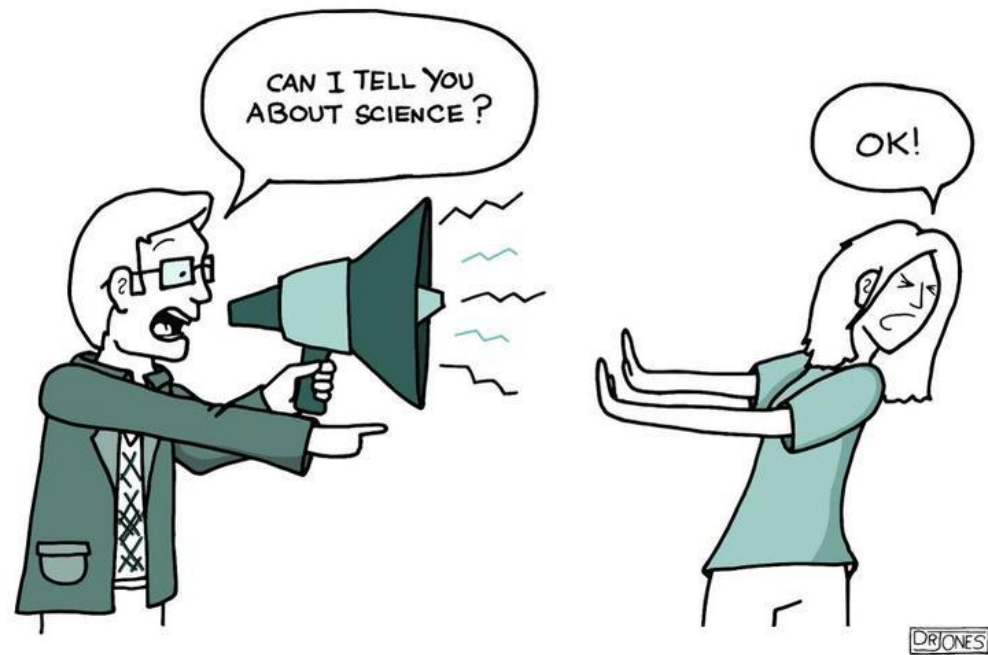


Presenting your Research: A Guide to Creating Effective Slides

Created by Amanda Freise, Ph.D.

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What are your goals as a presenter?

- Discuss with your group.



- Teach the audience something new
- Celebrate your hard work and share it with others
- Have everyone be able to understand you
- Make people think
- Make learning about your topic fun and easy

Slide creation

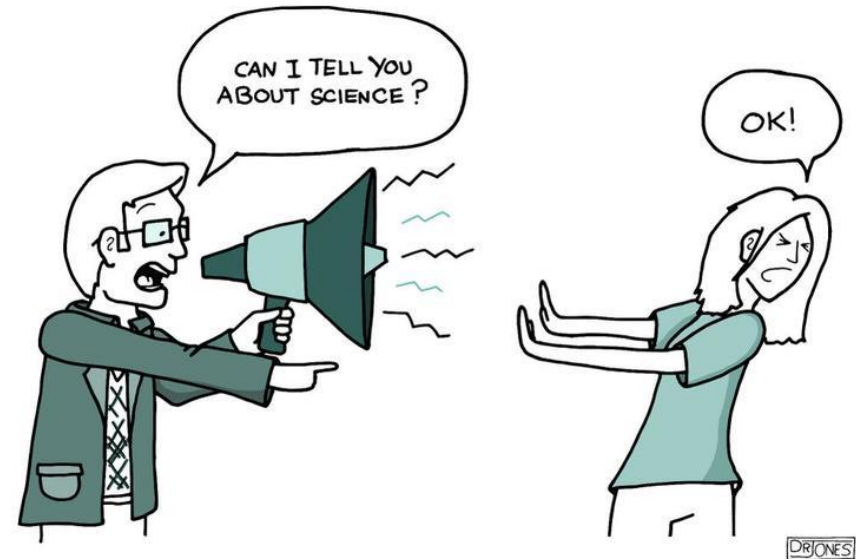
- Discuss with your neighbors: What are qualities of good slides/good visuals?

Use a descriptive and clear title slide. Include name, class/event, and date.

Presenting your Research: A Guide to Effective Slides and Good Delivery

Created by Amanda Freise, Ph.D.

Modified and presented by Ana Garcia Vedrenne, Ph.D.



Every slide should be a complete package of information

- **Three routes** of information transfer: audio, imagery, and text
 - If it's important, you need to say it **AND** write it down
- Don't make the audience remember something from several slides ago. Remind them!

