

# **How to express yourself: Presentation**

**TIB**

(Your Session # Here, e.g., TH1D-3 )

## ***Title of your talk***

Author Names should go next

Your Company or Institution Name Here

Your Address

Your City, State, (Country) Zip Code

# Presentation Flow

- *Title slide*
- *Outline slide (of your talk, not your paper)*
- *Motivation*
- *Detail slides (ie slides #5 and up) go here*
- *Pros and Cons*
- *Conclusion slide*
- *Backup slides??*

# Outline

- After your title slide, your next slide should be your Outline Slide
- Briefly tell the audience what you are going to cover
- Cover only the main points on the outline

# Motivation

- After your Outline slide, your next slide should be your “Motivation” Slide
- Briefly tell the audience WHY you are doing your research.
- Sell your audience on why your topic is important and of interest to them...
- Generate interest in your topic...

# Pros & Cons

- After your Motivation slide (or before Conclusions), your next slide should be your “Pros & Cons” Slide
- Briefly enumerate for the audience the good points AND any problem areas encountered in your research. Be candid and up-front.
- This will encourage the audience to pay attention to *you*, rather than work out the drawbacks *for* you, during your talk...

# Style Guidelines

- Short phrases, not long sentences
- Use Arial, or similar sans serif font
- 36 Point Titles *or larger!*
- 28 point text *or larger!*
- Do not use fonts smaller than 28 point, so people in the back of the auditorium can read your slides!

# Special Fonts or Symbols

- Watch out for:
  - Wingdings
  - MS Line Draw
  - Monotype Sorts
  - Scientific symbol fonts
- Can embed TrueType fonts in file



# Style Guidelines (cont)

- Roughly one slide per 1 or 2 minutes of talk
- Each slide should have a title
- 8/9 lines max on a text slide
- 6/7 words max per line
- Slides with lots of words are hard for the audience to assimilate

# General Guidelines

- Keep concepts as simple as possible
- Limit each page to one main idea
- Use several simple figures rather than one complex one
- Make duplicate copies of a page if you plan to refer to it more than once
  - Do not plan to go back to a slide
- Rehearse your talk aloud, preferably in front of a group of colleagues

Use a blank slide to focus attention on speaker

# Contrast

- *High contrast* very important
- Use *light lines/text on a dark background*
  - Foreground: White, yellow, light cyan
  - Background: Dark blue
  - Caution: Red, orange or blue lettering and lines become unreadable when projected

# Poor Color and Font Choices

- This combination will be impossible to see - no contrast

• This combination can't be read by people who are color blind

- This combination has good contrast but this dark background will blacken the room too much and if your font is too thin, it won't be visible.

# Display Speed

- Slides should display instantly
- Do not distract the audience with slow transition effects
- Avoid overuse of slow graphics, fonts and special effects

# Transitions Between Slides

- Special animation when changing from one slide to another
- Usually highly distracting to audience
- Don't do it!
- Default settings should be:
  - Effect: No transition
  - Speed: Fast
  - Advance: On mouse click

# Transitions Between Lines

- Optional, and can be highly effective
- Focus attention on a specific line of a slide
- Dim previous lines
- Make transitions be instantaneous
- Use sparingly



# Sound Effects



- ~~DO NOT USE SOUND EFFECTS~~
- Sound effects slow down slide transitions
- Noise from projection computer may distract audience

