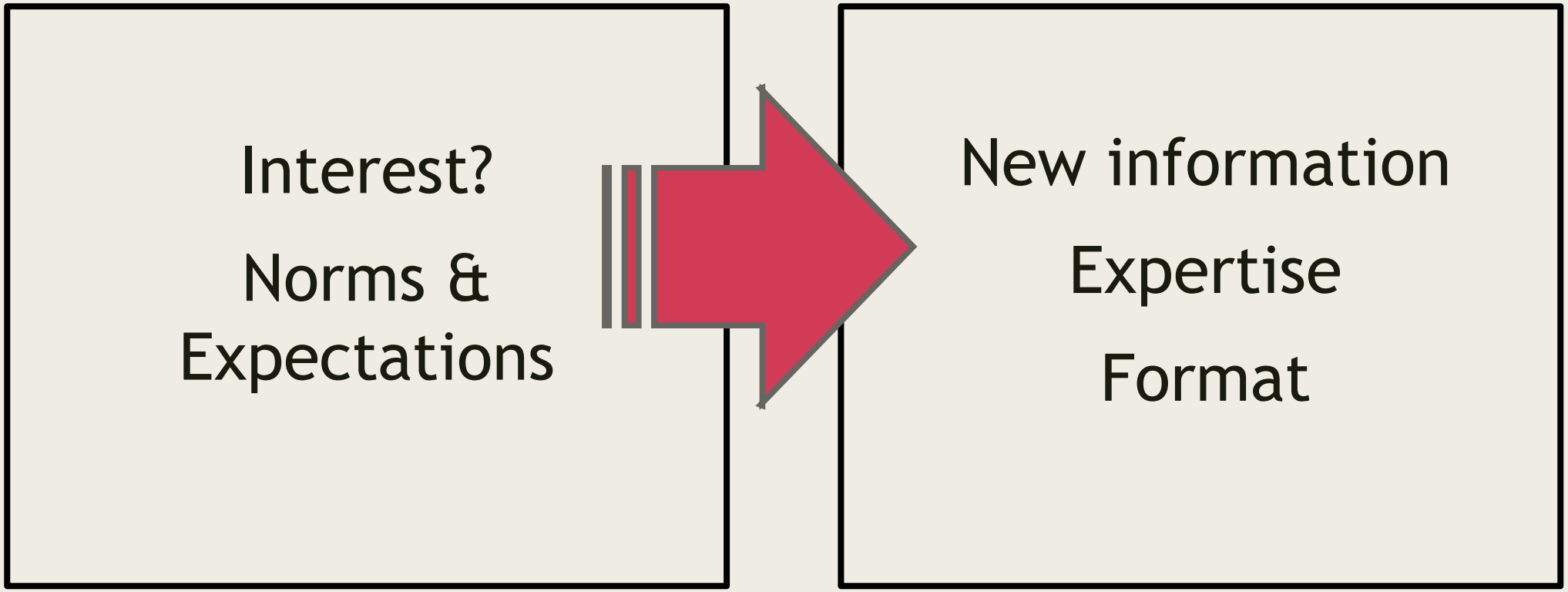
Goals?

1. Convey information
2. Maintain audience interest
3. Create professional, credible standing

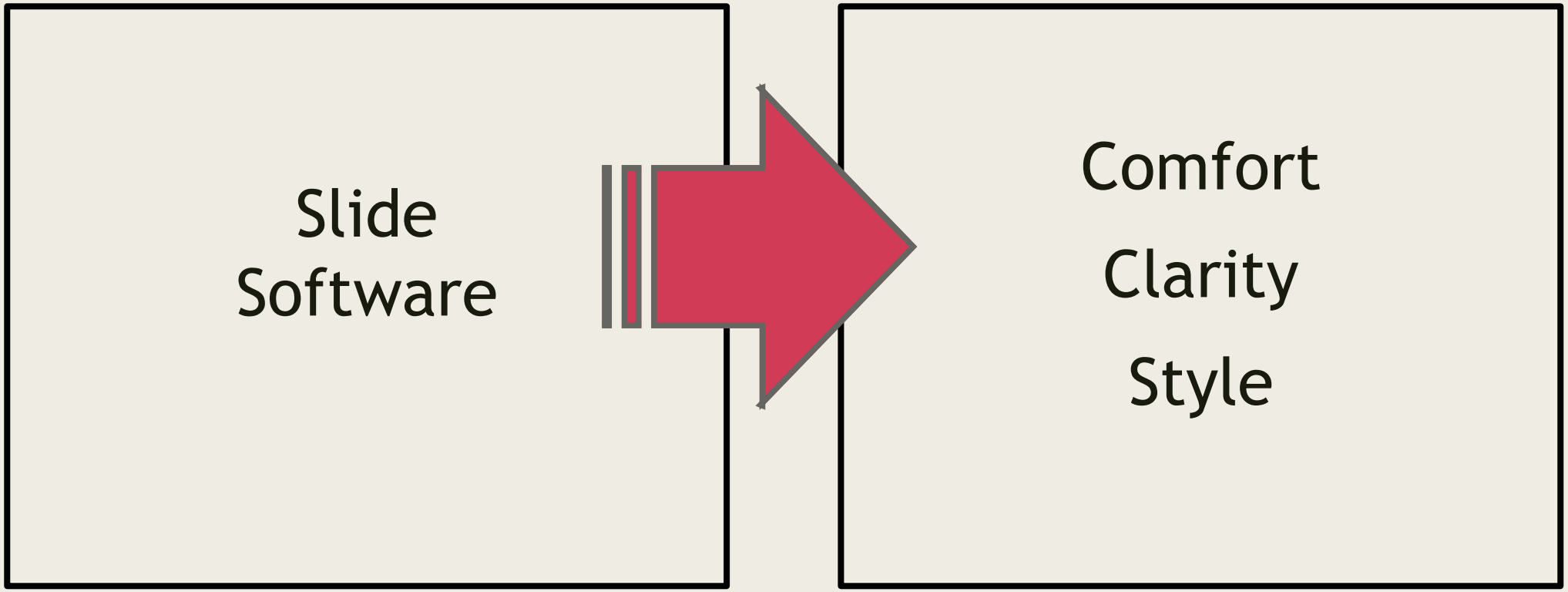
- Audience & Context
- Content
- Delivery

