Presentations:
Improving
your presentations

Software Used

PowerPoint 2013   *Excel 2013*   *Windows 7*

Files Used

```
OPENING_512kb.mp4
SayCheese.mpg
Whatever_You_Say_Say_Nothing_a_Seamus_Heaney_poem_64kb.mp3
exercises.pptx
```

Revision Information

Version	Date	Author	Changes made
1.0	July 2007	Dave Baker	Created
2.0	Aug 2009	Dave Baker	Update to Ppt2007
3.0	Aug 2011	Dave Baker	Update to Ppt2010
3.1	Sep 2013	Dave Baker	Updates to exercises
3.2	Aug 2014	Dave Baker	Adapt exercises to BYOP
4.0	Oct 2015	Dave Baker	Major rewrite
4.0a	Oct 2016	Dave Baker	Minor updates
4.0b	Jan 2017	Dave Baker	Rebranding

Copyright

Acknowledgements

Whatever_You_Say_Say_Nothing_a_Seamus_Heaney_poem_64kb.mp3
From the Internet Archive (www.archive.org) and is by John Mackenzie. It is made available under Creative Commons licence: Attribution, Non-Commercial, No-Derivatives

OPENING_512kb.mp4
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SayCheese.mpg
From the Internet Archive at www.archive.org
The video is Copyright of Derek Flood, who has given his kind permission for it to be used for this course only and only by members of Oxford University. More information about Derek Flood's work is at www.sharktacos.com

Contents

1   Introduction

This workshop is not about the 'How' of using your preferred presentation software – I can point you at resources which will tell you that, and you will probably reach for Google any way (other search engines are available).

Instead, we will focus on the presentation journey: how we might approach the construction of a slide presentation from a vague idea through to a set of polished slides. The emphasis will be on those slides helping our audience understand our arguments rather than being a collection of bullet points to remind us what to say.

Our journey is in four parts:
- Preparation: planning what we want to include and how we will structure our argument(s)
- Sourcing our content
- Designing our slides
- Delivery

The presentation that supports this workshop was developed using PowerPoint 2013, but the ideas covered can be implemented in any of the common presentation tools. As you read through the following sections, refer to the slides in the accompanying presentation which give examples of some of the issues discussed.

As part of this workshop I encourage you to revisit slides that you have created in your own presentations. You can also work through the 'exercises' in the supplied *exercises.pptx* presentation. These exercises are not presented as step-by-step instructions, but rather as suggestions and activities for you to explore and 'learn by doing'. Your workshop leader will point you in the right direction if you

2 Preparation

You shouldn't underestimate the amount of time you need to set aside to the preparation stage of your presentation, especially if this presentation is completely fresh and can't draw on existing slides. On the positive side, spending this time will make it less likely that you get partway through the project only to decide that you have travelled in the wrong direction and have to start again!

As a rule of thumb, for a one hour presentation on a topic that I know, but which I need to create from scratch, I usually allow one day –your mileage will vary. However, I spread that time over several days, on occasion over several weeks! I find that this 'slow burn' preparation, with the unconscious thinking time it allows, gives me presentations that I am much more comfortable with than those rushed against an imminent deadline.

2.1. Content

In an area you are familiar with you will have more to say than you have time for; the difficult part is deciding what to omit. However, the most effective presentations leave your audience wanting more, and clearly signpost where more can be found.

Here are some suggestions that may help:
- Step away from your computer. Presentation software will force you to focus on individual slides before you have worked out what you need to include.
- Free associate, capturing all the ideas associated with the topic by using:
  - Paper and pencil, pen and sticky notes, marker and whiteboard, even chalk and blackboard to capture all your ideas about your topic
  or
  - A mind-mapping tool
- Write a short sentence that is the essence of your presentation. For example:
  - I will show you how the data for the compound X supports treatment Y
  - I will convince you that direction A is better than B or C
  - I will tell the story of P as she progressed through her role as Q in the C15th
  - I will tell you why I am the perfect fit for the position of Y
- Use your sentence to decide which topics to include and which to discard
- Group your topics and arrange them in a logical sequence
- Do something different, perhaps go for a walk! Revisiting your ideas after a break will often cause you to reconsider and improve your initial analysis

2.2. Decide the structure

You should now have a collection of topics, grouped and arranged in a logical sequence. The next challenge is to decide how you join those topics together in an engaging presentation – one that will support your key message.

There are many ways to structure a presentation, and you should find one that suits your own style. However, here are three suggestions:

The Teacher's Mantra
"Tell them what you'll tell them, tell them, tell them what you told them"

Every presentation has a start, middle and end, but the Teacher's Mantra applies this rigorously; it is well suited to a teaching session.

Start: Have an attention grabbing opening, perhaps a dynamic image; make it clear what you will be covering, and how you will do so

Middle: Present each topic, taking care to review the topic before moving to the next

End: Summarise the topics as a whole; clearly state the key message; bring the session to a close

Tell a story

Garr Reynolds is the author of Presentation Zen, a guide to creating presentations using two key principles of Zen: simplicity and clarity. Garr tours the world advising major corporations and institutions on their communications, and when he can he calls in to Oxford. The key message of his one hour presentation he gives us is this: if you want to engage with an audience, tell a story.

There are many story structures, but the one that fits many presentations, especially those for research projects, is 'climbing the mountain". This divides your story into five parts:

Context: Where is this message situated?

Conflict What is the problem to be solved?

Climax How did you solve the problem?

Closure What where the lessons learned?

Conclusion What is the key message?

Tell it like it is

In every endeavour there are challenges, choices and outcomes, and basing your presentation on a pattern that resonates with your audience will help them understand your message. This structure can work well for business and financial messages.

Challenges: What is it that we need to address?

Choices: What are the options, and how do those options compare? Which option was chosen?

Outcomes: Did we succeed? What is the key message?

3   Sourcing content

You have your topics, you have your structure, only now is it time to approach your chosen presentation application.

Work through your plan and create placeholder slides for each topic. My approach is to put text on each slide briefly describing what I want to cover at that point in the presentation. Let's be clear, this is NOT the text that will be displayed – the text will be replaced with whatever will help me get my ideas across. This could be an image, a media clip, some data, a graphic or, if appropriate, carefully considered text. Here are some suggestions:

3.1. Images

A presentation tool should be viewed as a medium for displaying images supported by text, rather than text supported by images. However, finding an image that fits your message can be time consuming – you should always be on the lookout for examples which might prove useful in the future. If possible, create your own – an audience will appreciate images that are yours and relevant, and forgive you for any technical failings!

Always make sure you have permission to use an image, and you appropriately acknowledge the source. Wherever I can, I use images released under a suitable Creative Commons licence. Creative Commons is a licencing scheme that allows re-use provided the given conditions are observed. More information about Creative Commons can be found at www.creativecommons.org.

Here are some places where you can find Creative Commons images:

www.flickr.com. Flickr is an image sharing web site. Not all images in Flickr are available under a Creative Commons licence; the search feature allows you to discover images that are. Some research institutions share their images through Flickr.

www.morguefile.com. These images are reusable, even without acknowledgement, but they tend to be of variable quality.

www.openclipart.org. Clipart used to be commonplace and misused in presentations as arbitrary decoration. However, the advantage of this type of image is that its vector format means that quality is maintained no matter how you resize the image on the slide, so if you can find good quality, relevant, clipart it is very flexible.

www.google.com. You can search for images labelled as Creative Commons.

www.wikimedia.org. All images used in Wikipedia are available in Wikimedia under a Creative Commons, or equivalent, licence.

There are other image libraries worth considering:

Government sites, such as the USA's www.nasa.gov, often have images that have been placed in the public domain, i.e. can be used freely without conditions attached.

The University pays for access to image libraries such as www.artstor.org and www.bridgemaneducation.com. Images found here often have quite specific usage conditions attached, not all of which allow use in presentations for all forums, so check carefully. Access to these libraries is managed through the libraries OxLIP+ system, and a librarian will always be willing to advise you.

Commercial stock image sites such as www.dreamstime.com and www.istockphoto.com have fantastic images and great search tools, but you have to pay to use the images you find. On the positive side, you can usually find an appropriate image more quickly, and often the cost is not great.

When using images:

- Always obtain the highest resolution images you can. Resizing bit-mapped images (the type from cameras, scanners and most image libraries) can produce less than ideal results. The higher the resolution, the larger you can make an image on your slide. Of course high resolution images make for a large presentation file, but most software will optimise your images to reduce file size.
- Keep a copy of the original image. If your presentation application optimises your image, you may want to go back to the original at some time in the future.
- Consider using an image cataloguing tool if you will be building a large image collection; this will make it much easier to track down an image that you know you have – somewhere.

and, most importantly

- Be bold when using images in a presentation. An image that fills the slide makes a bigger impact than one that looks like a postage stamp!

3.2. Media

By media I mean audio and video. I try and restrict media to under two minutes at a time, and to no more than three extracts in total. It would be counterproductive to include long video and/or audio excerpts in a presentation – the audience wants to see and hear you – but used wisely, media can be useful.

It is easy to record your own media – many smartphones can produce acceptable quality – although attending a short workshop on media creation can significantly improve its effectiveness; the IT Learning Programme runs these every term.

Inserting media in a presentation is no more difficult than inserting an image. Here are some suggestions to help you:

- There are three ways media is incorporated in a presentation:
  - o Embedded. The media clip becomes part of the presentation file. Media files are large and so this method significantly increases the size of the presentation.
  - o Linked. A placeholder is created in the slide, and the presentation holds a link to where the clip is stored. When the clip is needed (i.e. the slide is displayed), the presentation software fetches the media file. If you move the presentation (perhaps to a different computer) the link between presentation and media is broken. Good practice is to put the media in the same folder as the presentation before you use it – you then always move/copy the entire folder and not just the presentation in order to preserve the link.
  - o Online Referenced (confusingly, this is also sometimes referred to as embedding/linking). The media is online, often in a service such as YouTube, and a reference (link) is made to that online copy. Again there is a placeholder in which the video is displayed when needed. Of course, this requires an internet connection during the presentation.