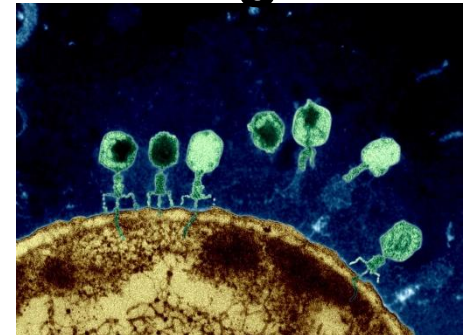
Audio



Text

Dies ist ein Blindtext. An ihm lässt sich vieles über die Schrift ablesen, in der er gesetzt ist. Auf den ersten Blick wird der Grauwert der Schriftfläche sichtbar. Dann kann man prüfen, wie gut die Schrift zu lesen ist und wie sie auf den Leser wirkt. Dies ist ein Blindtext. An ihm lässt sich vieles über die Schrift ablesen, in der er gesetzt ist. Auf den ersten Blick wird der Grauwert der Schriftfläche sichtbar. Dann kann man prüfen, wie gut die Schrift zu lesen ist und wie sie auf den Leser wirkt.

Images



Use every part of the slide to communicate information

- Title: the most valuable real estate on the slide! Make it as descriptive as possible. Give a fact or finding in the title.
 - Avoid: “Background”, “Results”, etc.
- Annotate your figures to make the most important result easy and quick to see
- Give a brief conclusion, take-home message, or transition on the slide

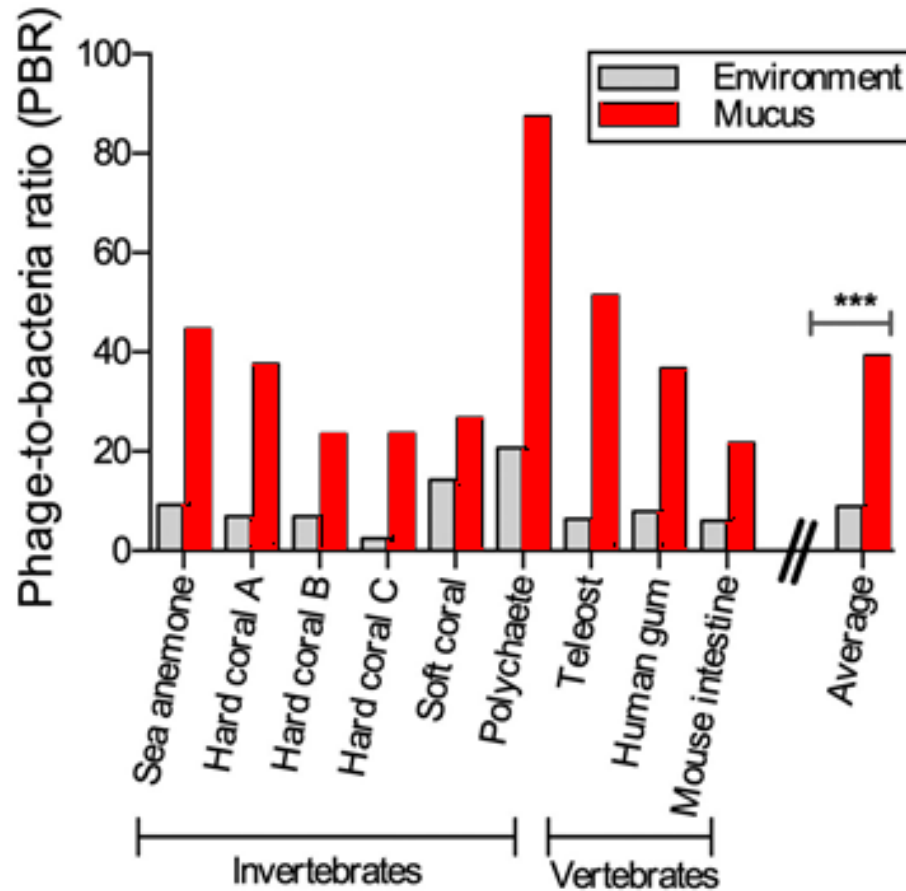
Use arrows, boxes, additional text, etc.