AUDIENCE & CONTEXT

Content


Interest?
Norms &
Expectations
New information
Expertise
Format

Presentation Tools



CONTENT

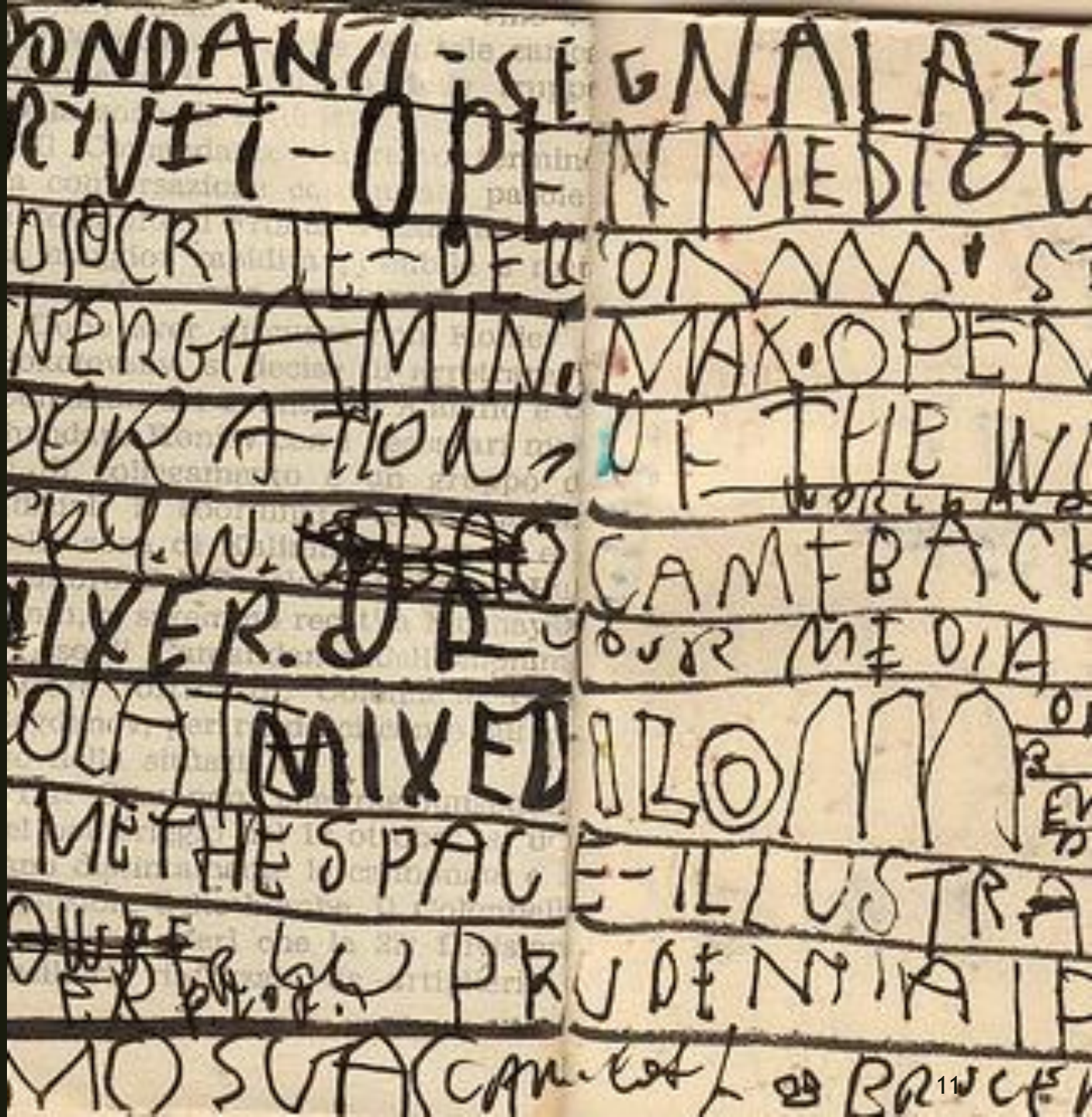
- Text
- Visuals & Animation
- Font & Color

- What is the primary purpose of *Presentation Tools / Slides* in a presentation?

A. Entertain audience
B. Repeat spoken information
C. Supplement spoken information
D. Distract audience from looking at you, the speaker

CONTENT

Text



- Primary purpose of *Presentation Tools / Slides*:

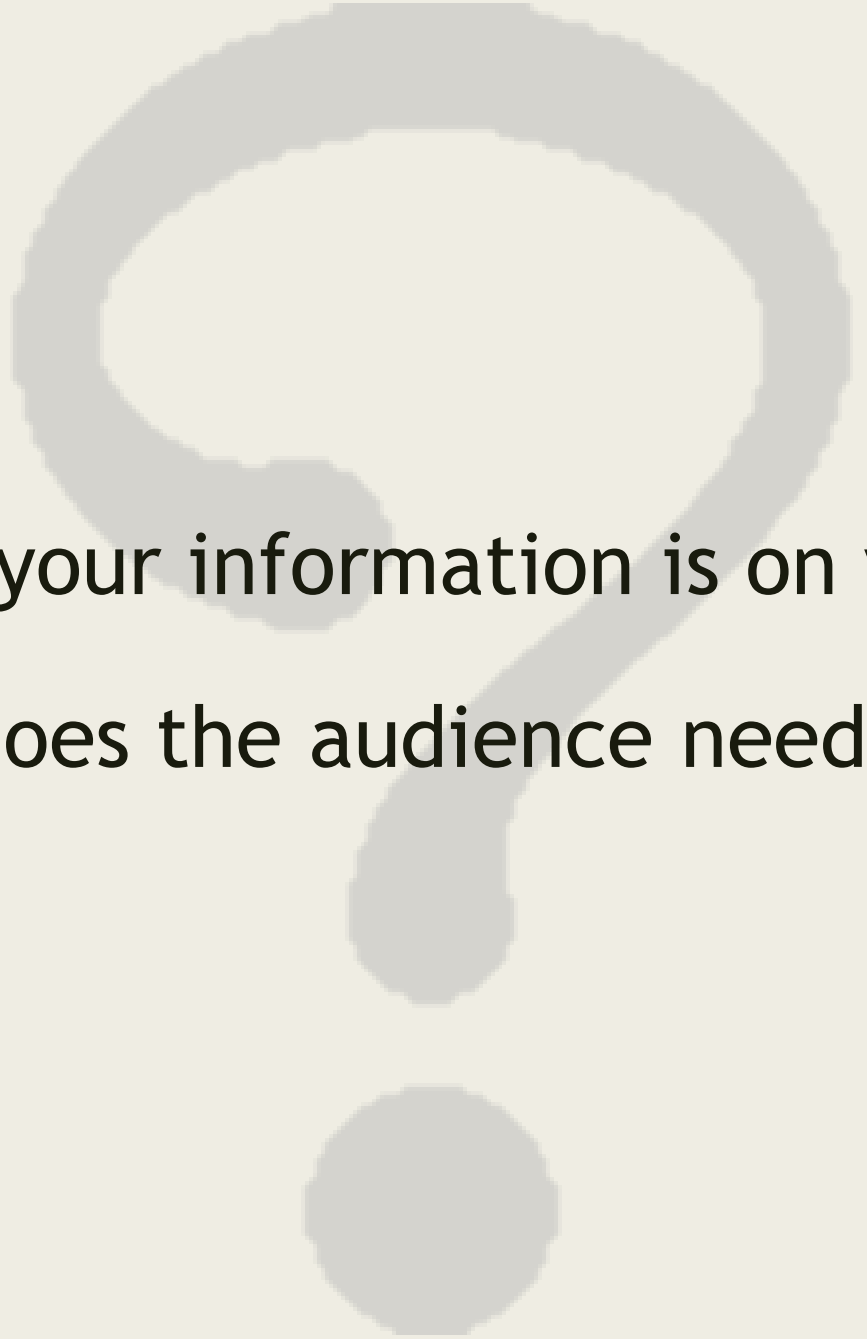
A. Entertain audience
B. Repeat spoken information
C. Supplement spoken information
D. Distract audience from looking at you, the speaker

SLIDE STRUCTURE (TERRIBLE)

- It's best to use text minimally when using slides. If you have too much information, your audience will either read the slide and ignore you because they think they are going to get the best insider information that you're leaving out of your talk so only the readers get to find out what is most important. Presenters should avoid wordiness on their slides by using key words and phrases only that are written in a parallel format and you fill in the rest verbally.
- Presenters should also be sure to limit text to not more than 6 points per slide—if they're using bullet-points—and, ideally keep lists to no more than 4 or 5 ideal. Also, they should try not to use more than 1-2 slides for each minute of their presentation, if possible. Fewer is better.

SLIDE STRUCTURE (ONLY SOMEWHAT BETTER)

- Be a minimalist: write information in point form (bullet-points) and not in complete sentences that explain every detail, unless you are using a direct quotation.
- Avoid wordiness on your slide. Use key words and phrases only, written in a parallel format; fill in the rest verbally.
- To avoid clutter, you should not include more than 6 points per slide, with 4-5 being ideal.
- Try not to use more than 1-2 slides for each minute of your presentation, if possible. Fewer is better.



“If all of your information is on your slides, why does the audience need *you*?”

- Your words should always parallel your slide content.
- Always.