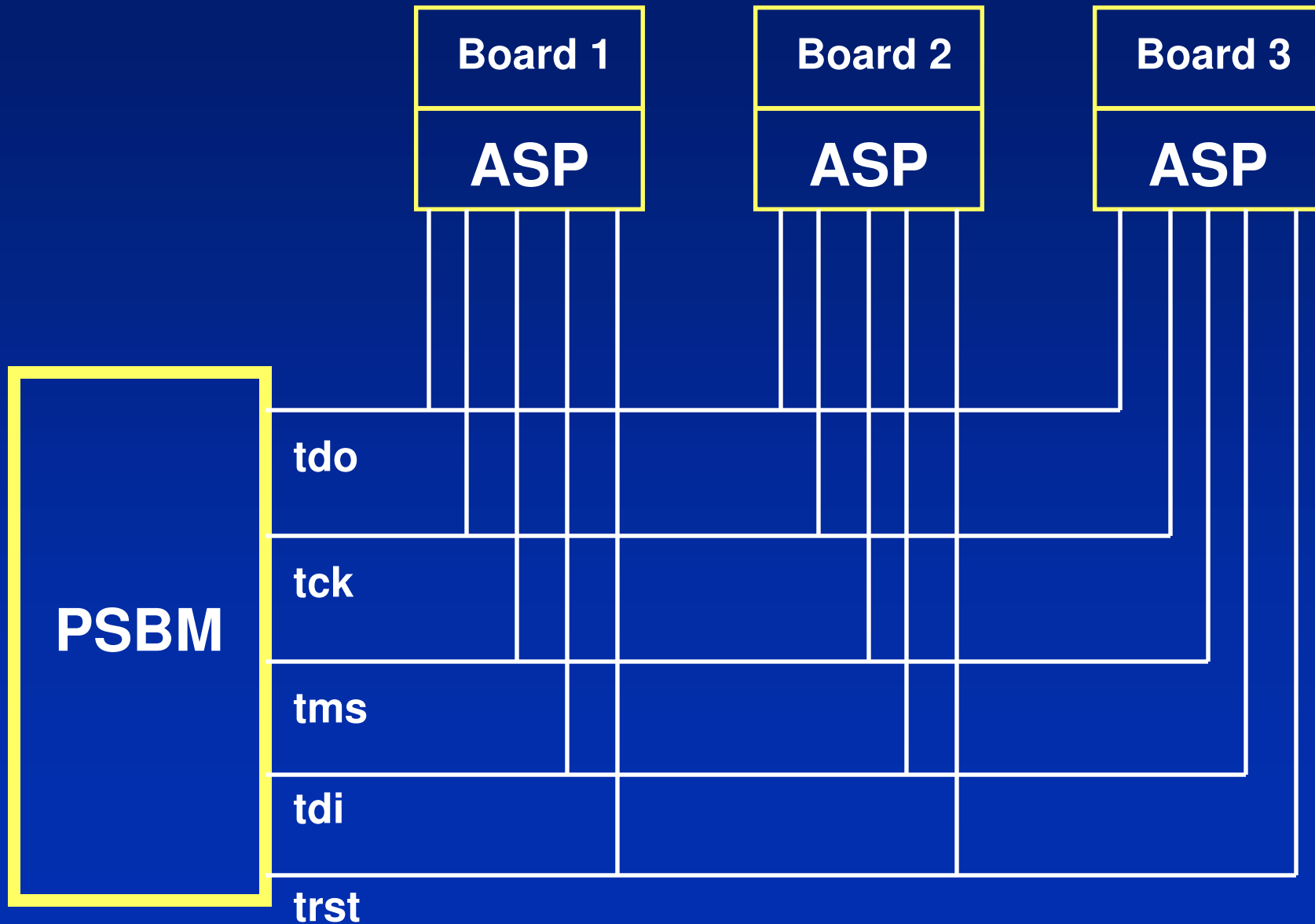
# Borders

- *Borders are discouraged!*
- They reduce the amount of space available for your text and data
- They slow down the slide display

# Diagram slides

- Keep diagrams simple
- Easy to view
- Make text readable with large font
- Use all space in rectangle
- See View --> Notes Page
- Example follows:

