

PowerPoint Presentations

Content and Form

Norbert Mulders

Department of Physics and Astronomy

University of Delaware

Presentations Matter !

You finally have an audience

Now make something of it !

PowerPoint

a Framework for Communication

1) **Message** to the audience

whatever you want to communicate
must be well represented

2) **Support** for you as presenter

- Order
- Confidence
- Demands that you communicate

The Structure of a Presentation

1. Tell them what you are going to tell them
2. Then tell them
3. Finally, tell them what you just told them

In Practice

Summary:

We did this and we found that.

1. **Why** should your audience care
2. Background/Context
3. What did we do
4. What did we find out

Summary:

*We did this, we found that,
and isn't it great*

Details

- × No talk is ever “too simple”
- × There should be an easy to follow, logical progression
- × What is the story line ?

Form

- ✘ Keep things simple

Transitions

Avoid

transitions

sound (noise)

fancy fonts

canned graphics



- ✘ Put yourself in the shoes of your audience. What do **they** see?

Before you start

- × Turn off “auto” features

 - AutoFit

 - Automatic Bullets

 - Automatic Capitalization

- × Decide

 - on background and font(s)

Screen & Print *versus* Projection

✘ Brightness and contrast

Low

✘ Resolution

Poor

✘ Function

Support

not reading material

Implications

- × Choice and use of fonts
- × Use of colors
- × layout and format of graphs
- × Use of tables
- × Equations

Fonts

Sans serif

Arial

Calibri

Verdana

Comic Sans

Serif

Times

Cambria

Century

Better presentations through better fonts

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Better presentations through better fonts

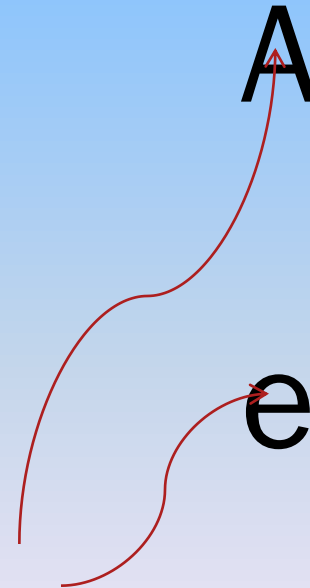
EXPLANATION

Under conditions of low contrast or low resolution the *sans serif* fonts are easier to read. If you don't believe this, look at what fonts are chosen for traffic signs.

It is also known that fonts with a larger counter space are more readable under adverse conditions. Counter space is the completely enclosed space in the “e” the “A”, etc.

e e

counter space



Font Size and Style

18 point

24 point

32 point

Can you read it on your monitor
from 6 feet away?

ALL CAPS and *ITALICS*
are harder to read

Do you notice **much** difference?

Or is **this** better

Contrast

Try to read this

Try to read this

Try to read this

try to read this

Try to read this

Try to read this

try to read this

EXPLANATION

In general a light background with dark text works best. It is much harder to get good results with a dark background and light text.

Red on blue or blue on red is very hard on the audience. The eye cannot simultaneously focus on colors that are far apart in the spectrum.

Avoid

yellow on white

bright green on white

This can be a major problem in graphics programs and spread sheet software which have these colors set as default

Limit text, use Graphics

During the middle ages Cologne became a major religious center. Hundreds of churches were build, all lavishly furnished with the remains of saints of many flavors. This attracted large numbers of pilgrims which stimulated the economy and made possible the importation of more saintly remains for which more churches had to be built etc.