SLIDE STRUCTURE (GOOD!)

- Key words/phrases
- Parallel structure
- <6 points per slide
- 1-2 slides per minute

Slide Structure (Non-Parallel)

- Present key words/phrases
- Parallel structure
- Always <6 points per slide
- Use 1-2 slides per minute

Why <6 lines?

- Audience & Context
  - *Content*
  - *Presentation Tools*
- Content
  - *Text*
    - Slide structure
  - *Visuals & Animation*
    - Choosing images
    - Graphs & Charts
    - Animation
  - *Font & Color*
    - Font choices
    - Color choices
- Delivery
  - *Body*
  - *Voice*
  - *Practice*

Why <6 lines?

- Audience & Context
  - *Content*
  - *Presentation Tools*
- Content
  - *Text*
  - *Visuals & Animation*
  - *Font & Color*
- Delivery
  - *Body*
  - *Voice*
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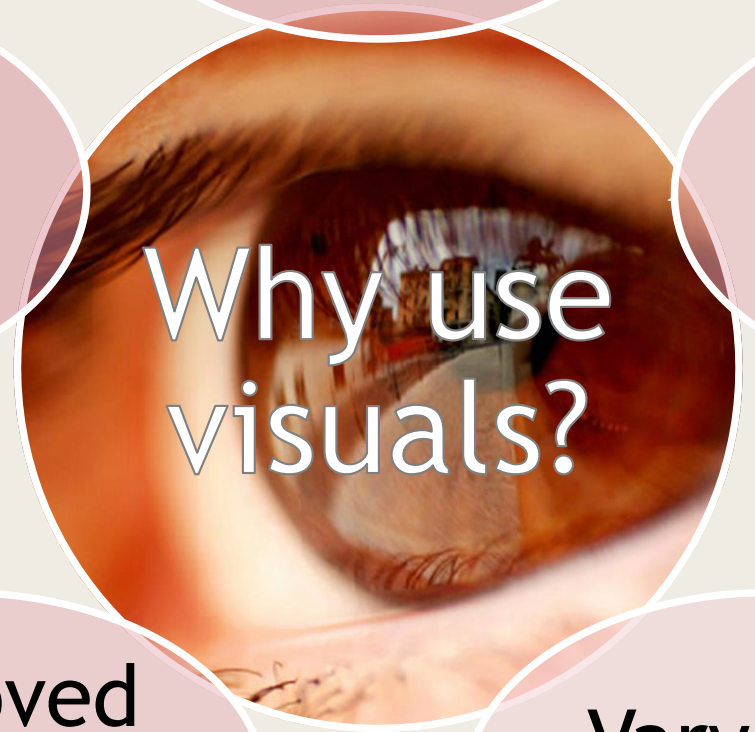
Why <6 lines?

- Audience & Context
- Content
- Delivery

CONTENT

Visuals & Animation



Immediate reaction

Emotional appeal

Use multiple senses

Improved focus, recall

Vary slide form

SOURCE: Aaron Weyenberg, (2014). “Preparing to Fail: Preparing for Worst Case Scenarios.”

Emotional Appeal

Drought in California

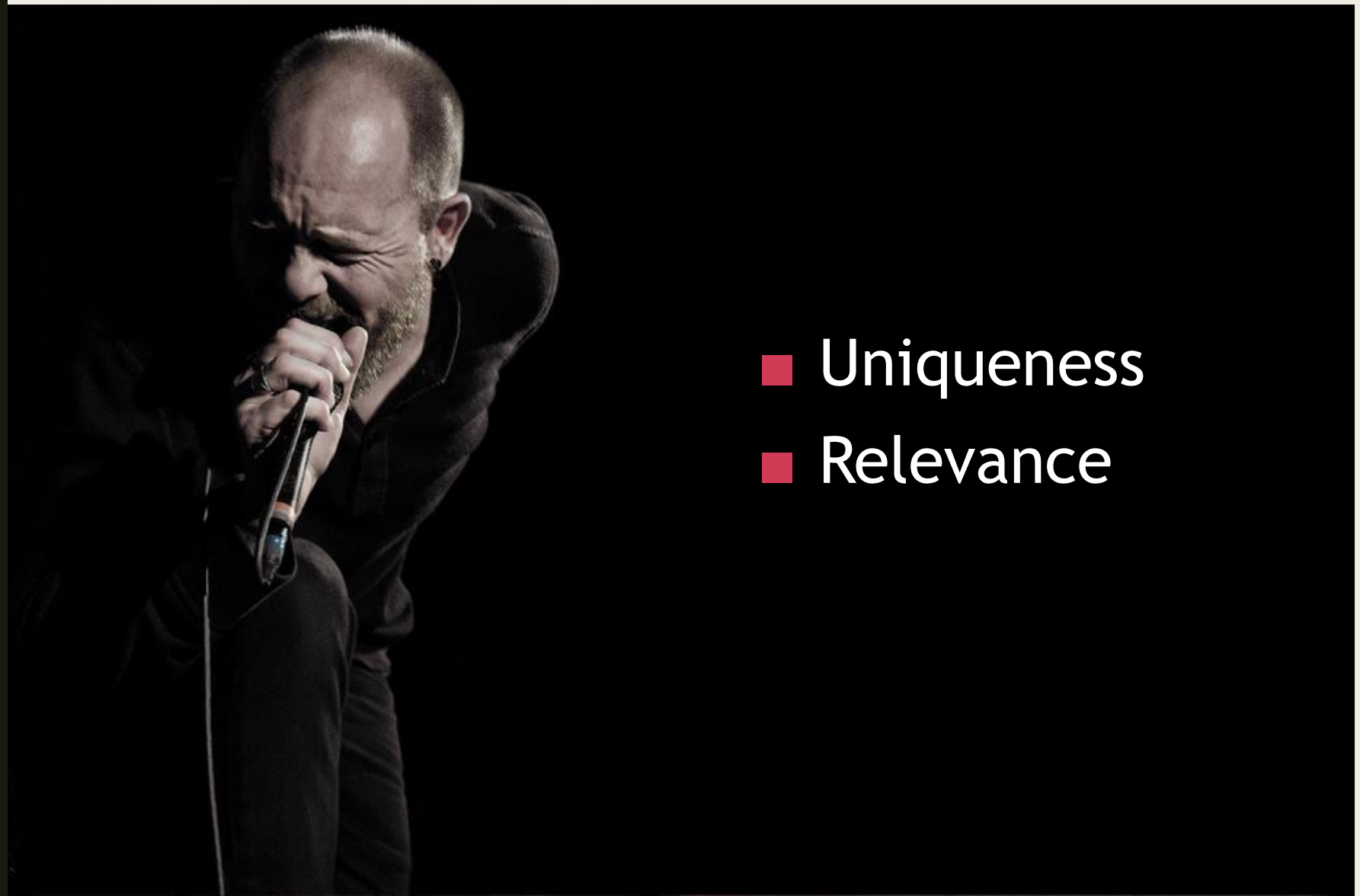
- 99.8 % of California is experiencing severe drought.

Katie French (2016). 11 Design Tips for Beautiful Presentations. Visage. https://visage.co/11-design-tips-beautiful-presentations/

“Good” Image: Production Value

- resolution
- size
- professional
- not distorted

“Good” Image: Presentation Enhancement



- Uniqueness
- Relevance

ClipArt

- Just. Don’t.

