

Your Presentation

# Outline

1. What to say and how to say it
2. Getting through to the audience
3. Visual and aural aids
4. Question time

# What to Say and How

- ◆ Communicate key ideas
- ◆ Skip details
- ◆ Structure your talk
- ◆ Use top-down approach

# Structure

1. Introduction

2. Body

3. Technicalities

4. Conclusion

# Introduction

- ◆ Define problem (terminology)
- ◆ Motivate audience
- ◆ Prior work — or at end
- ◆ This work
- ◆ Road map

# Body

- ◆ Abstract of main results
- ◆ Significance
- ◆ Big ideas
- ◆ Limited details

# Technicalities

- ◆ Key ideas
- ◆ Be succinct
- ◆ Be clear

# Conclusion

- ◆ *Synopsis*
- ◆ Future directions
- ◆ Thank you



# Know your Audience

- ◆ Scientists
- ◆ CS
- ◆ TCS
- ◆ Experts

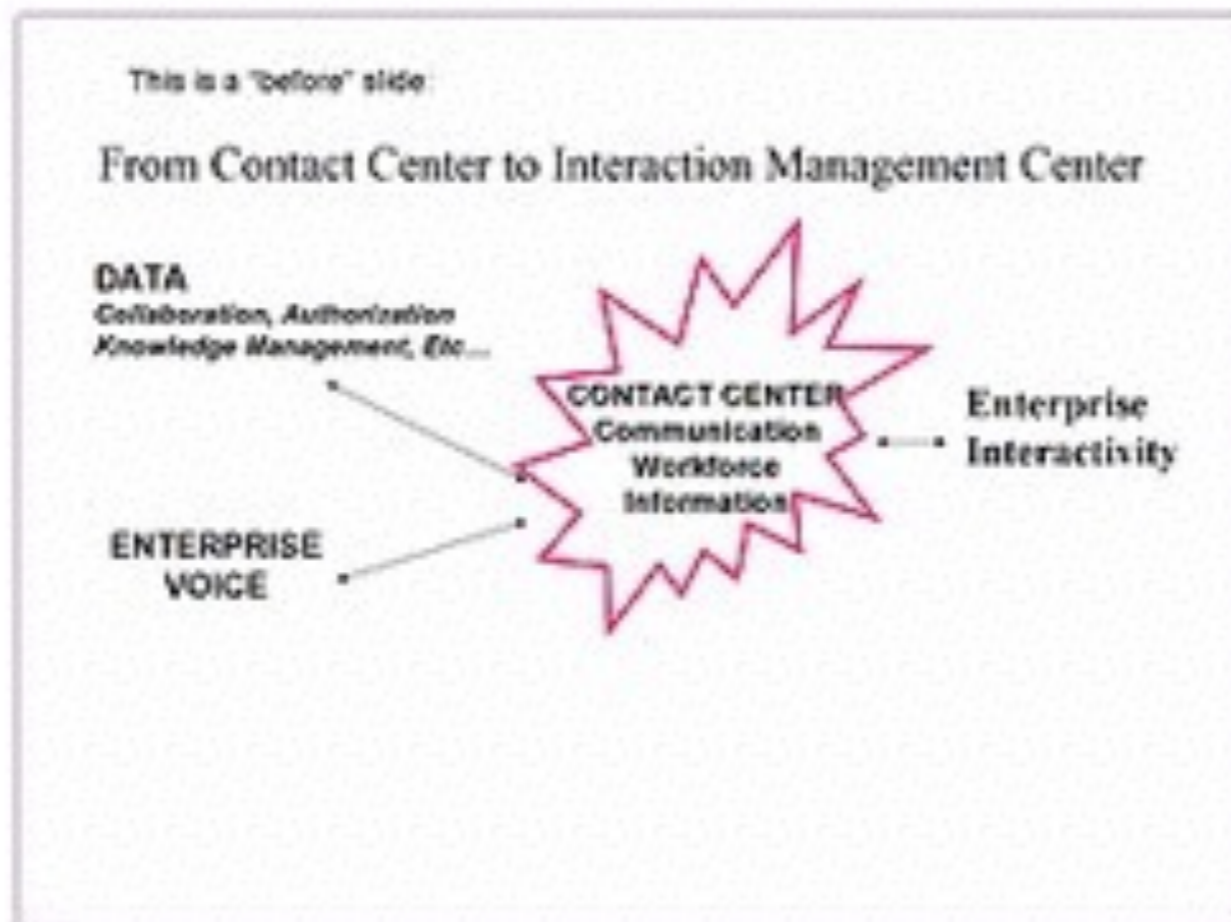
# Getting Through

- ◆ Repetition
- ◆ Reminders
- ◆ Stay on time
- ◆ Eye contact
- ◆ Voice modulation
- ◆ Be natural
- ◆ Look good
- ◆ Relax