- Presentation software usually relies on other applications installed on the computer in order to play media. The fact that media plays back correctly on your computer does not mean that all will be well when you use a different computer. Take your own computer, or allow time to test (and resolve issues) on the presentation venue's computer.
- There are many different media formats, but only a subset of these will be supported by your combination of presentation software and computer. If the media that you want to use is not supported, it is sometimes possible to convert it to one that is. Two programs that are useful are Audacity for audio (www.audacityteam.org) and Handbrake for video (www.handbrake.fr); these are both free and available for Windows and Mac OSX. Most modern presentation tools support mp3 (audio) and mp4 (video) formats, and these are the formats to try first if you have problems.
- Most presentation software allows some basic editing of media, for example trimming the start and end. You can also pause, fast forward and rewind during the presentation.
- If you are using video, and the quality is good enough, make it fill as much of the slide as possible. If any of the slide background remains visible, you will find that making that background dark (black or dark grey) will enhance the visibility of the video.
- If you are using audio, fill the screen with a relevant image to give your audience something to look at (other than you!)
- Venues will necessarily enable you to connect your computer to a projector, but it isn't always possible to connect to a sound system. Check ahead of time.
- If you need to use other people's media, you must ensure that the copyright allows this. Media is sometimes released under Creative Commons, and many image libraries also contain video and audio clips.

3.3. Data

You will be the best judge of the data you should use in your presentation to support your key message. It is not usually a good idea to present that data as a table that will only briefly be displayed to the audience. Instead, consider carefully how the data can be presented visually – perhaps as a graph. You should also look for opportunities to animate your data, particularly if it is time-based.

3.4. Graphics

There are a number of tools that you can use to produce data visualisations – you are probably familiar with some of them. The IT Learning Programme provides talks and courses on some of these tools, and other tools and techniques are covered in online video courses available through the university's subscription to lynda.com (http://courses.it.ox.ac.uk/lynda).

Although you may have access to more sophisticated and specialised tools, you shouldn't dismiss using a spreadsheet to create graphs; import of data into a spreadsheet is easy (e.g. as CSV files), and many common graph types are supported. The key advantage is that the graphs produced can be copied/pasted from the spreadsheet into a slide in a scalable (vector) format. This is especially easy using a combination of Excel and PowerPoint. It is also very straightforward to animate Excel charts in PowerPoint.

When exporting your data visualisations, either as images or video, bear in mind the recommendations that we have already discussed about using these in slides.

In particular, export your images in vector format or in high resolution, and for video use the mp4 format.

Always make your graphics as large as you can on your slides, and if you can use a colour scheme in keeping with the theme of your presentation, the graphics will look very professional!

3.5. Text

Presentation tools are not great at handling text; wherever possible you should use images and graphics, supported by a minimum of text. There may be times, however, when you need to put a substantial block of text in front of your audience.

The absolute limit to how much text you can get on to a screen is governed by the minimum font size that is readable by your audience, but before you reach that limit you will already have too much!

We cover strategies for managing blocks of text on a slide in a later section, however bear in mind when collecting your content that the opportunities for effectively using large amounts of text are limited if you want an effective presentation.

4 Designing

You should now have a plan of your presentation, perhaps as a series of slides with text notes on them, and the content that will feature on each one. It is time to think how best to arrange that content on each slide.

4.1. Learn from the art world

There are many techniques from the world of art and design that we could use in slide design. Perhaps the most useful, and simplest to apply, is the 'Rule of Thirds'. Dividing a canvas – that is your slide – into three equal rows and three equal columns, gives four focal points. You can use these rows, columns and foci to help you decide how to arrange objects on your slide in a more interesting and engaging way than simply aligning with an edge or the middle.

Closely related to the 'Rule of Thirds' is the 'Rule of Odds'; an odd number of elements on a canvas is generally perceived as more dynamic than an even number.

4.2. Use a grid

Consistency in the layout of your slides will make them look more professional, and also help your audience find information that is common between slides. This suggests that we might benefit from using a design grid that is common across all of our slides.

Based on our 'Rule of Thirds', a 3x3 grid would work well, and indeed I find it does work for slides that have an aspect ratio of 4:3, the once standard shape for screens. Widescreen screens with aspect ratios of 16:9 or 16:10 aren't a good shape for this type of grid – the columns are then much wider than the rows are tall. After experimenting with a 5x5 grid (taking note of the 'Rule of Odds'), I have found that a compromise of 5x3 (5 columns, 3 rows) works well.

Many other grids are possible, and you may see these at work when you look at the layout of commercially designed brochures and magazines, so choose one that works for you. The important thing is that it is consistent throughout your presentation.

Most presentation software allows you to set up a grid (sometimes as a series of guidelines) that is 'sticky', i.e. as you move objects around the slide they snap to the nearest grid line or intersection making aligning to the grid quick and easy. The grid isn't displayed during the presentation, or when the slide is printed.

4.3. Avoid bullet points

Unfortunately, presentation applications make it all too easy to create bulleted slides. A typical scenario is that you are up against a deadline, sat in front of your computer, and you start to collect your ideas directly into the software as bulleted lists. The temptation is that you then turn these directly into slides. We have already discussed how important it is to design your presentation away from the computer.

These bulleted slides do have one advantage – they work well as speaker notes, a reminder of what you want to say. However they rarely help your audience understand your often complex arguments. Most presentation tools have a way that you can add speaker notes independently of the slides.

There is a further temptation to make the text in bulleted slides say everything. In some presentations, where the presenter essentially reads out the bullet points,

you wonder why you are there – you could have been sent the presentation and saved everyone a journey.

There are times when bullets are appropriate. For example they are very good at communicating sequence, priority or membership, but they are particularly poor at representing complex relationships. There are numerous case studies which have shown that the amount of information understood by an audience from a bulleted presentation is less than that from a more complex, graphic heavy, text light presentation, even when the words spoken were the same!

A bulleted list should be your last resort after dismissing all other ways that your arguments can be supported.

4.4. Using text

For some disciplines and some topics it is necessary to put a block of text in front of your audience. Factors that influence how much text you can present at one time include:

- the minimum font size that can be read by the audience
- the space on the slide you set aside for the text

and perhaps most importantly

- the amount of time you are willing to devote to the text being read

Studies have shown that reading out text that an audience can simultaneously read for themselves results in poorer retention of the message; this is called the 'redundancy Effect'. Here are possible strategies:

- Display the text on the slide and allow enough time for the audience to read it for themselves.
- Read the text aloud while displaying an appropriate image, perhaps superimposing key phrases on the image
- Play a recording of someone else reading the text aloud – a different voice in a long presentation can reenergise an audience – again while displaying a suitable image.
- Give the audience copies of the text, allow time for the text to be read, and display an appropriate image for the faster readers to look at while waiting for the others.

4.5. Choose your font

Fonts have character, as evidenced by the care with which commercial companies choose the font that represents them in their branding. Fonts can be formal, informal, technical, artistic, humorous, and sometimes unreadable.

The default font for your presentation software is usually perfectly adequate, but it is worth exploring the options available to you. Here are some guidelines:

- There is no consensus on whether a serif font (with flourishes on the characters) or a sans-serif font is more readable on slides; my preference is for sans-serif. What is important is that you are consistent in the font you use throughout the slides.
- Font size is important. It is unlikely that your audience will comfortably be able to read anything smaller than 20pt; bigger is generally better.
- One font is good, two fonts is acceptable providing they look very different; you might choose a serif font for headings and sans-serif for blocks of text. Three or more fonts is too many.
- By default, fonts are not contained within your presentation. If you take your presentation to a different computer, and your chosen font is not installed, your presentation software will choose a local font as a

substitute. Some tools, such as PowerPoint, enable you to embed fonts in the presentation.

4.6. Be colour aware

About 8% of males (although only 0.5% of females) are what is commonly called colour blind but is better described as colour vision deficient; colours and variations between colours are perceived differently to the majority of the population.

There are web-based tools which can simulate colour vision deficiency and it can be instructive to save some of your more colourful slides as images and check them with one of these tools. Search for 'colour blindness simulator' on the web, although http://www.vischeck.com/vischeck/ is a good place to start.

To be sure that everyone can benefit from your slides you should not rely solely on colour for understanding. For example, colours on graphs should be supplemented by very clear labelling and/or distinctive patterns and shapes.

As a bonus, by making life easier for those who have colour vision deficiency you are also creating slides that will generally work well when they are printed in black and white.

Within the constraint of being accessible to all, you should pay attention to the colour aesthetics of your slides. A uniform colour theme will give your slides a professional look, and can help your audience understand your slides if colours are used to consistently highlight similar content.

It would be unusual for more than three main colours be used in a theme, and more often only one or two. There are tools on the web which can help select colours that work well together and the best will also allow you to upload an image and extract the key colours from it (for example http://color.adobe.com). If the image is a central component of the presentation, using colours from it throughout your slides can be very effective.

4.7. Make charts presentation friendly

Charts and graphs that you create for print, for reports, papers and theses, are unlikely to be ideal for use in a presentation. Remember that a chart on a slide is likely to be displayed for only a short time, while a printed version can be explored at leisure. Therefore you need to make sure that your slide charts can be assimilated by your audience quickly – focusing on trends, patterns and outliers rather than close examination of individual data values.

To enable this quick interpretation, reduce the 'furniture' (for example tick marks and grid lines) surrounding the chart to the bare minimum, and use bold and/or contrasting colours, thick lines, and labels and data values that can be read easily. Charts can be particularly effective if you use the same colour scheme as for the rest of the presentation.

An advantage you have in a presentation tool is that you can animate your chart. This can be done in a number of ways:
- If you use the chart creation tools in the presentation application, you can use the animation features of the application to introduce data series 'on click'.
- You can create versions of the chart, perhaps showing the progression of data collection, and then superimpose one on another.
- In some analysis tools you can create animated versions of your data and save these in a video format compatible with your presentation tool.

- You could step outside the presentation tool at an appropriate point and display your data in another application – perhaps a web-based tool that allows you to interact with the data live. You would then step back into your presentation. This would involve having your data analysis application running behind your presentation and then using 'ALT+Tab' to bring it to the front.

4.8. Create your animations

Animations should not be used gratuitously just because you can – there should always be a purpose, and they should always add value to what you are saying. As soon as you introduce movement to your slides you will capture your audience's attention, so make the most of that moment of focus.

Simple animations are easy to add in most presentation applications, for example, you can take a bulleted list and quickly animate it to introduce one bullet item at a time. However, beware; many people find this 'spoon-feeding' of information irritating, and so use it judiciously.

The best presentation packages enable you to build a sequence of animations for one or more objects on a slide and use the animation effects to achieve sophisticated simulations of processes. Typically you will have four types of effect available:
- Entrance: Fade in, move in, blink, wipe, etc.
- Emphasis: Change size, change colour, flash, rotate, etc.
- Movement: Follow a predefined path, follow a custom path
- Exit: Fade out, move out, blink, wipe, etc.