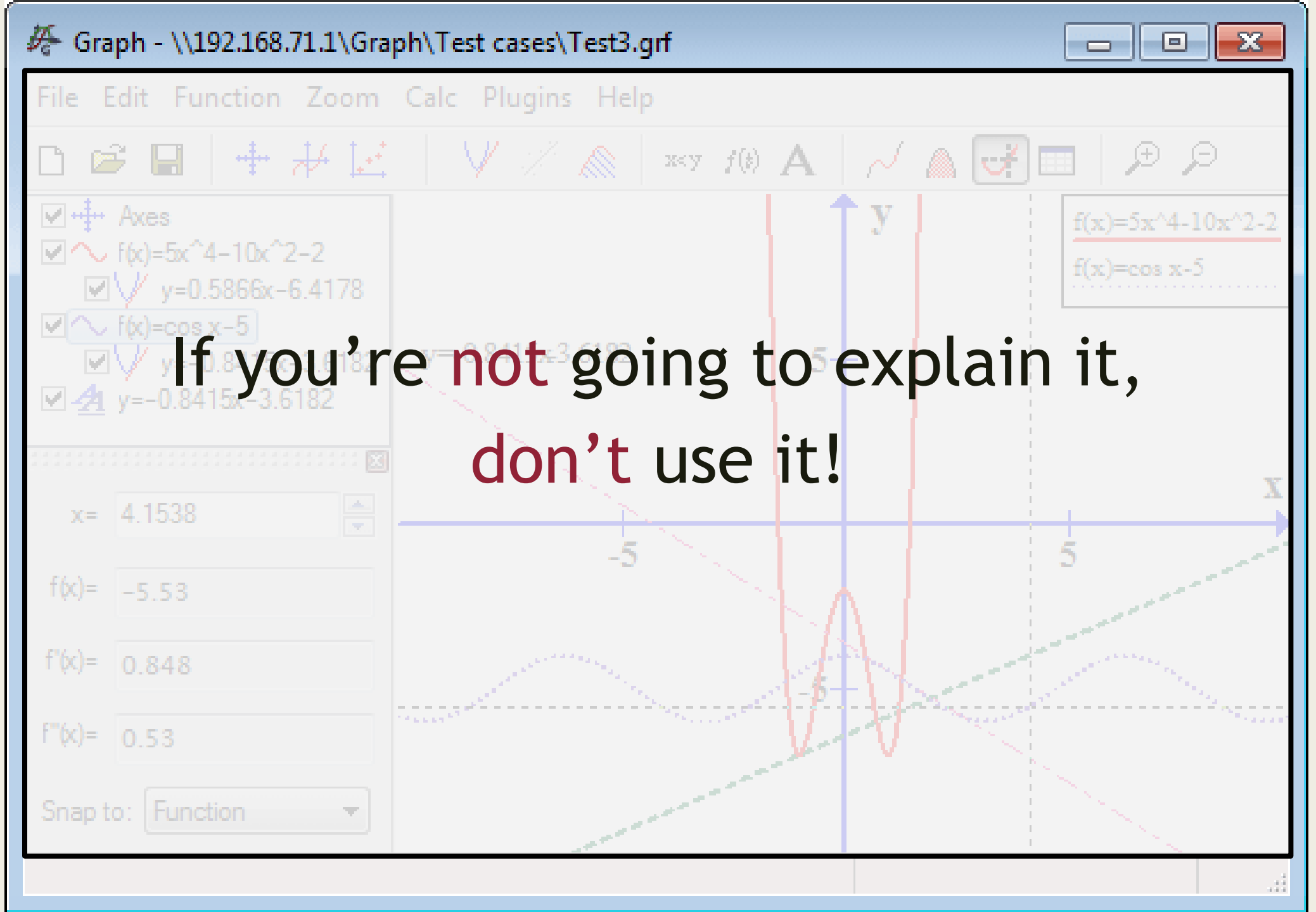
ClipArt vs. Photos

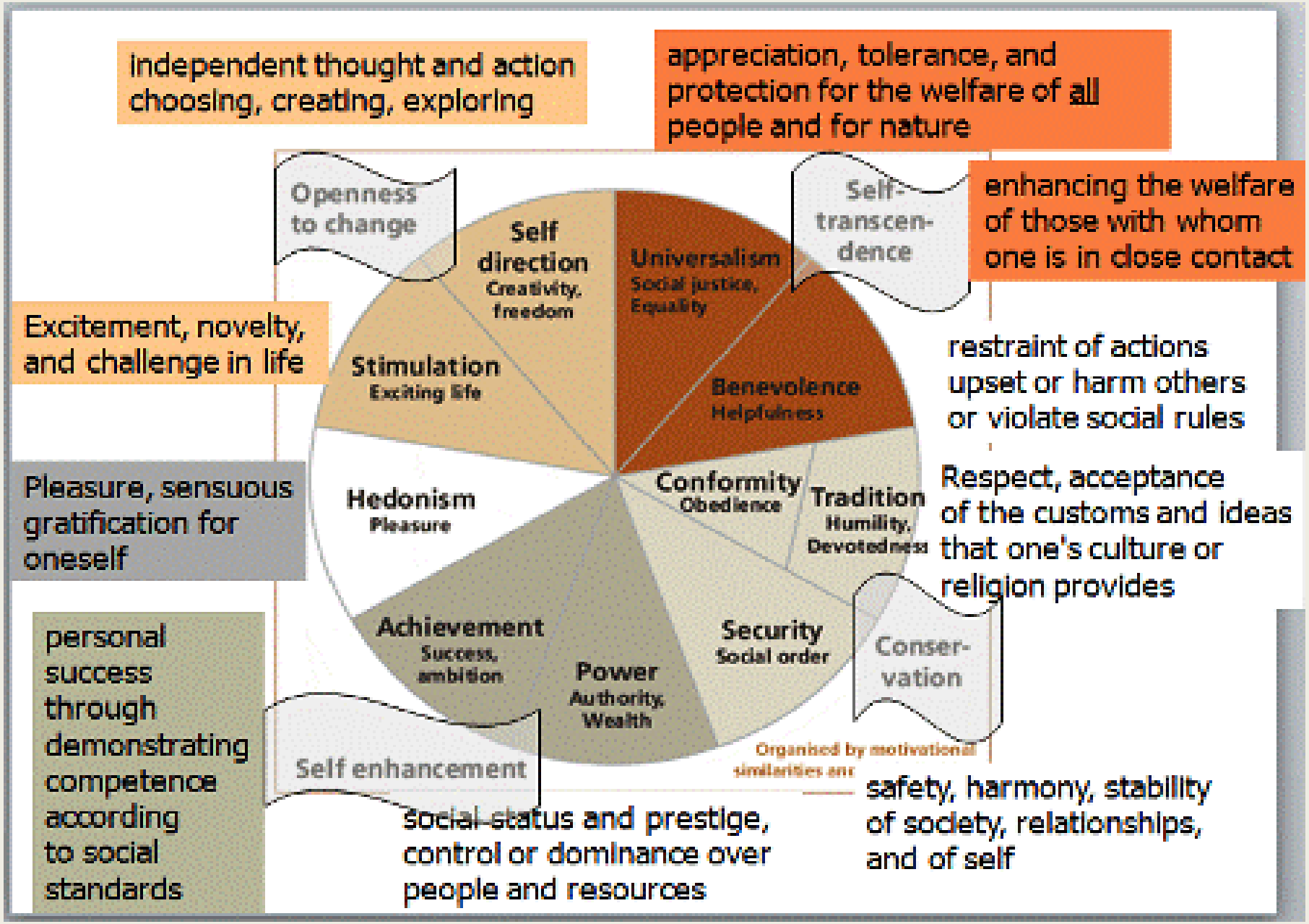
Garr Reynolds (2016). "Top Ten Slide Tips" http://www.garrreynolds.com/preso-tips/design/