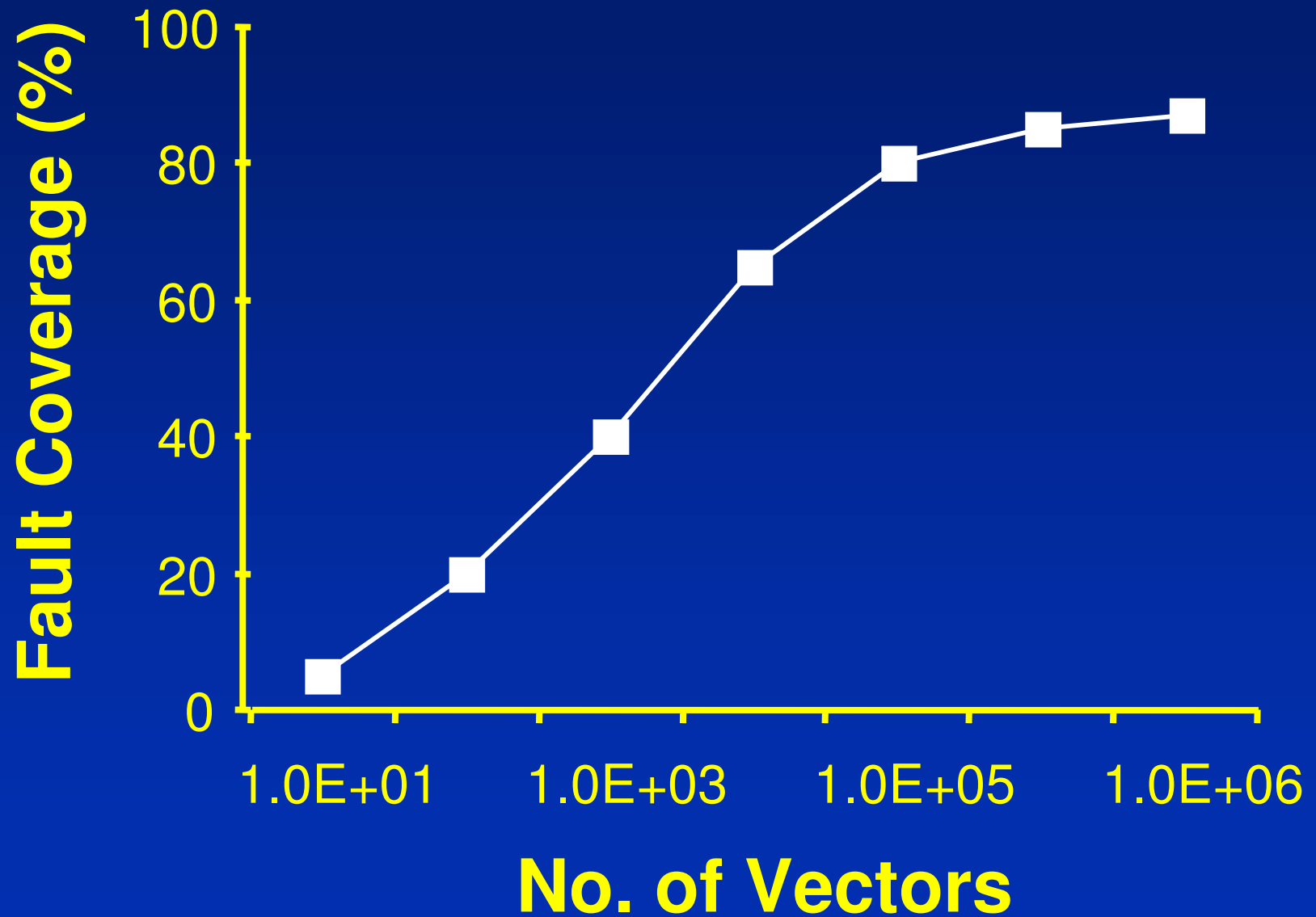
# Diagram (see View-->Notes Page)



# Presenting Data - Graphs

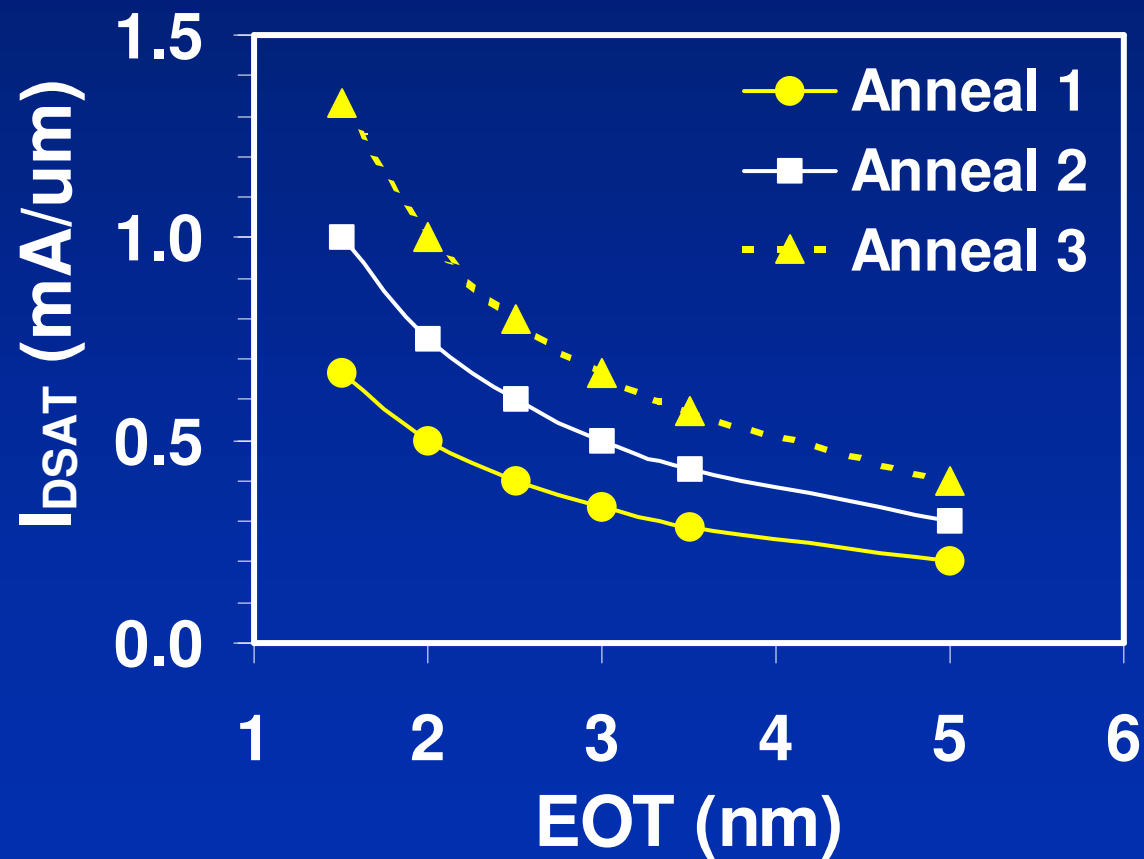
- Better to use graphs than tables
- Keep graphs simple
- Eliminate or subdue distracting grid lines
- Use large font sizes *including the numbering on the axes!*
- Example follows:

# Fault coverage vs. No. of Vectors



# Example of a good figure

- Simple graph, thick, bold axes, large fonts



# Some Bad Examples

- The next three slides show examples of bad practices that should be avoided:
  - Bad slide layout
  - Improper color use
  - Sound and transition effects gone mad

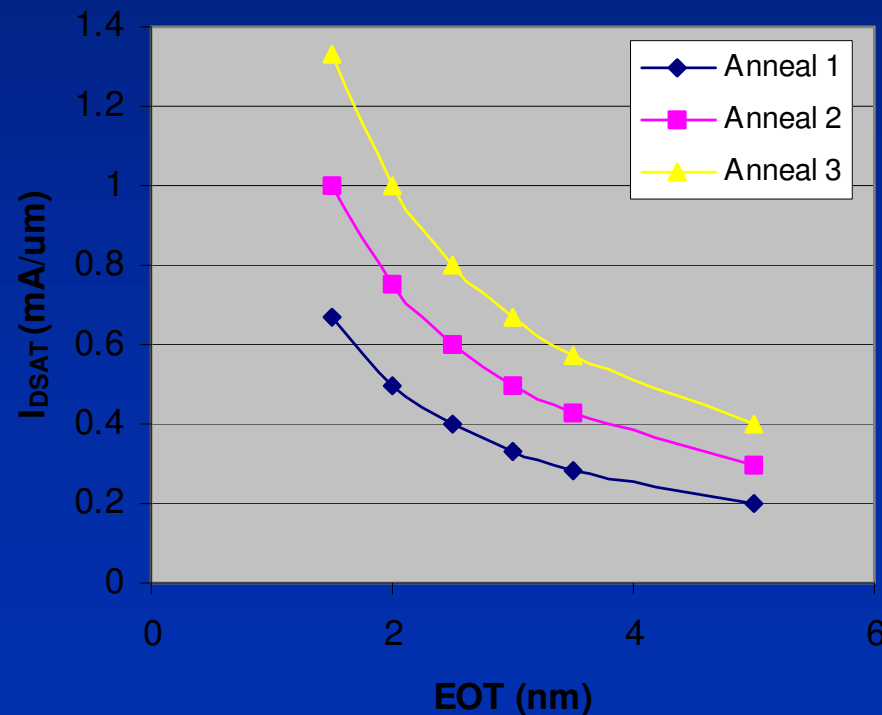


(Press the “Enter” key to continue)

- *This slide has no title. Titles help guide the audience through the talk. All slides except photographs should have a title.*
- *The type on this slide is too small. It’s readable here, but when projected, only the presenter and maybe those in the front rows will be able to read it. Those in the back will be completely lost.*
- USE OF ALL CAPITAL LETTERS OR ITALICS also makes slides difficult to read. **Use dark backgrounds; not light!**
- This slide would be easier to follow if indentations were used.
- Don’t design your IMS slides to stand alone. They are a guide to your presentation. If they were understandable by themselves, we could just publish them and forget about presentations! Your slides support what you say: They don’t replace it.
- This slide has too many words and too many points. Keep your slides under nine lines.