And usually you can fine tune the above in terms of triggers (before or after another event), speed and direction, even introducing delays.

Here are some suggestions for good use of animation:
- Layer objects one on another and then animate each object in turn – move it elsewhere on the slide, or make it disappear or become partly transparent – to reveal extra detail or information in layers below.
- Make objects follow particular paths at particular times to simulate a process.
- Highlight components of a diagram, chart, or section of text as you describe them
- Rearrange objects on a slide to illustrate different options and groupings

4.9. Use transitions creatively

Animations happen within a slide, transitions happen between slides.

The default transition is usually a 'blink' – one slide is instantly replaced with another. This may be suitable for bullet point slides, but for the type of slides I am asking you to consider in this workshop, a fade produces a more comfortable effect for the audience. There are usually two types of fade available: a straightforward fade where one slide is replaced with another, quickly or more slowly. The second type is 'fade through black' where the slide fades to black before the next slide fades in.

Transitions can be used in ways other than as an aesthetic move from one slide to the next. Here are some suggestions:
- Simulate a zoom effect by having a larger (or smaller) version of an image on the next slide and fade from one to the other.

- Explore a large image, perhaps a map, by tiling cropped sections of the image across more than one slide and then using the 'push' effect to make it look as though you are panning across the whole picture.
- Create a long time line by extending it across more than one slide and use the push transition to scroll along the line. In most presentation tools transitions work in reverse too, so you can scroll back and forth along the line by going backwards and forwards between slides.

5 Delivery

Of course, a collection of slides is only one part of our presentation – some would say the least important part – and there are skills and personal qualities that contribute to a successful 'slide show'. In the time we have available, we will only briefly visit three aspects:

5.1. Practice

No one expects your presentation to be perfect, but they do expect it to be competently delivered in the time available. Running through your presentation at least once or twice serves two purposes:

- You become comfortable with the way you will deliver the topics and their sequence. This doesn't mean you need to memorise exactly what you will say – there is nothing wrong with having a set of notes to refer to – but you will come across as more confident if you don't have to continually look at your notes.
- You will be able to judge whether you can deliver the presentation in the time you have. It's unlikely you won't have enough content to fill the time, more likely you will have too much and have to rework some of your slides and topics. It is particularly bad manners to go over your allotted time; you should aim to fill about 90% of your time slot to allow for interruptions and perhaps the odd technical (or personal!) glitch. If you finish with time to spare you can take questions. Some experienced presenters keep one or two slides in reserve so that if there are no questions they can fill a few minutes expanding a little on a topic or two – or may be, if you can predict some of the questions, use the slides in your answers.

5.2. Deliver

A great place to watch accomplished presenters is http://www.ted.com. You shouldn't feel intimidated by their relaxed, professional approach – they have had lots of experience (and probably some coaching) – but you will be able to see how they stand and how they talk and you may pick up a few ideas.

If you would like more directed guidance on public speaking techniques you can explore the University's subscription to lynda.com at http://courses.it.ox.ac.uk/lynda, searching for 'presentation skills' and 'public speaking'.

It can be very revealing to watch yourself giving a presentation, so take advantage of opportunities to view recordings of your talk. Many departments at Oxford use the University's Replay lecture recording service.

5.3. Review

Although you will have invested a lot of time in preparing the presentation and, hopefully, everything went to plan and the audience reacted favourably, there will always be something to learn.

As I said above, if there is an audio or video recording available you should watch it – it is never a comfortable experience to see or hear yourself, but it can be quite revealing. You may notice mannerisms and speech patterns that you don't know you have and, once spotted, these are often easy to avoid.

Shortly after the session you should reflect on the experience:

- What went well?
- Went didn't go so well?

- What would work better next time?

Although you may not give the same presentation again, there will be slides that you are particularly proud of and which can be re-used again, so always keep copies of your presentations.

University of Oxford IT Services

6 And the point is?

Your audiences are interested in what you have to say, and you have a responsibility to get your message across in a structured, coherent and engaging way. Think back to all those bulleted, text heavy presentations that you have had to sit through – you can do better than that!

7 What next?

7.1. Image editing

Images are an important element of presentations. The IT Learning Centre runs a number of useful courses:

- Digital Imaging: These courses cover different aspects of finding using and adapting digital images.
- Multimedia: If you would like to create your own digital videos for inclusion in presentations, you may find it useful to attend one of our multi-media modules.

7.2. Course Clinic

The IT Learning Centre offers bookable course clinics where you can get pre- or post-course advice. Contact courses@it.ox.ac.uk to arrange one of these.

7.3. lynda.com

University members can access a huge library of online, video-based courses at lynda.com for FREE. These courses cover the use of most common applications and techniques, and much more besides.

You can get to lynda.com using your Single Sign On credentials at http://courses.it.ox.ac.uk/lynda

7.4. IT Services Help Centre

The Help Centre is a good place to get advice about any aspect of using computer software or hardware. You can contact the Help Centre on (2)73200 or by email on help@it.ox.ac.uk

Note that in the first instance you should approach your local IT officer in your college or department for help.

7.5. Downloadable course materials (WebLearn)

These course materials, plus the files you need to complete the exercises, are available as a course pack in the IT Learning Centre Portfolio at http://portfolio.it.ox.ac.uk – search for Presentations.

8 Further Reading

Alley, M., (2003), The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid, Springer, New York

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Presentations:
Improving your presentations

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iT Centre Learning

This session

Your teacher is	Dave Baker
	david.baker@it.ox.ac.uk
We finish at	
You should have	Some ideas!
You will have	Course handbook
	Slides

Your safety is important

Where is the fire exit?

Beware of hazards:
   Tripping over bags and coats

Please report any equipment faults to us

Let us know if you have any other concerns

Your comfort is important

The toilets are along the corridor outside the lecture rooms

The rest area is where you registered

The swivel seats are adjustable

You can adjust the monitors for height, tilt and brightness

I'd like to know
what this whole show
is all about
before it's out
Piet Hein

iT services — UNIVERSITY OF OXFORD

PowerPoint poisoning

Introduction

Planning

Gather ideas

Structure
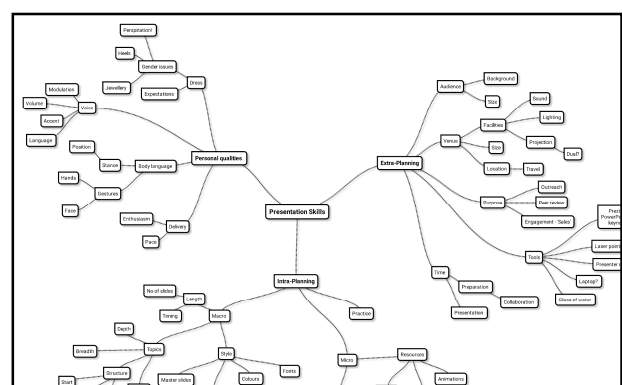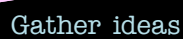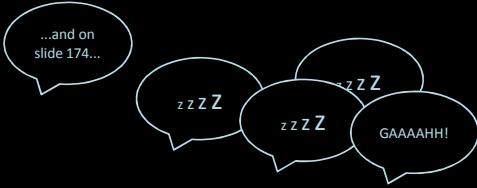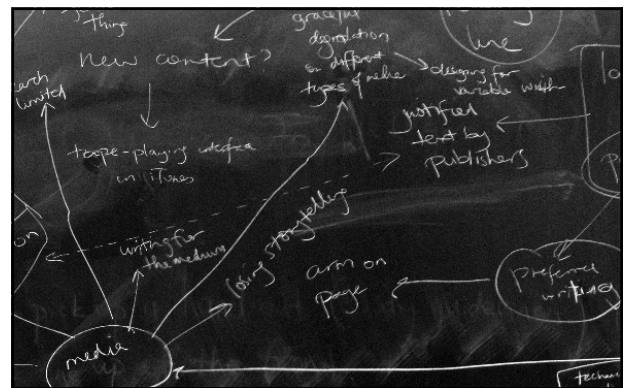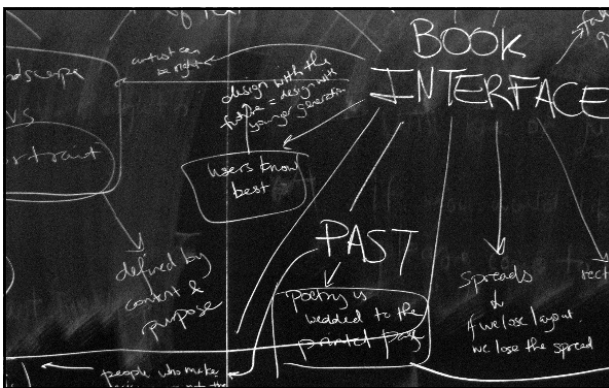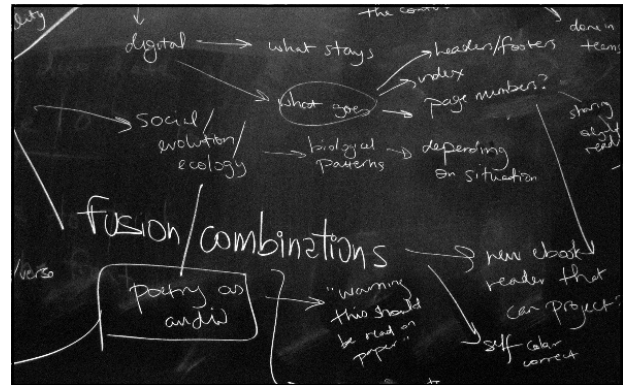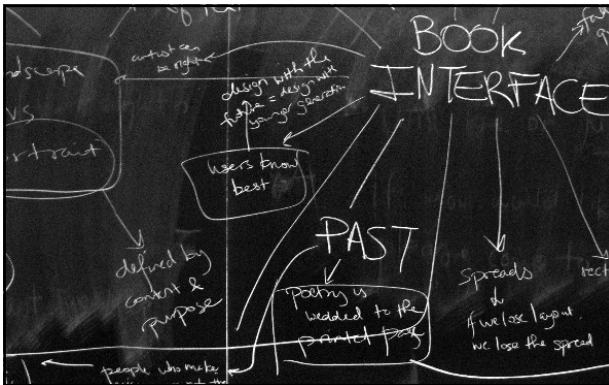
Start	Middle	End
opening objectives agenda	topic 1 summary topic 2 summary topic 3 summary	summary closing questions