Finding “Good” Images

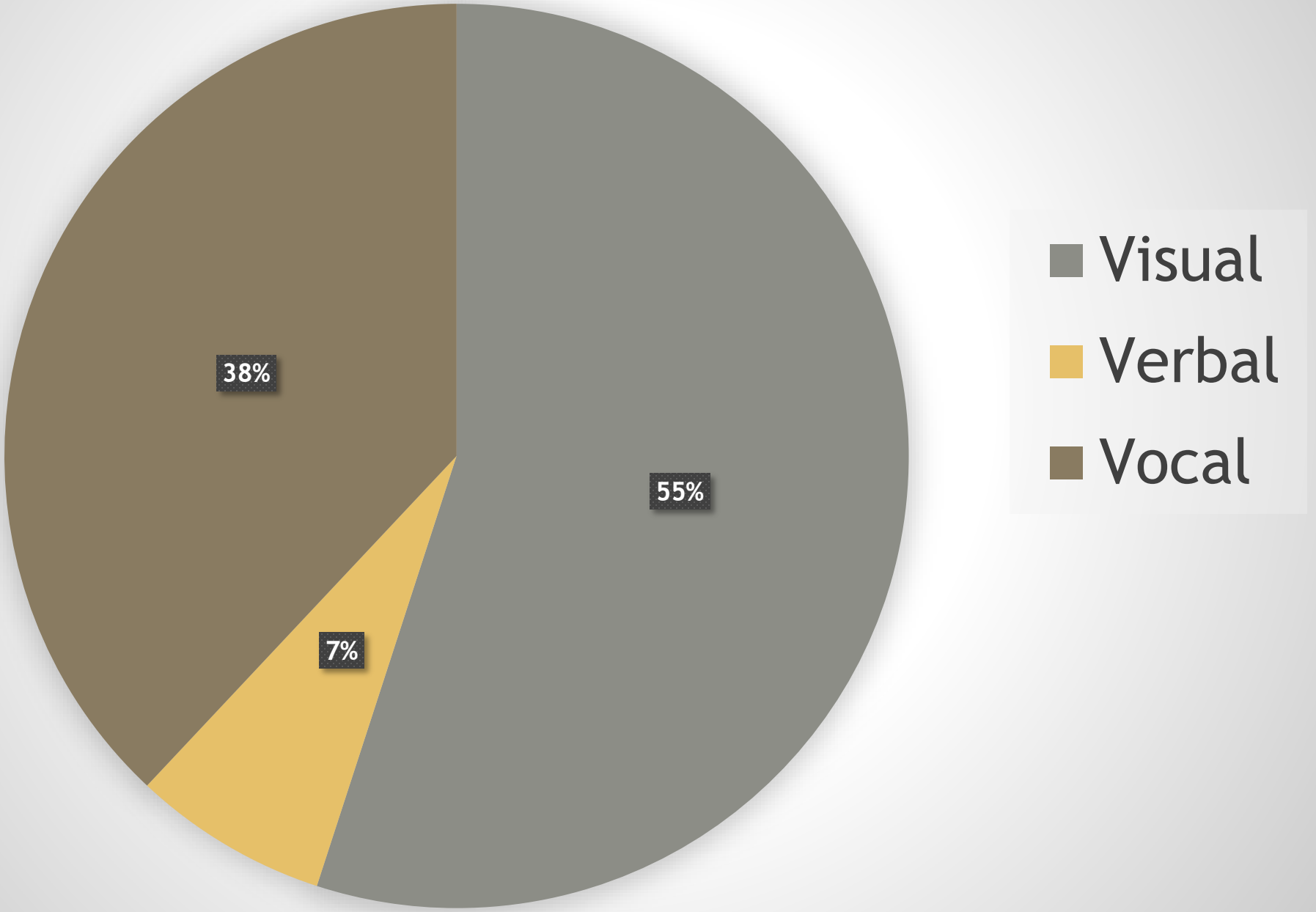
- Online Search
- Stock Photos
- Flickr!

- Do you generally use *charts or graphs*?

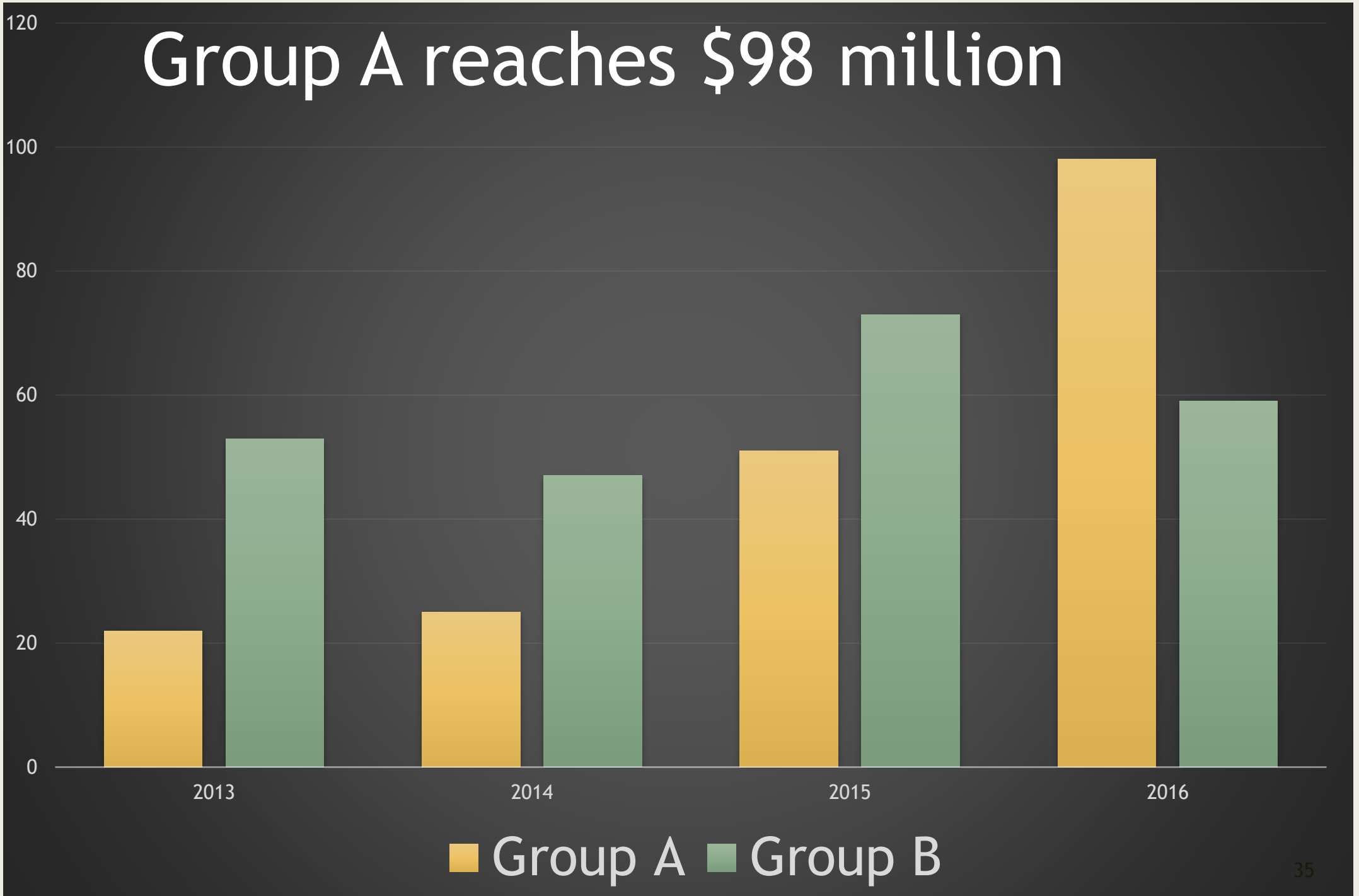

Graph - \\192.168.71.1\Graph\Test cases\Test3.grf
File Edit Function Zoom Calc Plugins Help
Axes
f(x)=5x^4-10x^2-2
y=0.5866x-6.4178
f(x)=cos x-5
y=-0.8415x-3.6182
x= 4.1538
f(x)= -5.53
f'(x)= 0.848
f''(x)= 0.53
Snap to: Function
f(x)=5x^4-10x^2-2
f(x)=cos x-5
y
x
-5
5
If you're not going to explain it,
don't use it!