Slide aesthetics

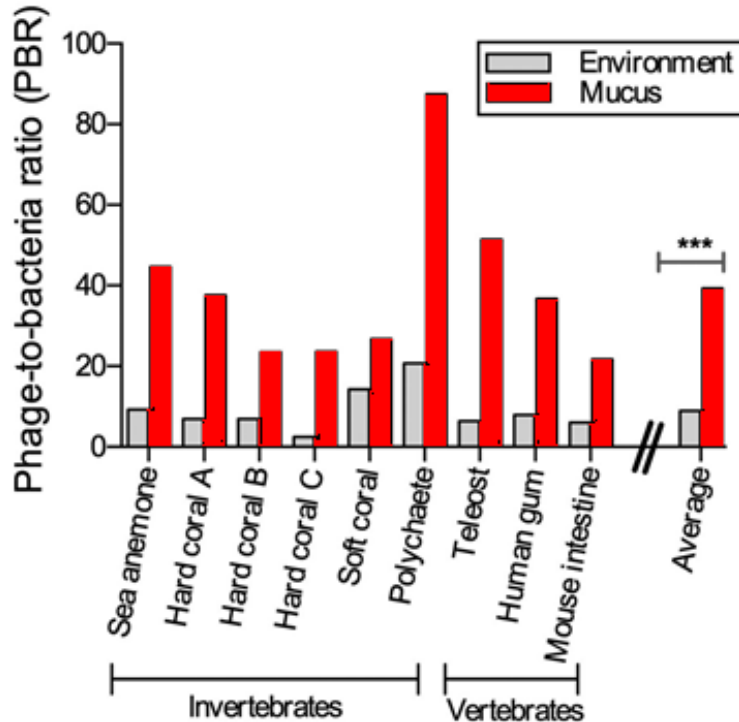
- Clean, *sans* serif font (Arial, Helvetica, Calibri)
 - Do **not** use a serif font; the tails are harder to read from a distance.
- Use animations when needed to focus attention (but don't go overboard)
- White background/black text is fine. **Use color to highlight important things** on the slide.
 - Color themes are okay, but choose wisely...
- Maximize use of the slide space, but make sure everything is legible and easy to look at.
- Confirm your font size is big enough!!

Results

What can be done to improve this slide?



Phage:bacteria ratio is 4x higher in mucus



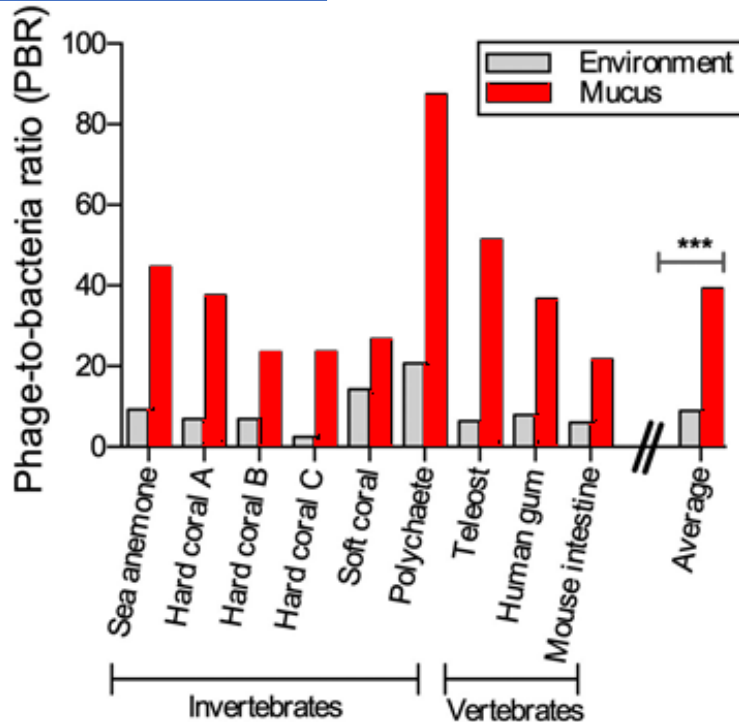
← PBR in Mucus layer **4.4-fold** increase
← PBR in adjacent environment

Mucus is able to support phage growth better than surrounding environment

Why does mucus help phage grow?

Phage:bacteria ratio is 4x higher in mucus

Title descriptive
of actual finding



Annotations to help
audience understand figures

← PBR in Mucus layer **4.4-fold** increase
← PBR in adjacent environment

Transition

Mucus is able to support phage growth
better than surrounding environment

Why does mucus help
phage grow?

Take-home message for each slide

Avoid the dreaded “wall of text”

- Clean, *sans* serif font (Arial, Helvetica, Calibri)
- Use animations when needed to focus attention (but don't go overboard) too much text..
- White background/black text is fine. Use color to highlight important things on the slide.
 - Color themes are okay, but choose wisely...
- Maximize use of the slide space, but make sure everything is legible and easy to look at.
- Confirm your font size is big enough!!
- Wall of text isn't fun to look at. Don't do this. Boring.