Tell it like it is

plan ideas structure

source content graphics data images diagrams media text??

design is it art colours animations bullets fonts transitio friendly char grids

deliver practice review

Sourcing

Images

Climate Change

Climate Change

creative commons

stock image sites

iStockphoto   gettyimages   flickr

Media

You Tube

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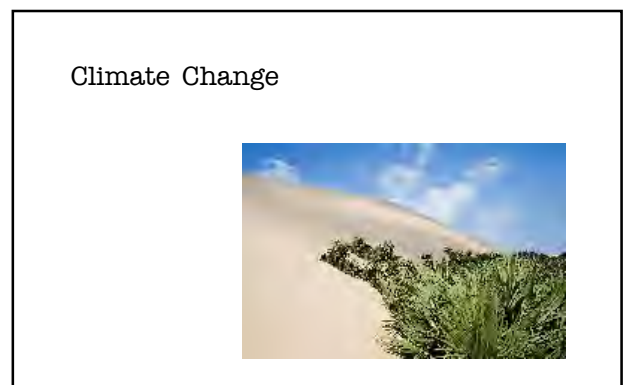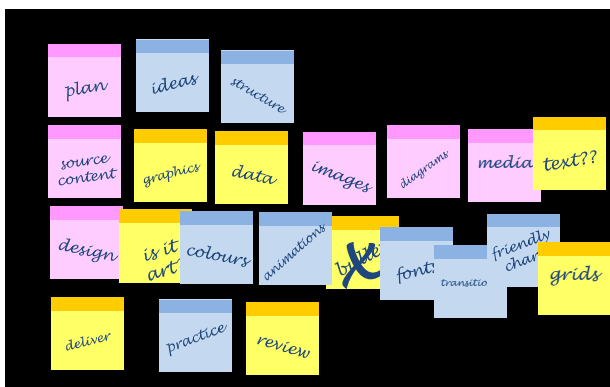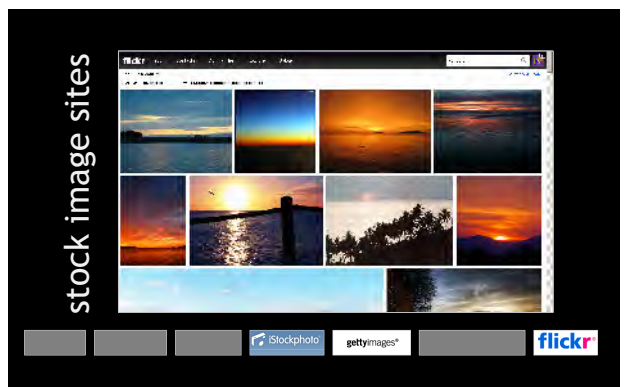
How not to be ignorant about the world
Hans and Ola Rosling
TED 2014

Video formats	
Windows Media	.asf
Windows Video	.avi
Movie	.mpg .mpeg
Adobe Flash Media	.swf
Windows Media Video	.wmv
MP4 Video	.mp4 .m4v .mov

Audio formats	
AIFF Audio	.aiff
AU Audio	.au
MIDI	.mid .midi
MP3 Audio	.mp3
Advanced Audio Coding	.m4a .mp4
Windows Audio	.wav
Windows Media Audio	.wma

Audacity   HandBrake

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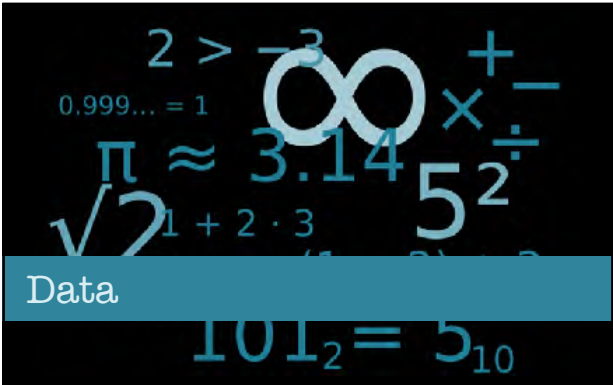
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1776	33.0	1801	56.7	1826	59.9	1851	122.0	1876	18.9
1777	154.2	1802	75.0	1827	83.0	1852	102.7	1877	20.7
1778	257.3	1803	71.8	1828	108.5	1853	74.1	1878	5.7
1779	209.8	1804	79.2	1829	115.2	1854	39.0	1879	10.0
1780	141.3	1805	70.3	1830	117.4	1855	12.7	1880	53.7
1781	113.5	1806	46.8	1831	80.8	1856	8.2	1881	90.5
1782	64.2	1807	16.8	1832	44.3	1857	43.4	1882	99.0
1783	38.0	1808	13.5	1833	13.4	1858	104.4	1883	106.1
1784	17.0	1809	4.2	1834	19.5	1859	178.3	1884	105.8
1785	40.2	1810	0.0	1835	85.8	1860	182.2	1885	86.3
1786	138.2	1811	2.3	1836	192.7	1861	146.6	1886	42.4
1787	220.0	1812	8.3	1837	227.3	1862	112.1	1887	21.8
1788	218.2	1813	20.3	1838	168.7	1863	83.5	1888	11.2
1789	196.8	1814	23.2	1839	143.0	1864	89.2	1889	10.4
1790	149.8	1815	59.0	1840	105.5	1865	57.8	1890	11.8
1791	111.0	1816	76.3	1841	63.3	1866	30.7	1891	59.5
1792	100.0	1817	68.3	1842	40.3	1867	13.9	1892	121.7
1793	78.2	1818	52.9	1843	18.1	1868	62.8	1893	142.0
1794	68.3	1819	38.5	1844	25.1	1869	123.6	1894	130.0
1795	35.5	1820	24.2	1845	65.8	1870	232.0	1895	106.6
1796	26.7	1821	9.2	1846	102.7	1871	185.3	1896	69.4
1797	10.7	1822	6.3	1847	166.3	1872	169.2	1897	43.8
1798	6.8	1823	2.2	1848	208.3	1873	110.1	1898	44.4

Yearly Mean Total Sunspot Number

Graphics

easel.ly

Create and share visual ideas

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Click on a template below to get started

Start fresh
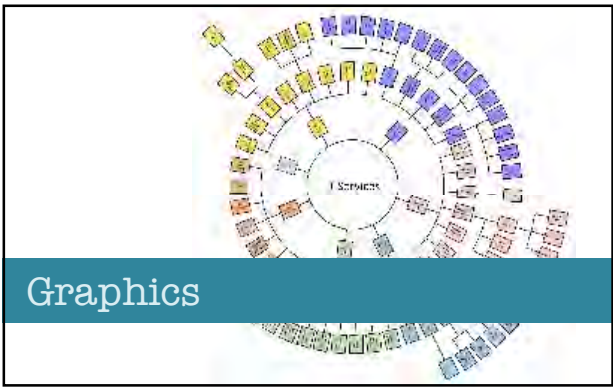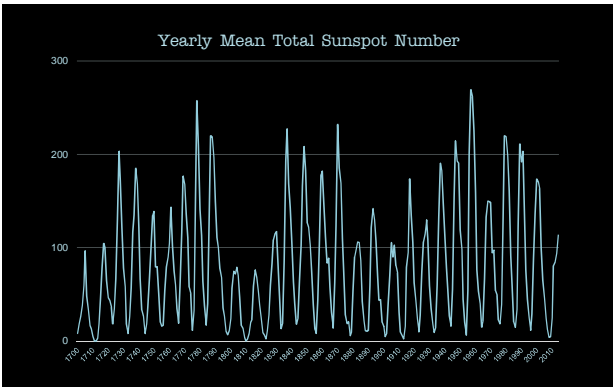
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Native	Office	Charts Drawings	Yes	Yes
Vector	Encapsulated Postscript Windows metafile	.eps .wmf	Yes	Limited
Image	Bitmap	.jpg .jpeg .png .tiff	No	No

Text

Beware!
PowerPoint is not text friendly!

Your turn!