independent thought and action choosing, creating, exploring
appreciation, tolerance, and protection for the welfare of all people and for nature
Openness to change
Self-transcen-dence
enhancing the welfare of those with whom one is in close contact
Self direction
Creativity, freedom
Universalism
Social justice, Equality
Excitement, novelty, and challenge in life
Stimulation
Exciting life
Benevolence
Helpfulness
restraint of actions upset or harm others or violate social rules
Pleasure, sensuous gratification for oneself
Hedonism
Pleasure
Conformity
Obedience
Tradition
Humility, Devotedness
Respect, acceptance of the customs and ideas that one's culture or religion provides
personal success through demonstrating competence according to social standards
Achievement
Success, ambition
Power
Authority, Wealth
Security
Social order
Conser-vation
Organized by motivational similarities and
Self enhancement
social status and prestige, control or dominance over people and resources
safety, harmony, stability of society, relationships, and of self

Communication

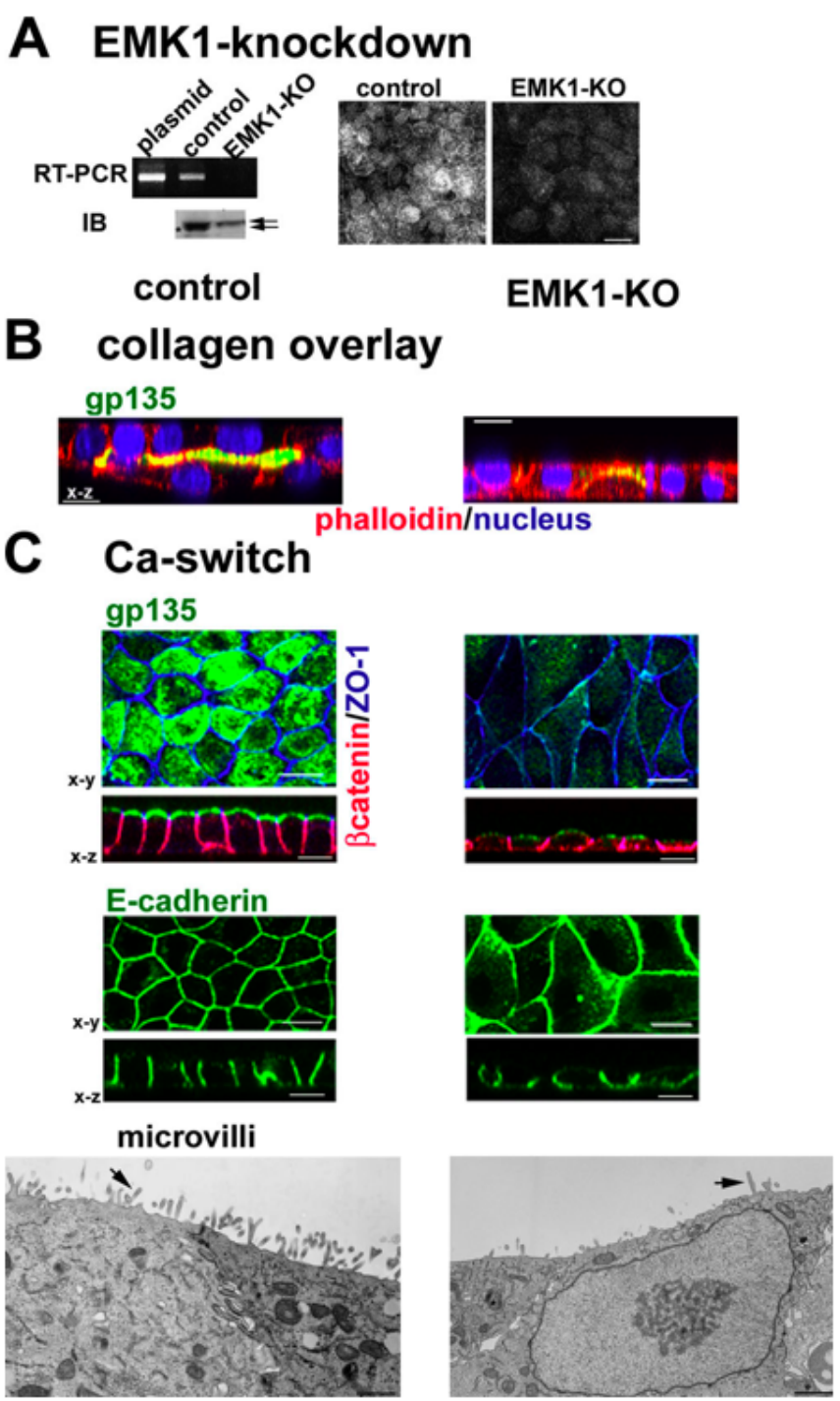


Group A reaches $98 million



CONTENT

Animation



Emk1 knockdown inhibits lumen formation in MDCK cells:

-RT-PCR: EMK1 is effectively knocked down in MDCK cells 24 hours after transfection with P-SUPER (control) or P-SUPER-siEMK1 plasmid; knockdown confirmed on the right with antibodies to EMK1.

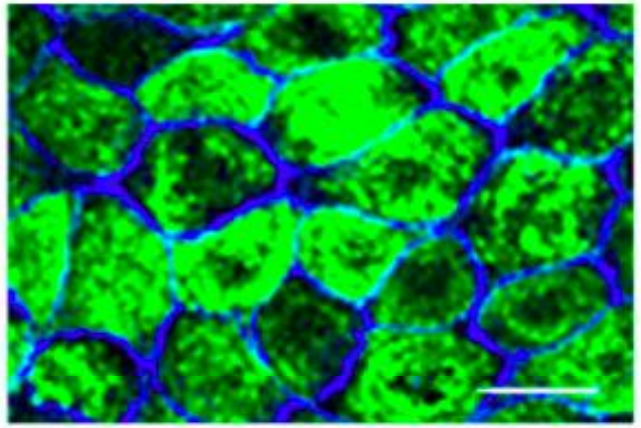
- Collagen overlay assay: cells cultured 24 h on collagen I before being overlaid with additional collagen on the apical surface, analyzed 24 h later. Note the lack of lumen in EMK1-KO cultures.

- Ca switch: control or EMK1-KO cells were plated in low Ca medium 24 h upon transfection with pSUPER or pSUPER-KO. After 12 h, cultures were switched to normal medium for 24 h. Transmission EM of cells sectioned perpendicular to the substratum shows lack of microvilli in EMK1-KO cells.

SOURCE: Sue McConnell, (2010). “Designing Effective Scientific Talks.” Stanford University

MDCK cells form a lumen following a change in extracellular [Ca^{++}]

MDCK cells

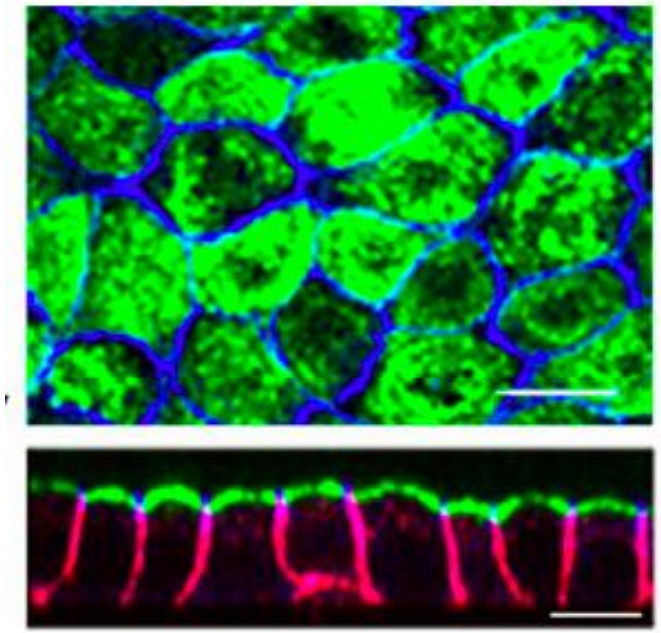


← Surface view from lumen

gp135 β-catenin ZO-1

MDCK cells form a lumen following a change in extracellular [Ca^{++}]