# Make Them Nice to Look At

- ◆ 5-7 items per slide
- ◆ Light vs. dark background
- ◆ Serif vs. sans serif font
- ◆ No logos or other clutter
- ◆ Be kind to the colorblind
- ◆ Consistency of fonts, sizes, notations

Before



After



Before

## The state of Java development

- Success also brings **chaos**...  
... JSF, MDA, AOP, JDO, SWT, J2EE  
Extensions, SOA, JDK 1.5, JSR, JSP,  
J2ME, EJB, JNX

After

## State of Java



# Make It Pleasant to Follow

- ◆ Average 2 min/slide
- ◆ At least half-minute per slide
- ◆ Avoid moving back and forth
- ◆ Look at audience
- ◆ Don't fidget

# Use Bullets, Not Numbers

- ◆ Outline format
- ◆ Bullets imply no significant order
- ◆ Use numbers only to show rank or sequence

No More than One Topic per Slide

◆  $P = NP$

What about the US elections?



Use the 6 X 6 rule:

6 lines of text

6 words per line

Allow plenty of room around  
borders and illustrations



# Select Readable Type Size

This is 40 point

- ◆ Minimum 36 point for titles

- ◆ 24 point for body text

- ◆ This is 32 point

45 point

40 point

35 point

30 point

25 point

20 point

15 point

10 point

# Use a Readable Typeface and Font

- ◆ Use Sans serif (no curly feet) such as Arial or universal for body text
- ◆ Better to use sans serif (no curly feet) such as Arial or universal for body text (less critical now)
- ◆ Use serif such as a roman for titles only

Use readable font, typefaces,  
colors

# Typeface Examples

- ◆ Typeface Examples
- ◆ Typeface Examples
- ◆ Typeface  
Examples
- ◆ **Typeface Examples**

# Adjust Lettering to discriminate or emphasize

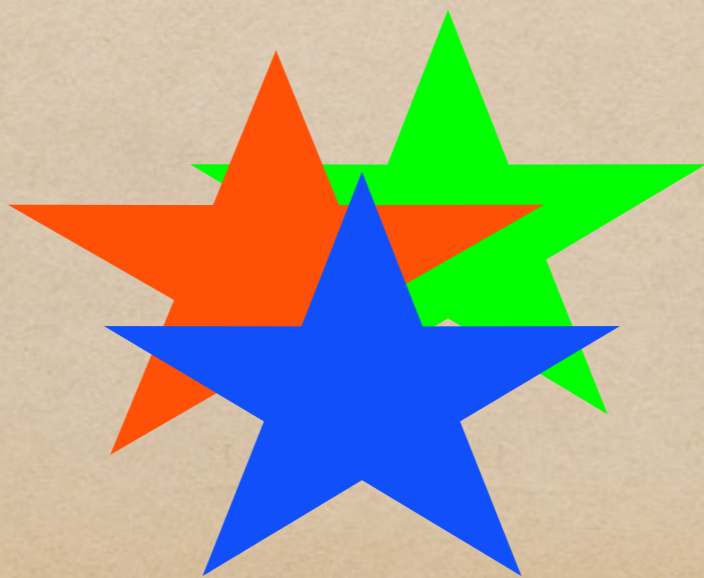
- ◆ Make titles a larger type size than body elements
- ◆ **emphasize** important statements or words with **bold (best)** or *italic* (or larger size or different fonts).
- ◆ Drawings and symbols should be bold

# Choose Color Carefully

- ◆ Use the same color consistently throughout the presentation
- ◆ Use light letters on a dark background

# Colors

- ◆ Avoid placing saturated primary colors (red, green or blue) adjacent to each other.
- ◆ They may create a third color where the two colors meet.