Design

Learn from the world of art

1917

coyotes

coyotes

Rule of thirds

Rule of odds

Lorem ipsum

P

O

Phosphorus pentoxide P_4O_{10}

P O

Phosphorus pentoxide P_4O_{10}

Use a grid

Van Gogh Self Portraits

1887   1888   1889   1889

Van Gogh
Self portraits

1887

1888

1888

1889

1889
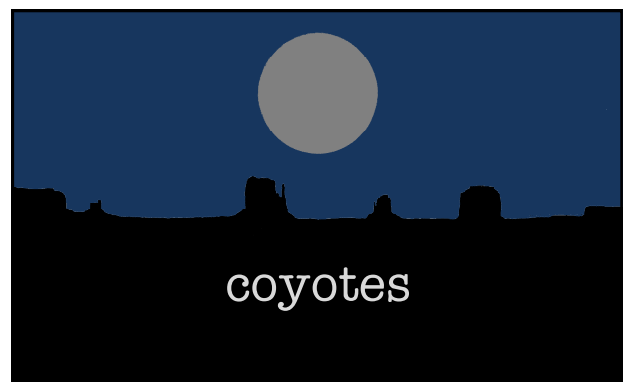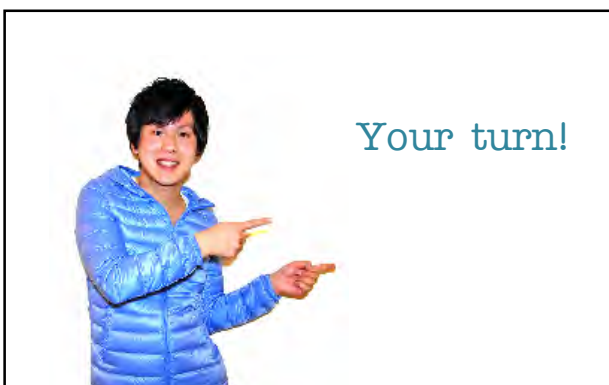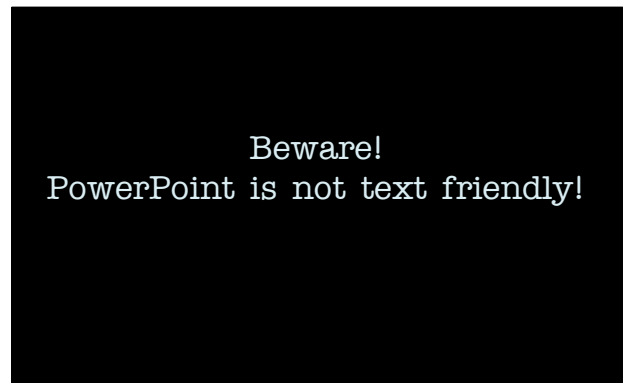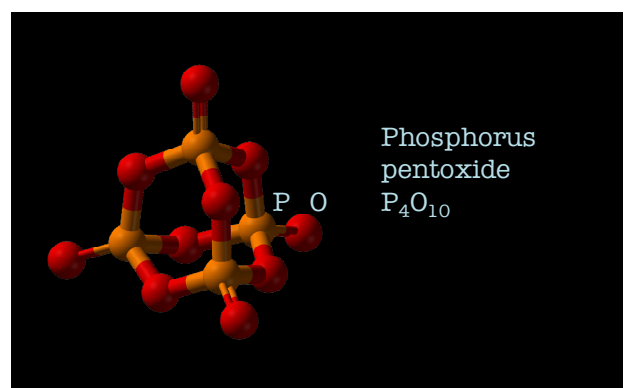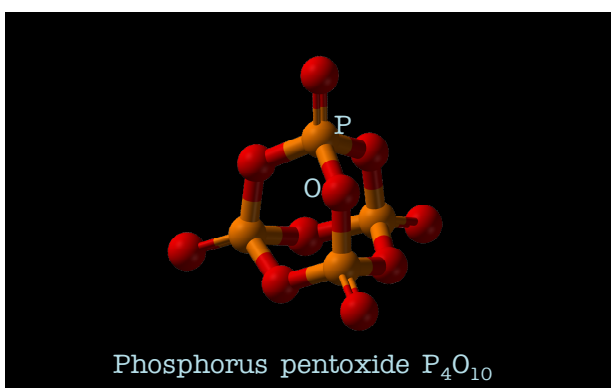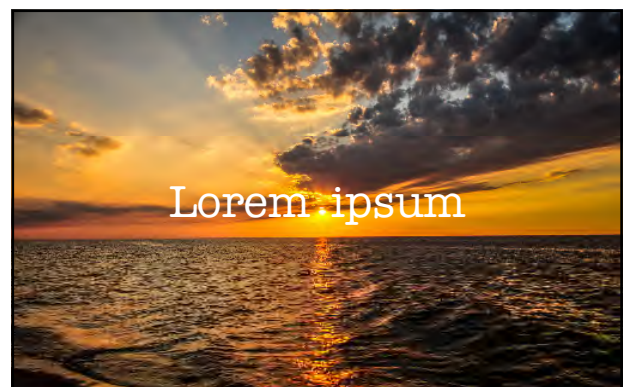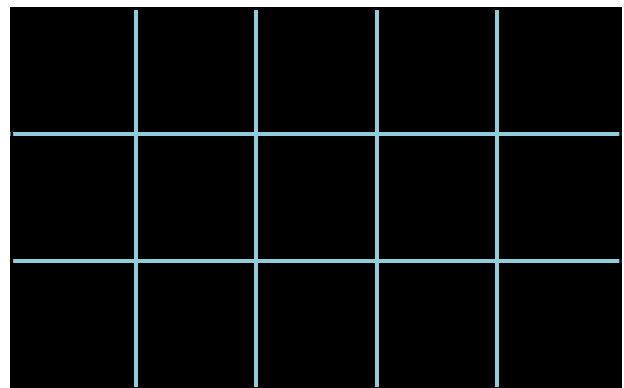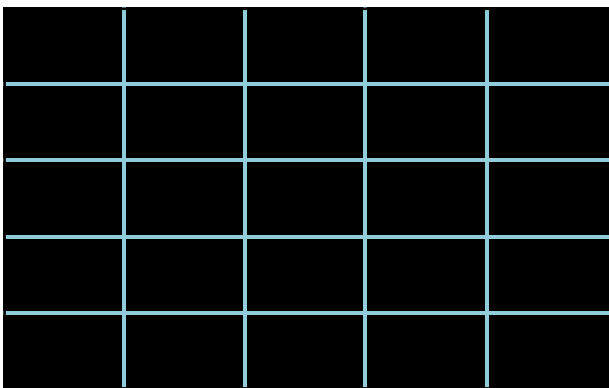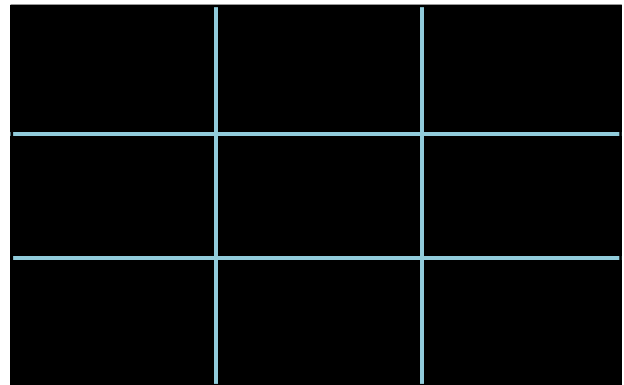
Avoid bullets

Sequence	those at the top of the list occur before those at the bottom
Priority	those at the top are more important than those at the bottom
Membership	these things all belong together

Decision making can be:
- Authoratative
- Individual
- Group

With extremes of:
- Tyranny
- Anarchy
- Mob rule

Decision making
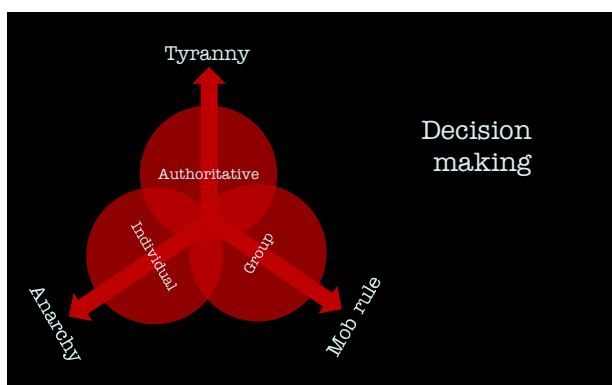
Edward Tufte

The Cognitive Style of PowerPoint

Pitching out corrupts within

Themes identified

$p < 0.05$

Traditional Sparse

Chris Atherton
Behavioural
Psychologist

Choose your font

Start Up
Tekton

Business
Trebuchet

Technical
Anita Semi-square
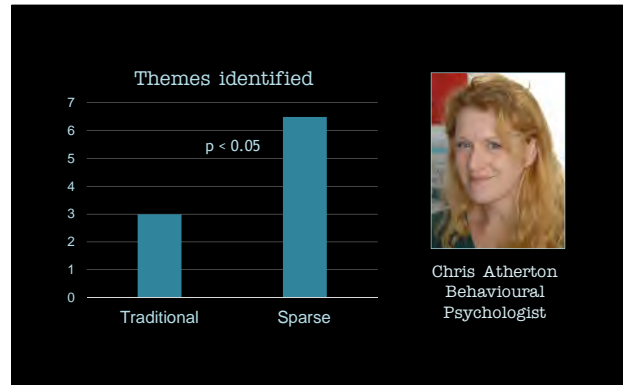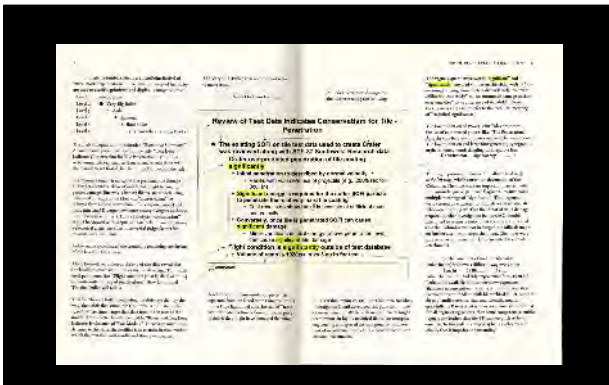
Artistic
Blackadder ITC

old n' quirky
Typewriter

Handwritten
Dashley Regular

HANDWRITTEN
DASHLEY REGULAR

ZSHC	60 point
HSKRN	40 point
CHKRVD	
HONSDCV	30 point
OKHDNRCS	
VHDNKUOSRC	20 point
HKGBEANOMPVESR	
	10 point

Manage your text

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Slide 1 (My default font at 14pt):

FOUR SCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH ON THIS CONTINENT A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE PROPOSITION THAT ALL MEN ARE CREATED EQUAL · NOW WE ARE ENGAGED IN A GREAT CIVIL WAR TESTING WHETHER THAT NATION OR ANY NATION SO CONCEIVED AND SO DEDICATED CAN LONG ENDURE · WE ARE MET ON A GREAT BATTLEFIELD OF THAT WAR · WE HAVE COME TO DEDICATE A PORTION OF THAT FIELD AS A FINAL RESTING PLACE FOR THOSE WHO HERE GAVE THEIR LIVES THAT THAT NATION MIGHT LIVE · IT IS ALTOGETHER FITTING AND PROPER THAT WE SHOULD DO THIS · BUT IN A LARGER SENSE WE CAN NOT DEDICATE–WE CAN NOT CONSECRATE–WE CAN NOT HALLOW–THIS GROUND · THE BRAVE MEN LIVING AND DEAD WHO STRUGGLED HERE HAVE CONSECRATED IT FAR ABOVE OUR POOR POWER TO ADD OR DETRACT · THE WORLD WILL LITTLE NOTE NOR LONG REMEMBER WHAT WE SAY HERE BUT IT CAN NEVER FORGET WHAT THEY DID HERE · IT IS FOR US THE LIVING RATHER TO BE DEDICATED HERE TO THE UNFINIS[...] HAVE THUS FAR SO NOBLY ADVANCE[...] DEDICATED TO THE GREAT TASK RE[...] HONORED DEAD WE TAKE INCREASED DEVOTION TO THAT CAUSE FOR WHICH THEY GAVE THE LAST FULL MEASURE OF DEVOTION–THAT WE HERE HIGHLY RESOLVE THAT THESE DEAD SHALL NOT HAVE DIED IN VAIN–THAT THIS NATION UNDER GOD SHALL HAVE A NEW BIRTH OF FREEDOM–AND THAT GOVERNMENT OF THE PEOPLE BY THE PEOPLE FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH ·
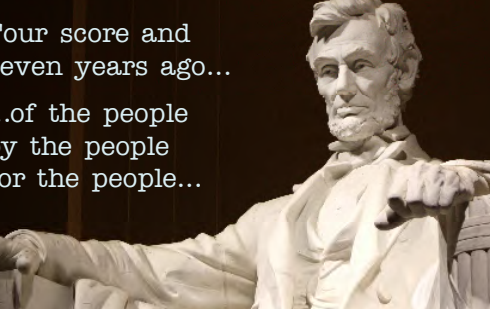
My default font at 14pt