MDCK cells



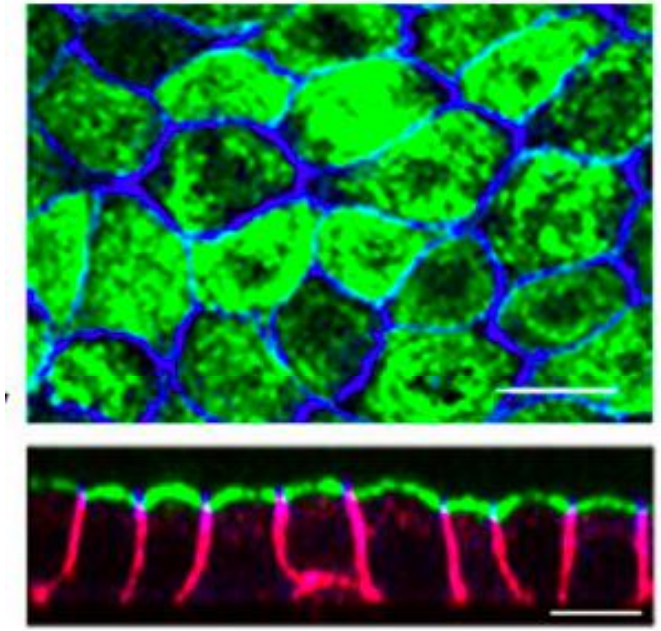
← Surface view from lumen

← Side view of lumen

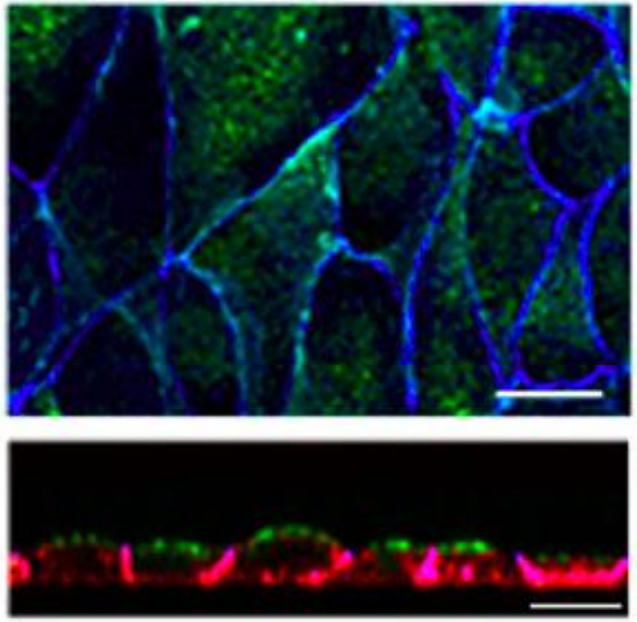
gp135 β-catenin ZO-1

Lumen formation is blocked in EMK1 knockdown cells

MDCK cells

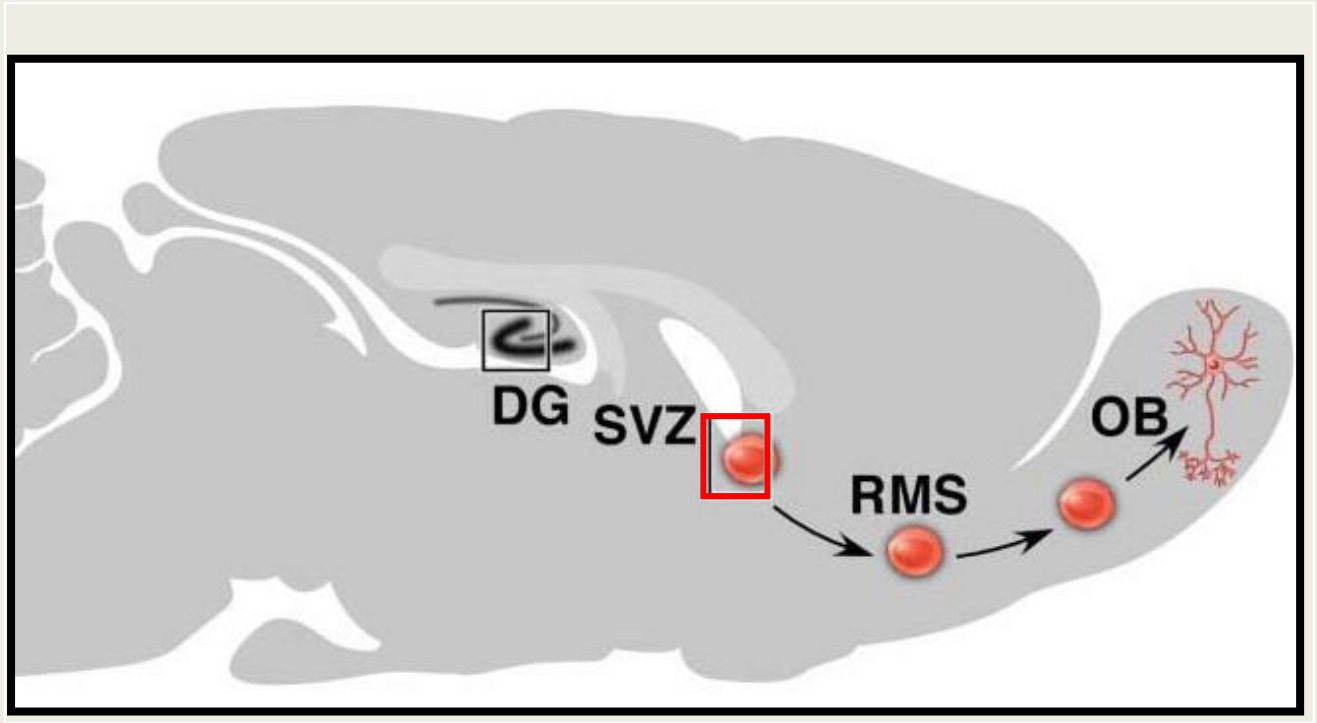


EMK1 knockdown

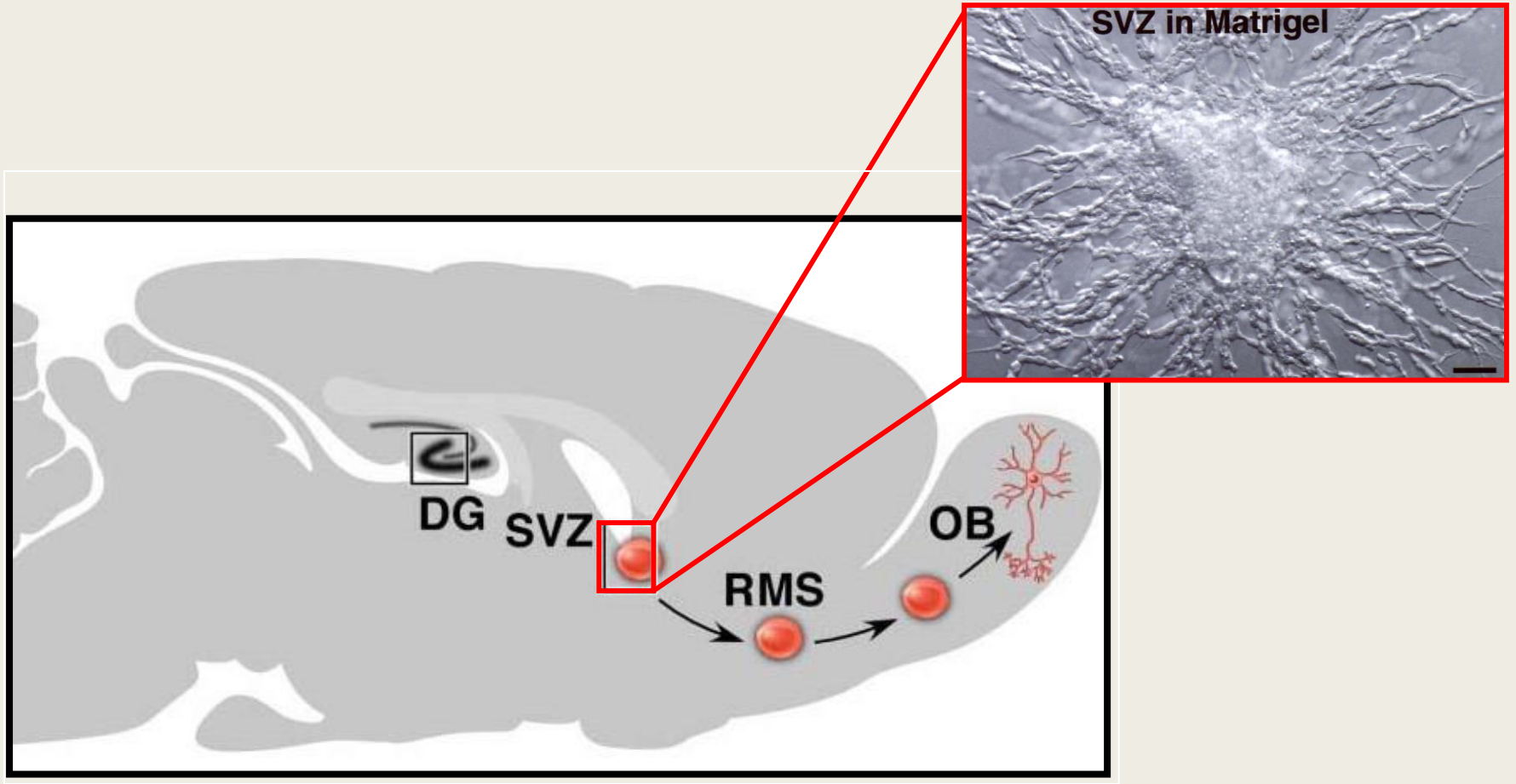


gp135 β-catenin ZO-1

“Wipe” transition



“Wipe” transition



Do

- Demonstrate relationships
- Maintain audience focus

Don’t

- Use animation without purpose
- Use distracting animation
- Go overboard
- Be inconsistent

CONTENT

Font & Color

Fonts

- **Don't use**
  - ***complicated fonts***
  - *serif fonts*
  - *fancy fonts*
- Use standard, sans-serif fonts
  - *Tahoma*
  - *Times New Roman*
  - *Arial*

Fonts

- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ.
- Consistent font and size, colors, backgrounds across slides

Fonts - Size