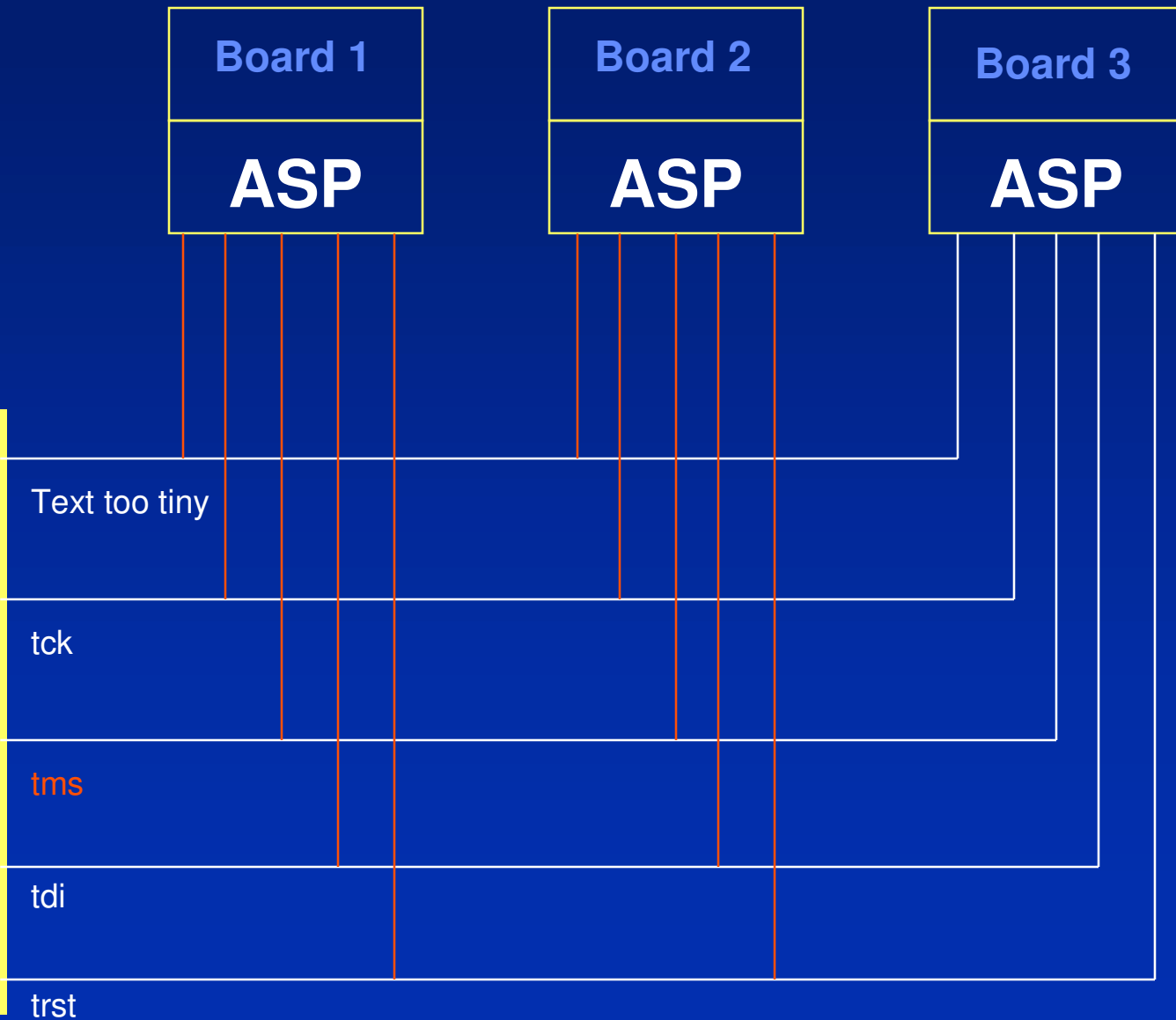
# Example of Bad Figure

- Fonts & lines too small
  - fonts wrong color
- Grey background & colored lines



# Bad Color Usage

Poor  
Contrast



# How to Annoy The Audience

(Press Enter)

- Misuse sound
- Overuse transition effects
- Focus the audience on your slides, not the speaker
- Try to use every feature PowerPoint has to offer

# Conclusion

- Keep your slides simple
- Use large fonts for high visibility
  - 36 pt for titles
  - 28 pt for details
- High contrast colors
- Highlight, don't detail

**End**

# Saving your File

- Embed true type fonts in your file
  - Click on “File”, “Save As”, “Tools”, “Embed True Type Fonts”, or
  - Click on “File”, “Save As”, and check “Embed True Type”