One possible theme for your slides

- ▶ Design cuts into valuable slide space on the side!

Another theme

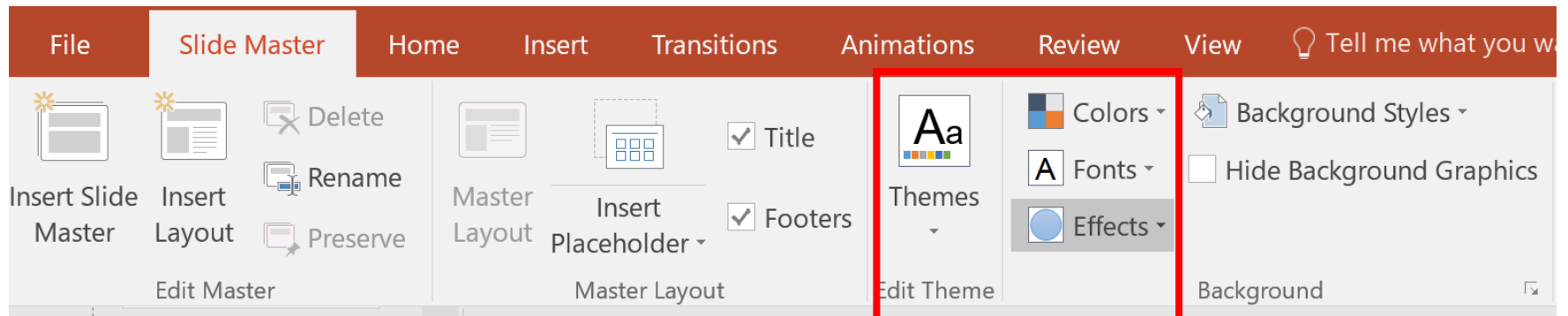
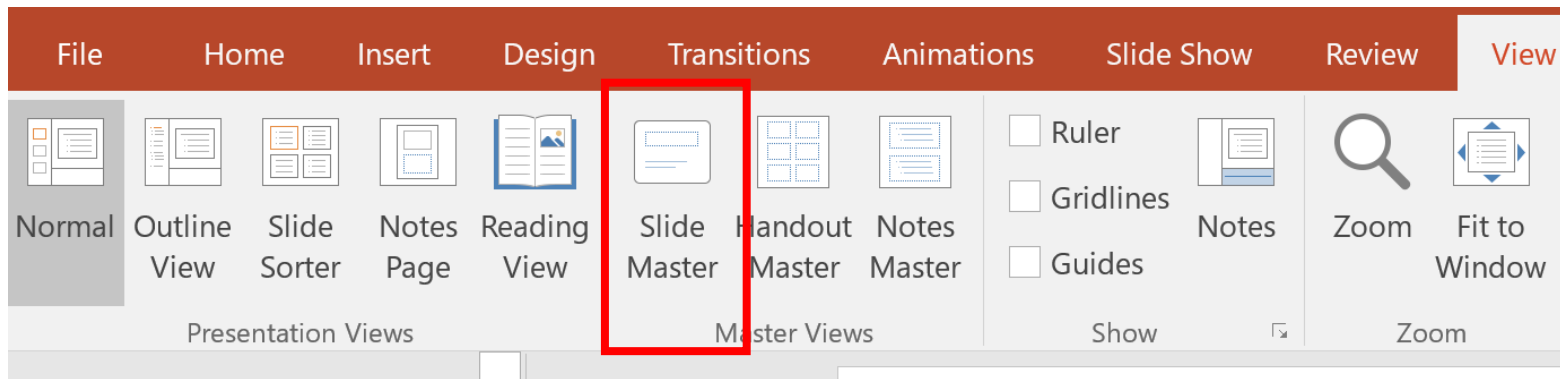


-
- Slides with background imagery distract from your slide content and get repetitive over time.

Yet another theme

- A simple design with neutral colors is good: professional, clean, and not distracting
- Use bullet points; no period needed at the end of each point

Use the Slide Master tool to change all your slides at once



Presentation skills

- Discuss with your neighbors: What are some good presentation techniques?
- Have you ever seen a presentation that really captured your attention? What about it was engaging?