- If you use a small font, your audience won't be able to easily read what you have written
- Minimum 24-point font
- Different size fonts for main, secondary points
  - 44-point
  - 32-point

Color

- Light font very dark background

COLOR

- DARK FONT, VERY LIGHT BACKGROUND

COLOR

- Use care: medium-range colors

Color

- Non-contrasting
- color without purpose
- Different colors
  - Different color

DELIVERY

Face

- Eye contact

Body

- Stance & Posture
- Natural gestures

Voice

- Rate
- Volume
- Tone

Tips

- Practice
- Time Limit
- Practice
- Humor
- Practice

Closing

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Conclusion

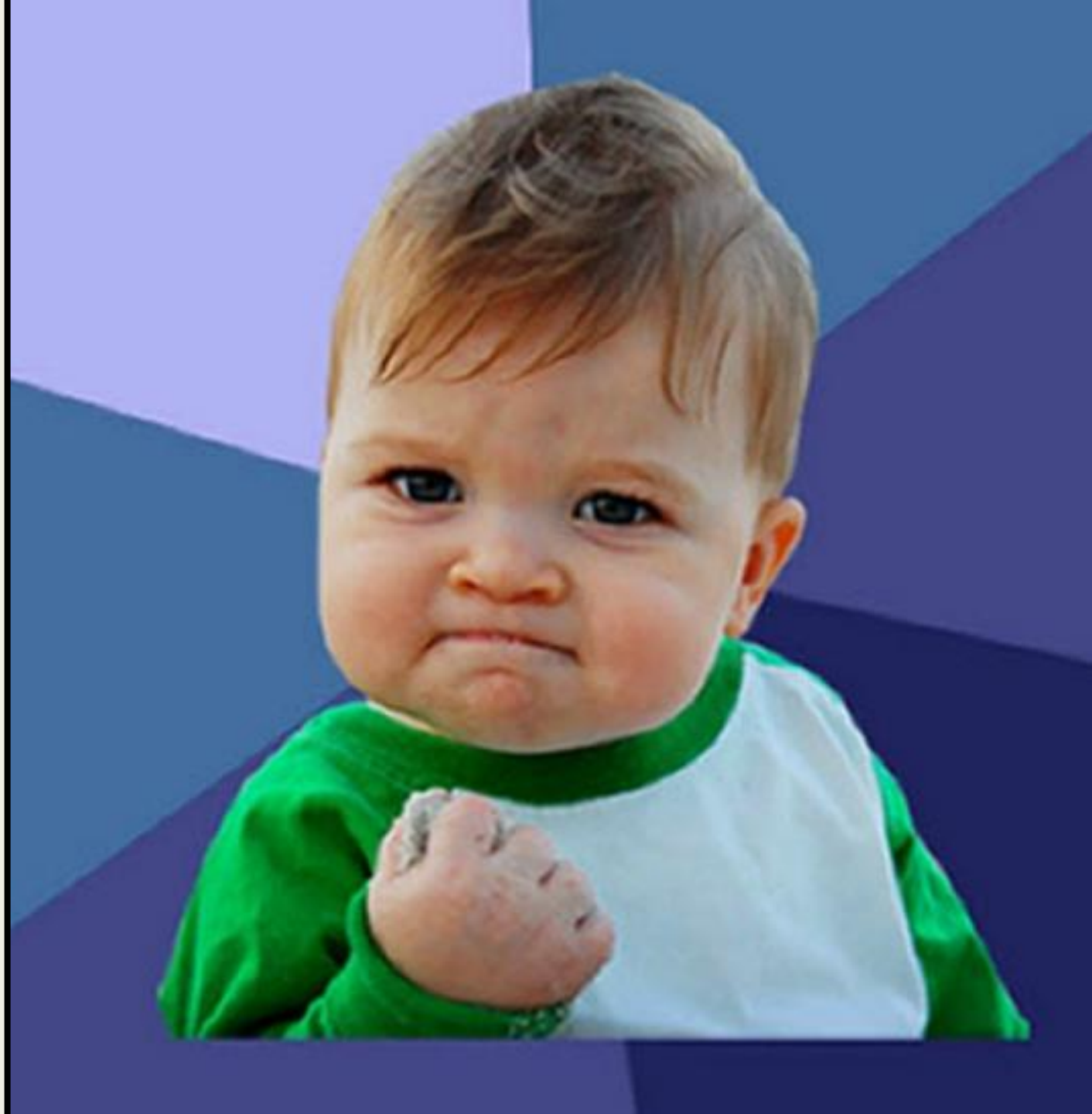
- strong closing
- conclusion slide

ROADMAP

- Audience & Context
- Content
- Delivery

From This

To This



Closing Slide

- Invite questions
- Provide visual during Q&A
- Avoid ending abruptly

Let’s Chat