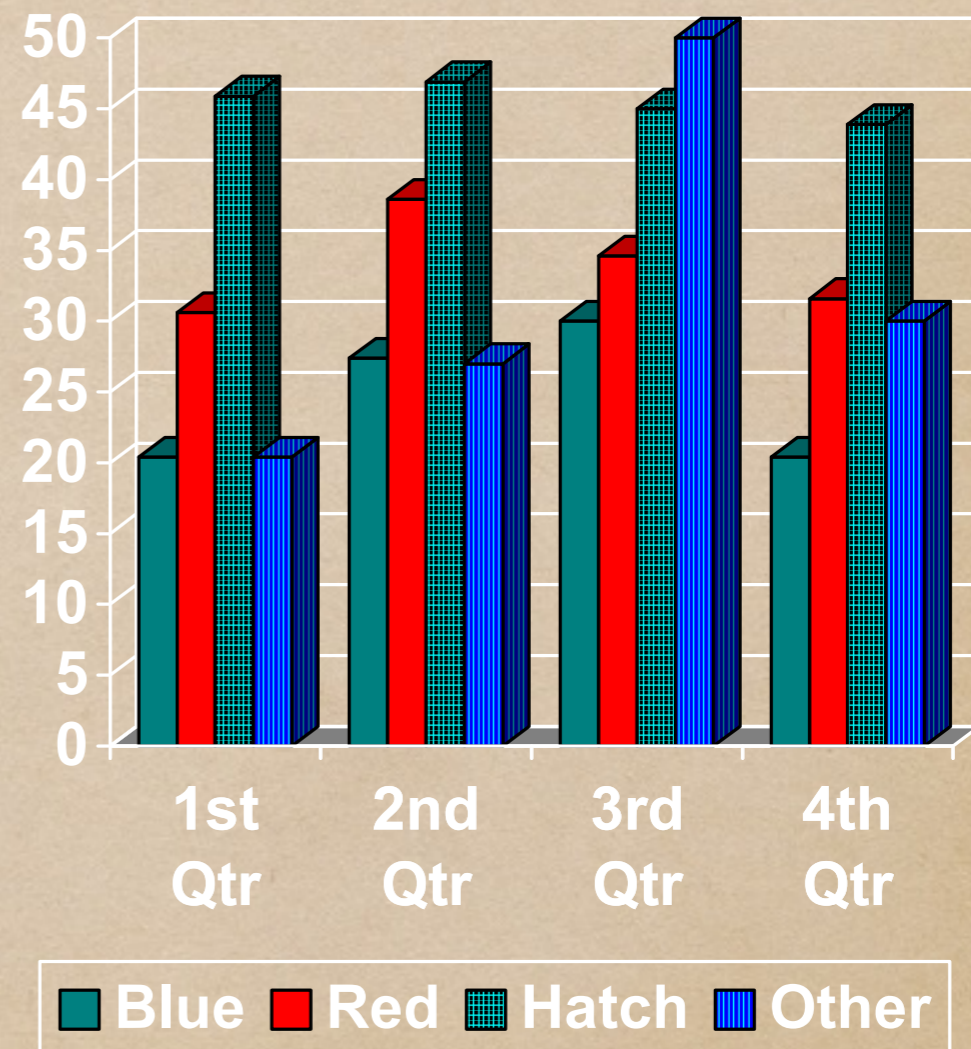
# Colors

- ◆ Beware of colors that the color-blind don't distinguish



# Use Solid Colors

- ◆ Solid colors convey a clear bold message.  
(Patterns cause confusion.)



# Your Slides are Not Everything

- ◆ Your slides are a focus for your presentation
- ◆ Your presentation is not a replacement for the paper
- ◆ You present your ideas with slides to focus interest on what **you** think is **important**

# You can't stop talking

- ◆ **Recall:** You cannot start talking until the audience has finished reading
- ◆ **But:** You can't stop talking
- ◆ **So:** You end up reading your slide to the audience.
- ◆ **Which is:** Really, really annoying

# Use Simple Tables to Present Numbers

	Use Tables	For Your Numbers	But Not too Many
This row	10	90	100
This row	0.6	0.4	1
This row	1	2	3
That row	1	2	3

Try not to make footnotes too small

# Aids

- ◆ Not too many
- ◆ Not too much
- ◆ Don't hide
- ◆ Overlays
- ◆ Color
- ◆ Pictures
- ◆ Microphone
- ◆ Laser pointer

# Pictures and Words

- ◆ Reasoning is done well verbally
- ◆ Visuals hold one's attention,
  - ◆ so illustrate, clarify, restate, explain, and interpret with transparencies
- ◆ *ears and eyes are indeed different*

# Unwelcome Items

- ◆ Tables - Use charts and graphs
- ◆ Reading - the *audience* can read
- ◆ Distractions - speaker or visuals
- ◆ Conflicts - coordinate verbal with visual
- ◆ Logos - advertising irritates