Slide 2 (Trebuchet font at 14pt):

FOUR SCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH ON THIS CONTINENT A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE PROPOSITION THAT ALL MEN ARE CREATED EQUAL • NOW WE ARE ENGAGED IN A GREAT CIVIL WAR TESTING WHETHER THAT NATION OR ANY NATION SO CONCEIVED AND SO DEDICATED CAN LONG ENDURE • WE ARE MET ON A GREAT BATTLEFIELD OF THAT WAR • WE HAVE COME TO DEDICATE A PORTION OF THAT FIELD AS A FINAL RESTING PLACE FOR THOSE WHO HERE GAVE THEIR LIVES THAT THAT NATION MIGHT LIVE • IT IS ALTOGETHER FITTING AND PROPER THAT WE SHOULD DO THIS • BUT IN A LARGER SENSE WE CAN NOT DEDICATE–WE CAN NOT CONSECRATE–WE CAN NOT HALLOW–THIS GROUND • THE BRAVE MEN LIVING AND DEAD WHO STRUGGLED HERE HAVE CONSECRATED IT FAR ABOVE OUR POOR POWER TO ADD OR DETRACT • THE WORLD WILL LITTLE NOTE NOR LONG REMEMBER WHAT WE SAY HERE BUT IT CAN NEVER FORGET WHAT THEY DID HERE • IT IS FOR US THE LIVING RATHER TO BE DEDICATED HERE TO THE UNFINISHED WORK WHICH THEY WHO FOUGHT HERE HAVE THUS FAR SO NOBLY ADVANCED • IT IS RATHER FOR US TO BE HERE DEDICATED TO THE GREAT TASK REMAINING BEFORE US–THAT FROM THESE HONORED DEAD WE TAKE[...] THEY GAVE THE LAST FULL MEASURE OF DEVO[...] DEAD SHALL NOT HAVE DIED IN VAIN–THAT THI[...] FREEDOM–AND THAT GOVERNMENT OF THE PEOPLE BY THE PEOPLE FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH •

Trebuchet font at 14pt

Slide 3 (Trebuchet font at 17pt):

FOUR SCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH ON THIS CONTINENT A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE PROPOSITION THAT ALL MEN ARE CREATED EQUAL • NOW WE ARE ENGAGED IN A GREAT CIVIL WAR TESTING WHETHER THAT NATION OR ANY NATION SO CONCEIVED AND SO DEDICATED CAN LONG ENDURE • WE ARE MET ON A GREAT BATTLEFIELD OF THAT WAR • WE HAVE COME TO DEDICATE A PORTION OF THAT FIELD AS A FINAL RESTING PLACE FOR THOSE WHO HERE GAVE THEIR LIVES THAT THAT NATION MIGHT LIVE • IT IS ALTOGETHER FITTING AND PROPER THAT WE SHOULD DO THIS • BUT IN A LARGER SENSE WE CAN NOT DEDICATE–WE CAN NOT CONSECRATE–WE CAN NOT HALLOW–THIS GROUND • THE BRAVE MEN LIVING AND DEAD WHO STRUGGLED HERE HAVE CONSECRATED IT FAR ABOVE OUR POOR POWER TO ADD OR DETRACT • THE WORLD WILL LITTLE NOTE NOR LONG REMEMBER WHAT WE SAY HERE BUT IT CAN NEVER FORGET WHAT THEY DID HERE • IT IS FOR US THE LIVING RATHER TO BE DEDIC[...] THEY WHO FOUGHT HERE HAVE THUS FA[...] TO BE HERE DEDICATED TO THE GREAT TASK REMAINING BEFORE US–THAT FROM THESE HONORED DEAD WE TAKE INCREASED DEVOTION TO THAT CAUSE FOR WHICH THEY GAVE THE LAST FULL MEASURE OF DEVOTION–THAT WE HERE HIGHLY RESOLVE THAT THESE DEAD SHALL NOT HAVE DIED IN VAIN–THAT THIS NATION UNDER GOD SHALL HAVE A NEW BIRTH OF FREEDOM–AND THAT GOVERNMENT OF THE PEOPLE BY THE PEOPLE FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH •

Trebuchet font at 17pt

Slide 4 (Get rid of all capitals!):

Four score and seven years ago our fathers brought forth on this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal • Now we are engaged in a great civil war testing whether that nation or any nation so conceived and so dedicated can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But in a larger sense we can not dedicate, we cannot consecrate, we can not hallow, this ground. The brave men living and dead who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here but it can never forget what they did here. It is for us the living rather to be dedicated here to the unfinished work which they who fought here thus far[...] here dedicated to the great task remainin[...] we take increased devotion to that cause for which they gave the last full measure of devotion, that we here highly resolve that these dead shall not have died in vain, that this nation under God shall have a new birth of freedom, and that government of the people by the people for the people shall not perish from the Earth.

Get rid of all capitals!

Slide 5 (Trebuchet font at 19pt):

Four score and seven years ago our fathers brought forth on this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war testing whether that nation or any nation so conceived and so dedicated can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But in a larger sense we can not dedicate, we cannot consecrate, we can not hallow, this ground. The brave men living and dead who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here but it can never forget what they did h[...] It is for us the living rather to be dedicated here to the unfinished w[...] nobly advanced. It is rather for us to be here dedicated to the great task remaining before us, that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion, that we here highly resolve that these dead shall not have died in vain, that this nation under God shall have a new birth of freedom, and that government of the people by the people for the people shall not perish from the Earth.
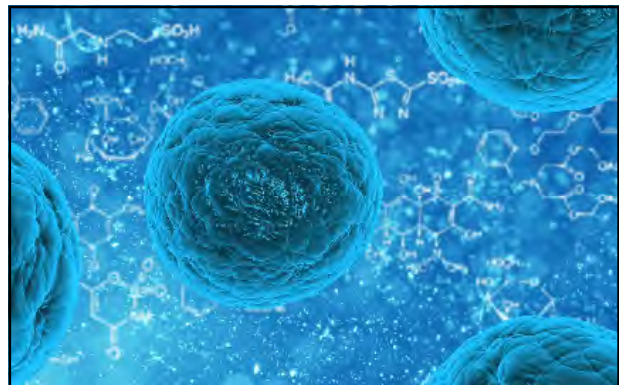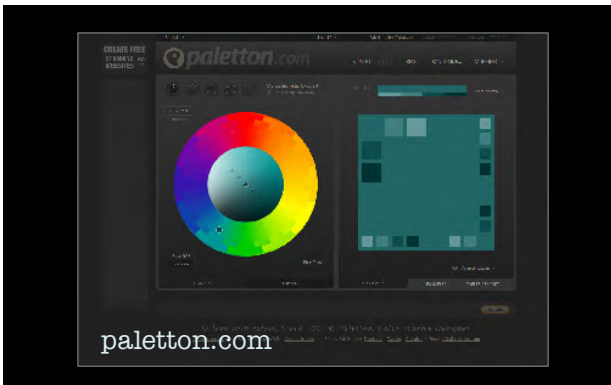
Trebuchet font at 19pt
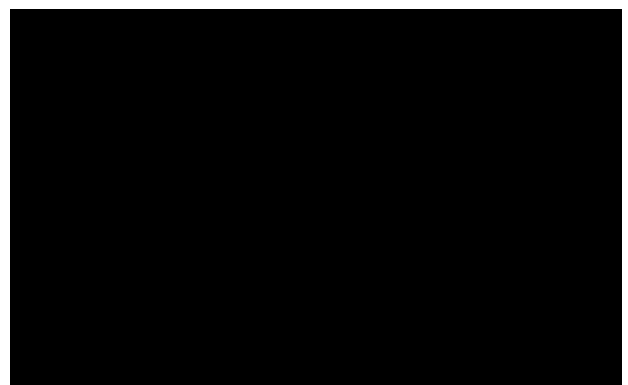
Slide 6:

Redundancy Effect
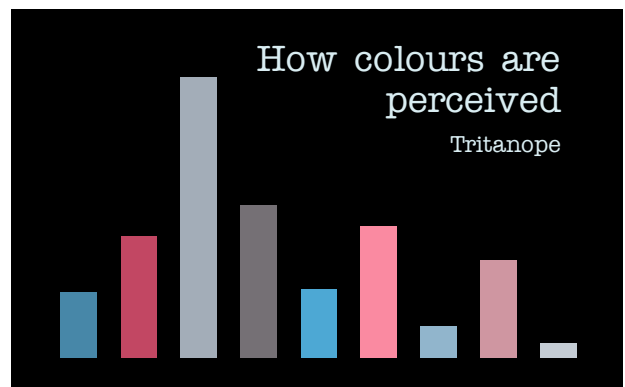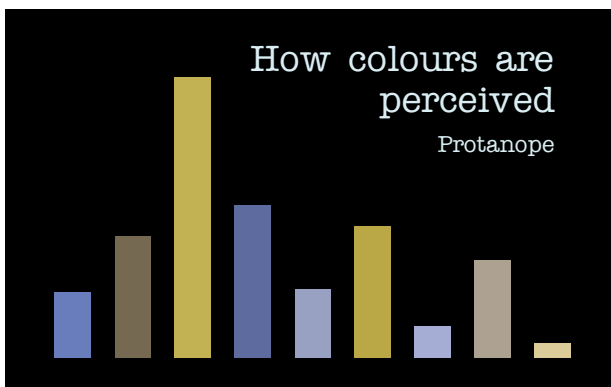
Aural + Visual Text = Less

Four score and
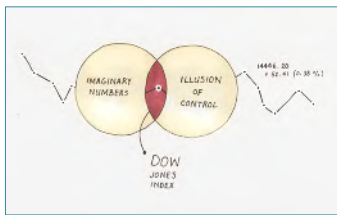seven years ago...