Cologne and Religion

Religious life



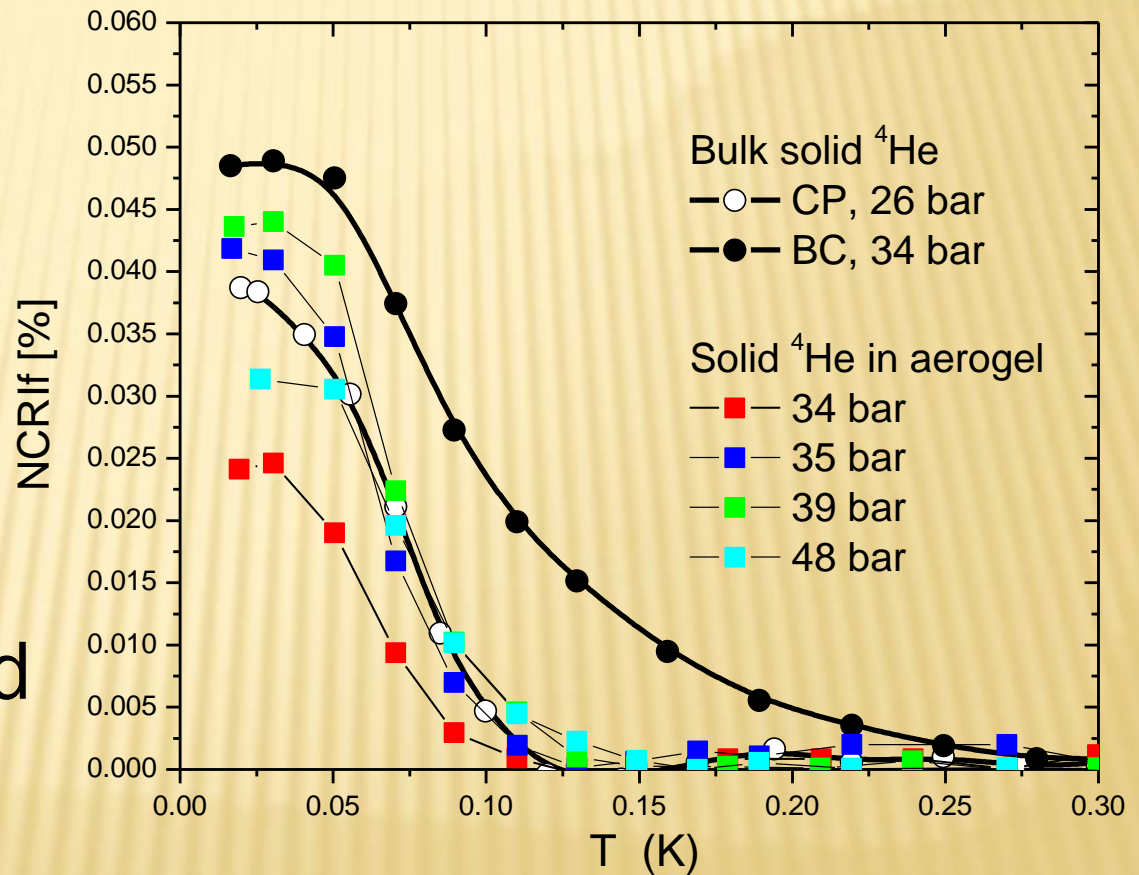
Economic prosperity

Head on/Head off

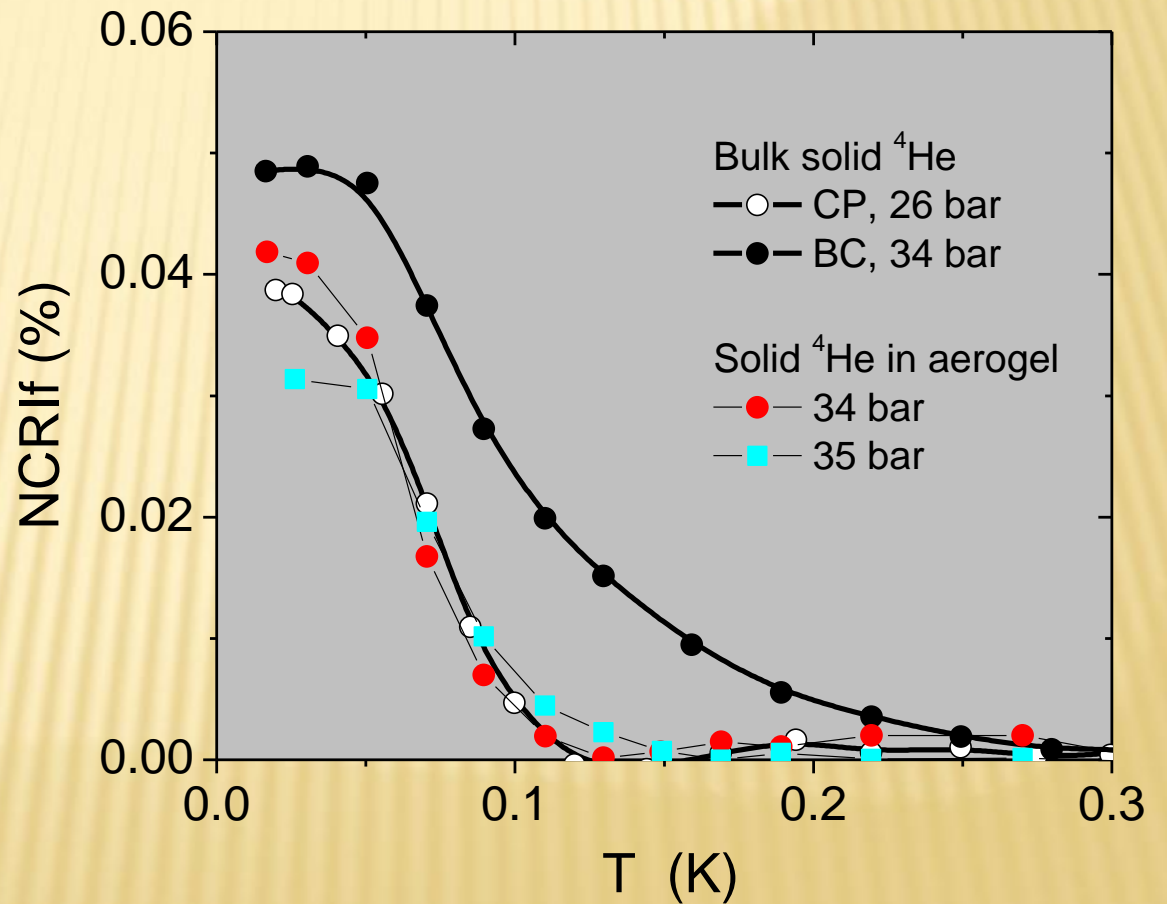


Poor graph

- Cluttered
- Small font
- Merges with background



Better graph



Much better

EQUATIONS

$$\frac{4\pi}{\omega_{pe}^2} \frac{dj}{dt} = \mathbf{E} + \frac{1}{c} \mathbf{v} \times \mathbf{B} - \frac{1}{nec} \mathbf{j} \times \mathbf{B} + \frac{1}{ne} \nabla \cdot \vec{p} - \eta \mathbf{j}$$

Are you impressed? Your audience won't be unless you explain the equation in detail. What do the symbols stand for? What do the terms in the equation mean? Which ones are important etc.

It takes a lot of time to explain an equation, and for the audience "to get it". Often something like this works much better:

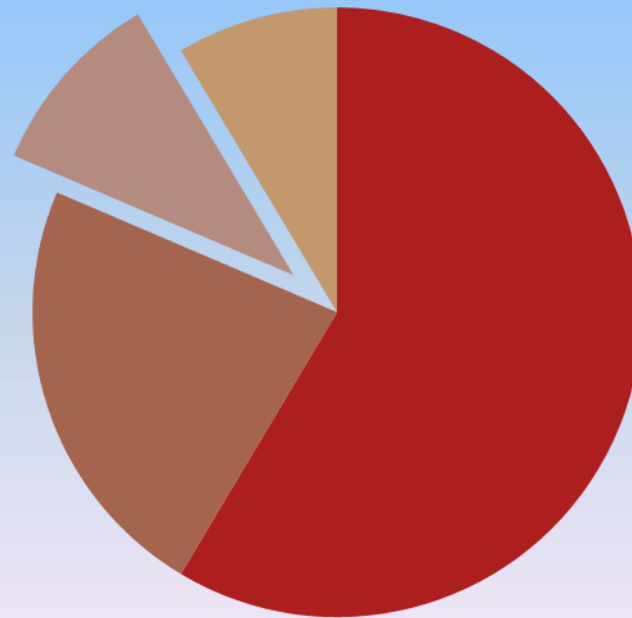
The current changes mainly due to

- Electrostatic force $\sim E$
- The Lorentz force $\sim v \times B$
- Damping $\sim \eta j$

TABLES

Tables can be very effective when you want to show a comparison between a **very** small set of numbers. For anything that contains more than about five numbers use a chart or graph.

It took only seconds to make this pie chart in PowerPoint 2009. Select it and check out how easy it is to make one yourself.



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

MORE OF THIS

A very nice, but much longer, presentation on how to make power point presentations can be found at

http://revitalise.ncsa.illinois.edu/workshops/sess6/resources/Effective_presentation.ppt

And there are lots of web sites with advise on how to put power point presentations together. Such as

http://articles.techrepublic.com.com/5100-22_11-6117178.html

In Summary

1. Create a message
2. How does the PowerPoint presentation help your audience?
3. How does it help you ?
4. Simplify, polish,
simplify and polish again, *and again*