A scientific talk is a performance

- Pleasant speaking style
- Smile
- Volume and diction!
 - Probably louder than you think
- Good speaking pace
- Face the audience, not your slides
- Make eye contact with everyone in room (or look over their heads)
- Get them involved: ask the audience short questions
- Walk around a bit; be active

Keep it professional

- Don't use distracting images or GIFs; the audience won't hear what you are saying
- Humor is fine but make sure it is appropriate for the audience

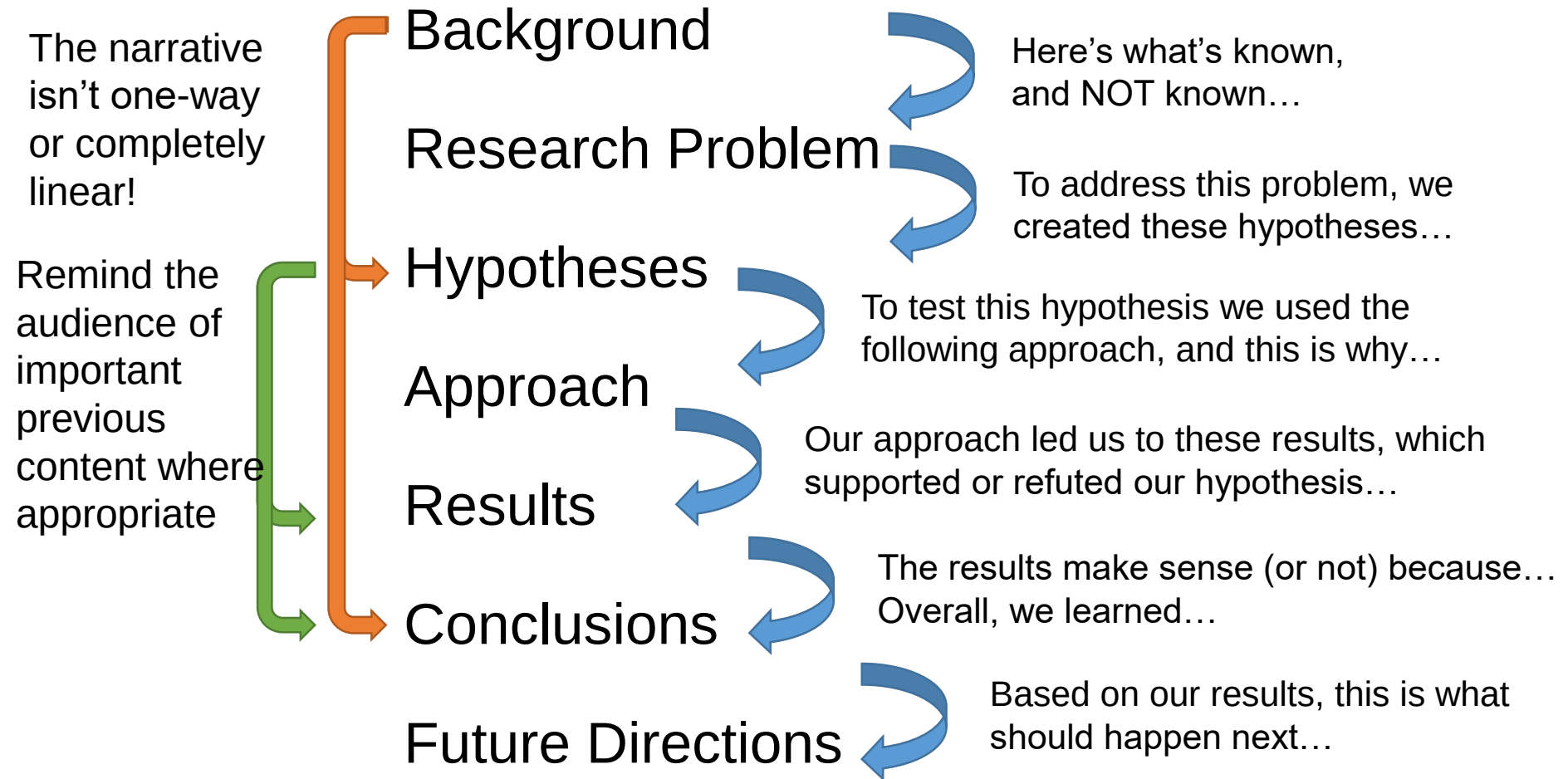
Rehearse your talk!

- Find out how much time you have
- Get feedback
- Practice delivery
 - Memorize main points (but not whole talk)
 - Remember order of slides
- Notecards discouraged
 - You know your topic the best! Be confident in your knowledge
 - Slide content will give you cues as to what to discuss

Use narrative format to link the different topics in your research project together

- Narrative (*n*): a spoken or written account of **connected events**; a story.
- How do the different parts of your project connect?
 - **Transitions** are a key component of a narrative

Transitions help create a narrative



References

- All usually go at the end of the presentation
- If you are citing a journal article, put the (Author, Year) citation on the same slide, and provide the full citation at the end.