...of the people
by the people
for the people...
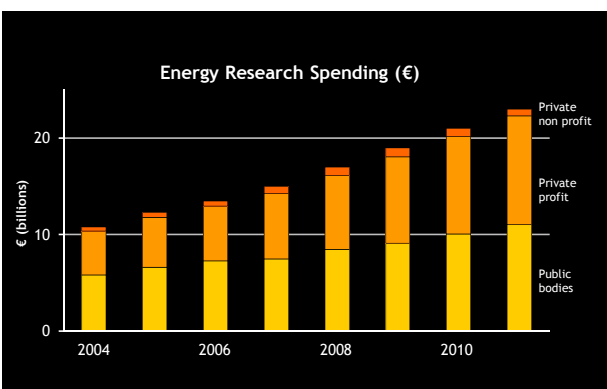
tinyurl.com/4scoreand7

Be colour aware

paletton.com

Vaccines in the 21st Century

Vaccines in the 21st Century

Vaccines
in the 21st Century

How colours are perceived

How colours are perceived
Deuteranope
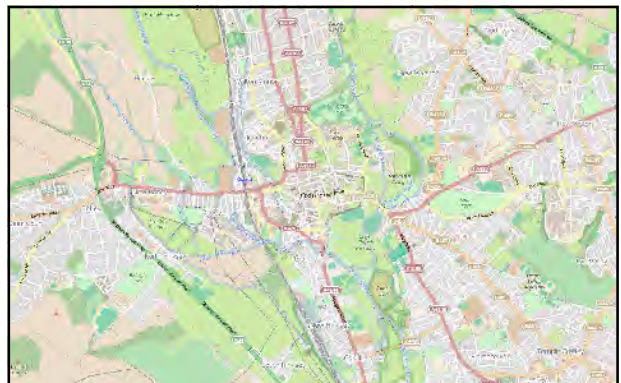
How colours are perceived
Protanope

How colours are perceived
Tritanope

How colours are printed

Presentation friendly charts

Create your animations
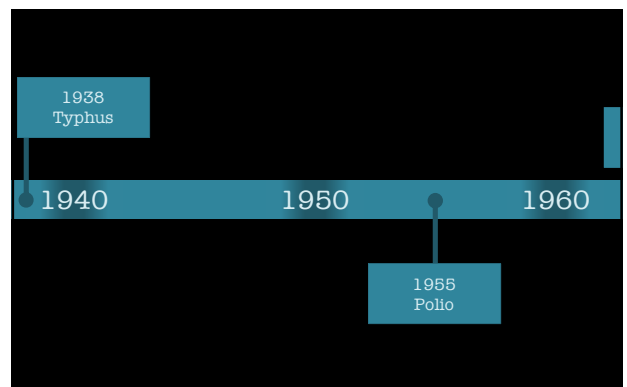
Eyepiece

Prism
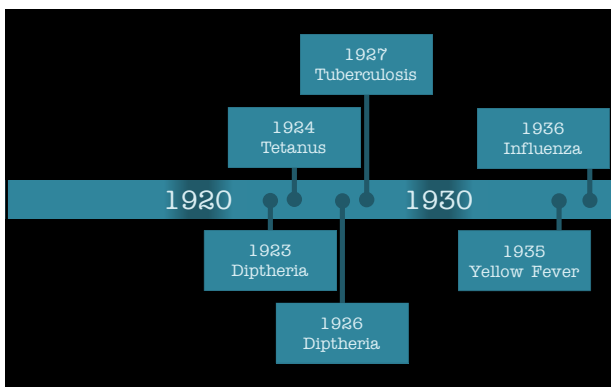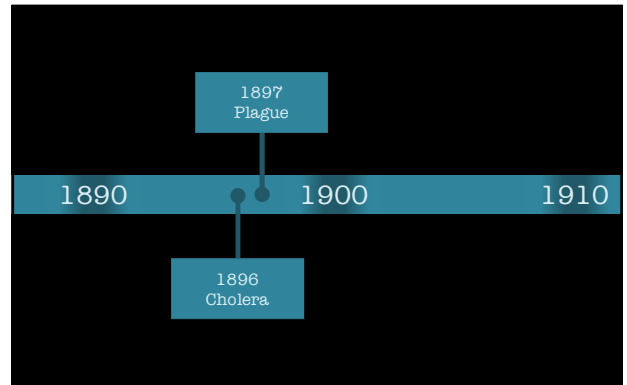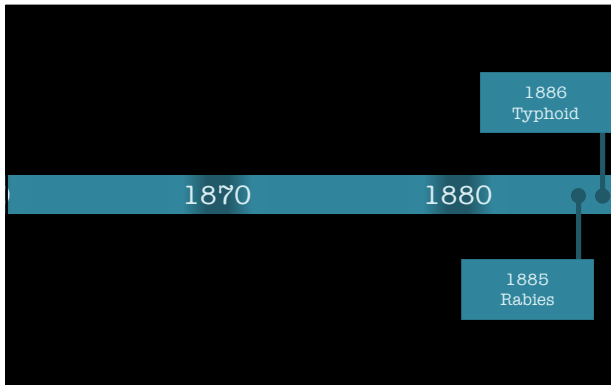
Objective

