

# November 14, 2011

## Synopsis: Presentations

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1. Basics
2. Make your presentation simple and clear
  - a. Slides reinforce what you are saying
  - b. Visual aids (pictures, graphs, etc.) are good
  - c. They came to hear you, not read the slides!
  - d. Know your audience—what do *they* expect to hear?
  - e. Plan your talk!
  - f. Be prepared for the worst—what will you do if something goes wrong?
3. Good things to do
  - a. Talk from notes, not slides!
  - b. Design choices
    - i. Don't crowd slides—keep words to a minimum
    - ii.  $6 \times 6$  rule: at most 6 lines of text, no more than 6 words each
    - iii. Okay to break long lists into multiple slides, but ask if you really need that list!
  - c. Fonts and such
    - i. Keep fonts consistent—same fonts for titles, body throughout unless there's a good reason not to
    - ii. Use an easy to read typeface—note they will be reading it from a distance
    - iii. Avoid all capitals
  - d. Colors
    - i. Keep to one color scheme
    - ii. Light on dark is often easier to read than dark on light
    - iii. Check the slides in the lighting of the room where you will be giving the talk
4. Common problems
  - a. Data dumping: don't put your talk on the slides!
  - b. Giving the wrong talk
  - c. Reading slides
  - d. Not planning, so your slides are unclear or jumbled
  - e. Not checking the facilities, projector, and computer
5. Bad presentations