◆ *as with cliches, avoid like the plague*



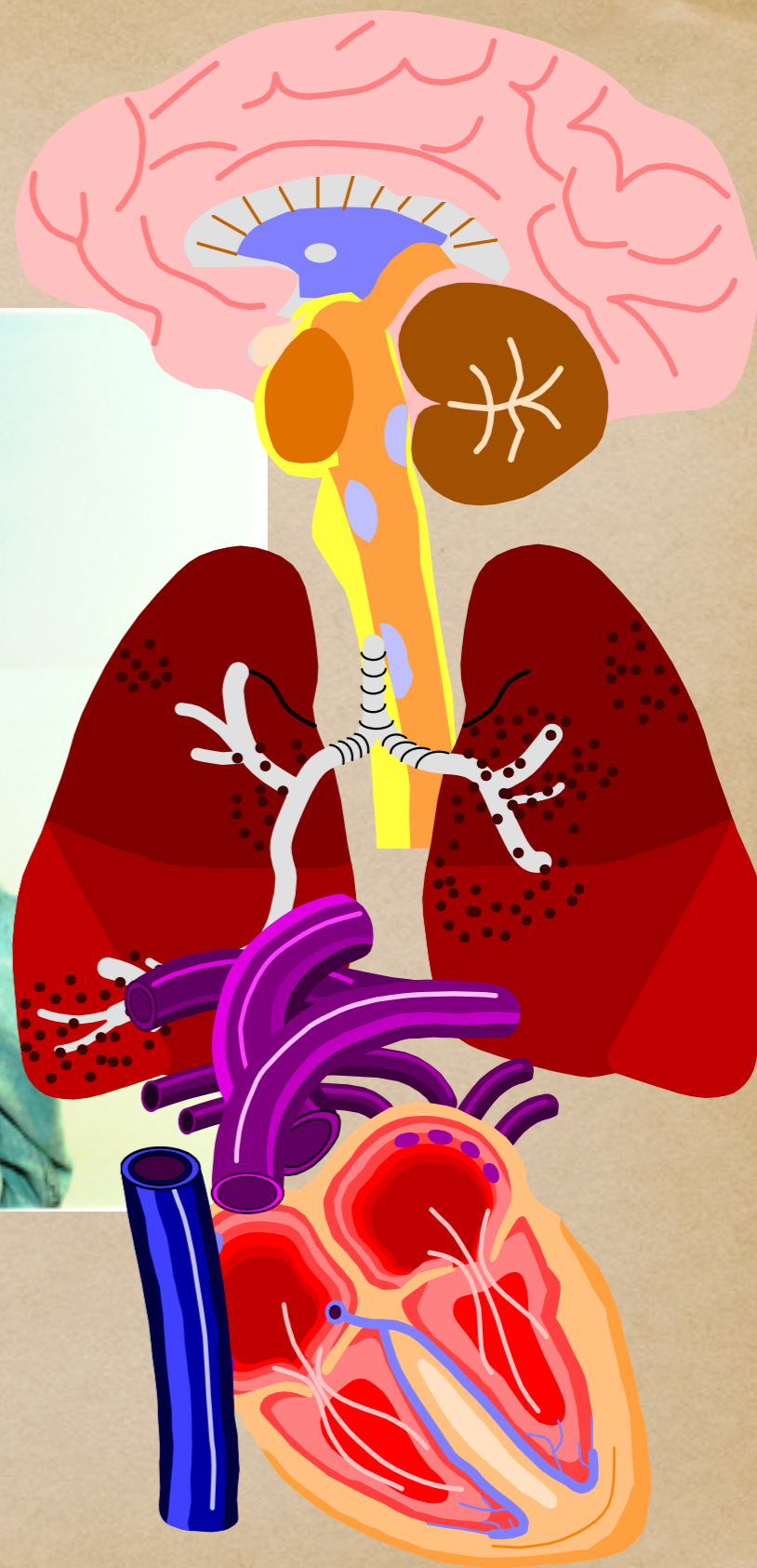
# Qualities to Strive for

- ◆ Content - no smiley faces, etc.
  - ◆ Simplicity - one major point each
  - ◆ Little clutter - no more than 8 lines
  - ◆ No distractions - few colors and fonts
- ◆ *make it easy for the audience*

# How Visuals Excel

- ◆ Abstractions: trends, comparisons, proportions, diagrams, flow
- ◆ Numbers/equations
  - ◆ *make points clearly and quickly*

# Pictures



[http://www.ted.com/talks/hans\\_rosling\\_shows\\_the\\_best\\_stats\\_you\\_ve\\_ever\\_seen.html](http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen.html)