Use transitions creatively
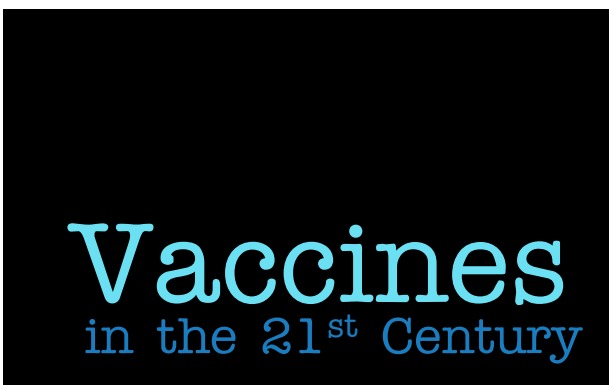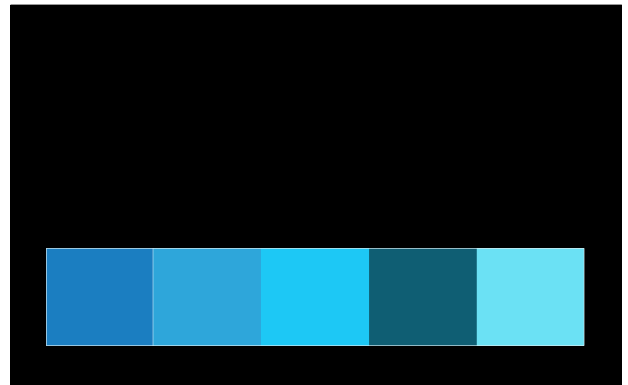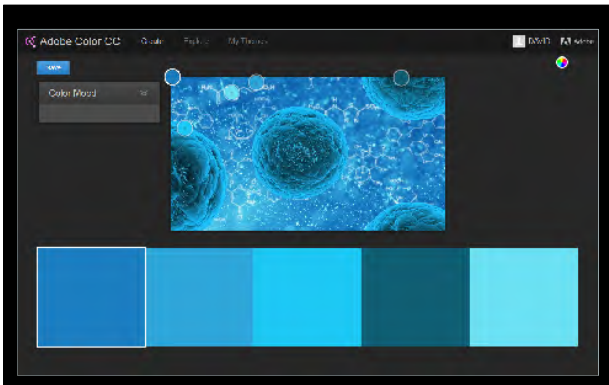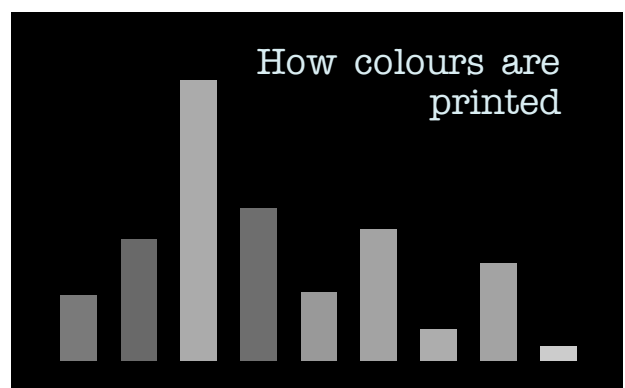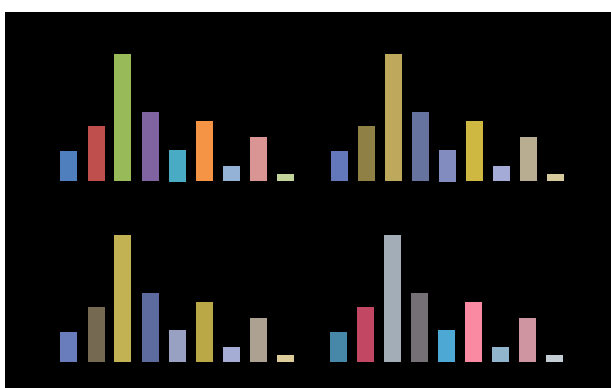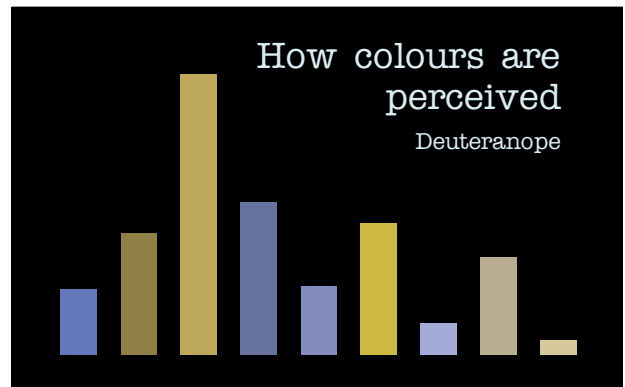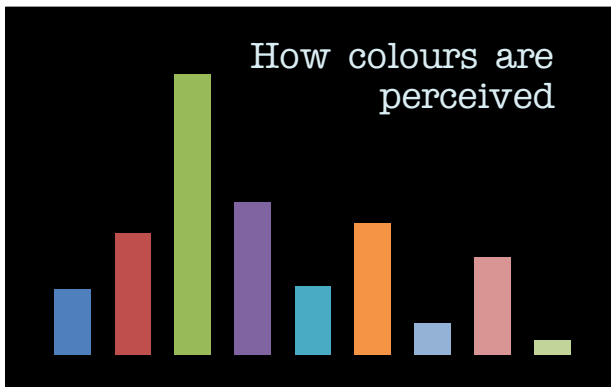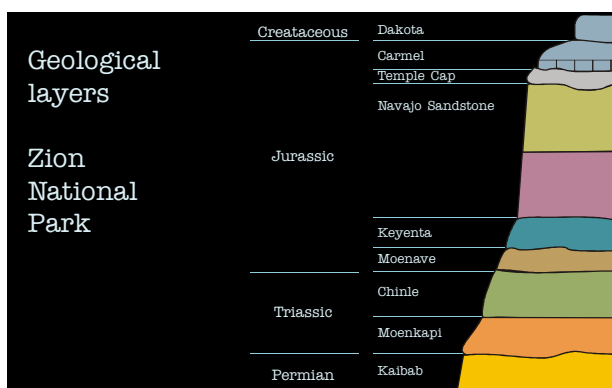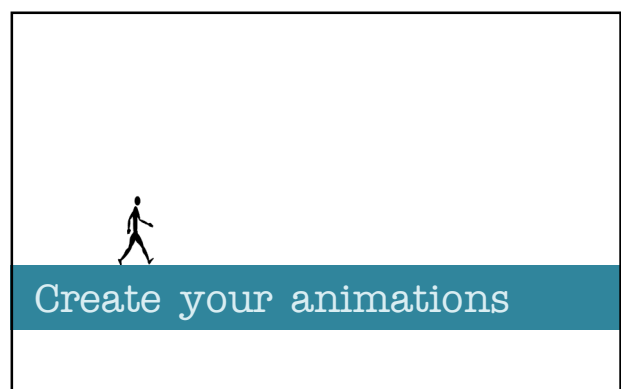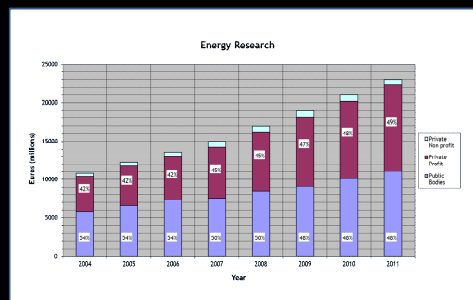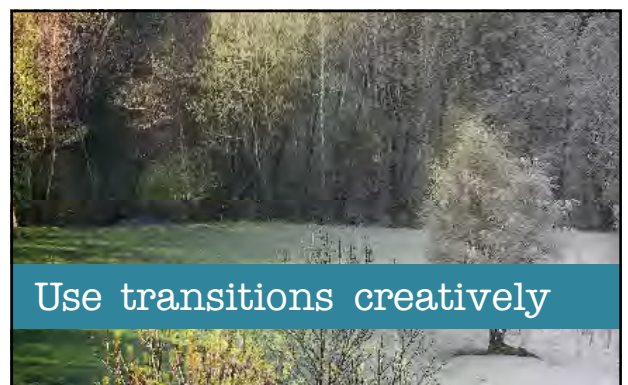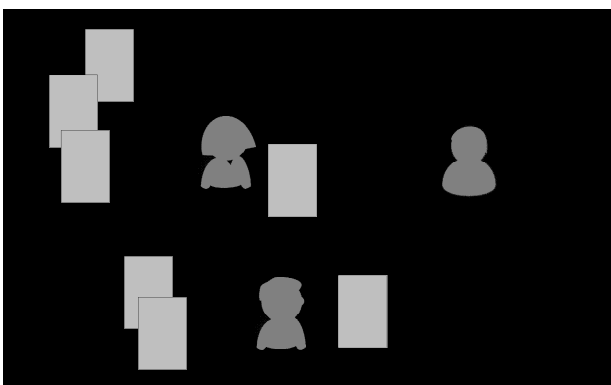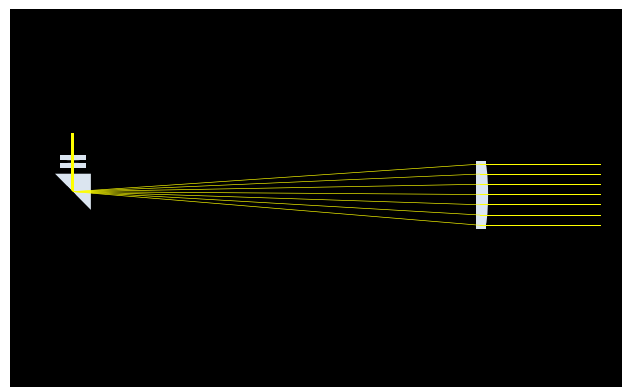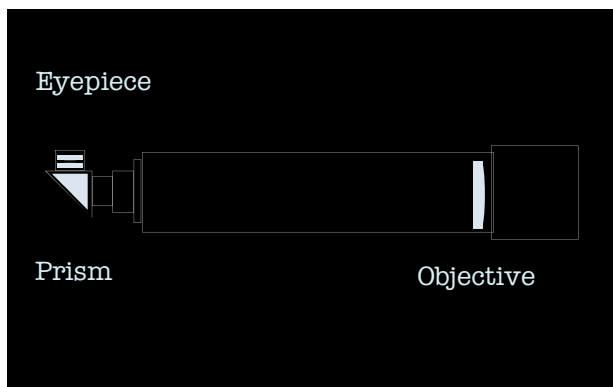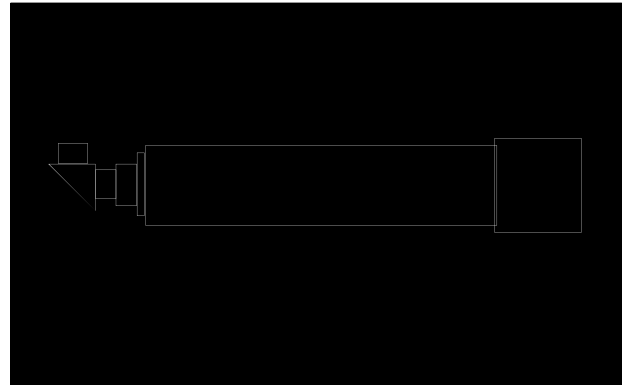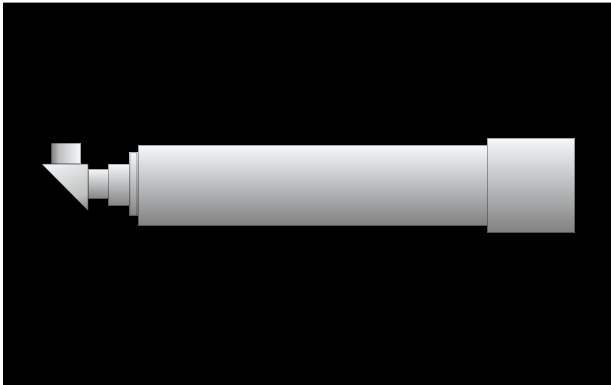
Don't blink
fade through
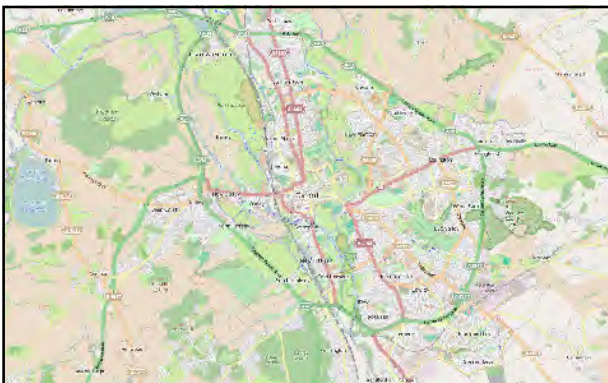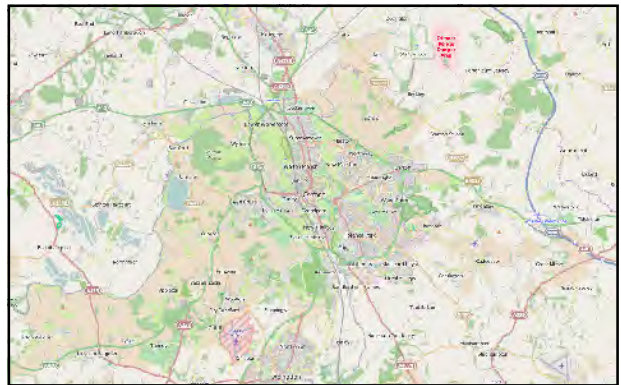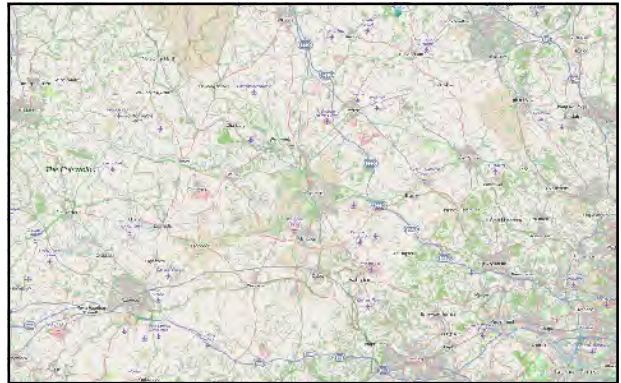
The Fête champêtre, Dirck Hals, 1627

The Fête champêtre, Dirck Hals, 1627

Vaccines

1790   1800   181

1798
Smallpox

0   1820   1830

1840   1850   1860

1886
Typhoid

1870   1880

1885
Rabies

1897
Plague

1890   1900   1910

1896
Cholera

1927
Tuberculosis

1924
Tetanus

1936
Influenza

1920   1930

1923
Diptheria

1935
Yellow Fever

1926
Diptheria

1938
Typhus

1940   1950   1960

1955
Polio

1969
Rubella

1981
Hepatitis B

1963
Measles

1977
Pneumo

1970   1980

1967
Mumps

1974
Meningo

1985
HIB

1970
Anthrax

1980
Adenovirus

...and the point is?

Your turn!

The event...

lynda.com
Communicating with confidence

Practice

Deliver

..okay...
..okay...
..okay...
..okay...

Review

What went well?	
What didn't go well?	
Did I keep to time?	
What would I change?	

The road to wisdom? Well, it's plain
and simple to express

err
and err
and err again
but less
and less
and less

Piet Hein

Your turn!

With thanks to…