

# Elements of Clear Presentations

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- Organizing the message
- Viewgraph guidelines
- Graphics tips
- Presentation tips

Studies show that people retain  
20% of what they hear,  
30% of what they see, and  
**70% of what they see and hear.**

# Organizing The Message

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- **The Rule of Tell'em**

Tell'em what you are going to tell'em, Tell it to them, and then Tell'em what you told them.

*The translation:* Start with an introduction; including an "agenda" or set of goals for the presentation, provide the content/information, and summarize the presentation.

# Organizing The RE Presentation



- Tell us what's coming - who is presenting what
- Make transitions from one speaker to the next - sound like a team.
- Clearly state your assumptions, conclusions, and discoveries/concerns
- Too many speaker changes is distracting
- Include a chart with your schedule

# Viewgraph Guidelines

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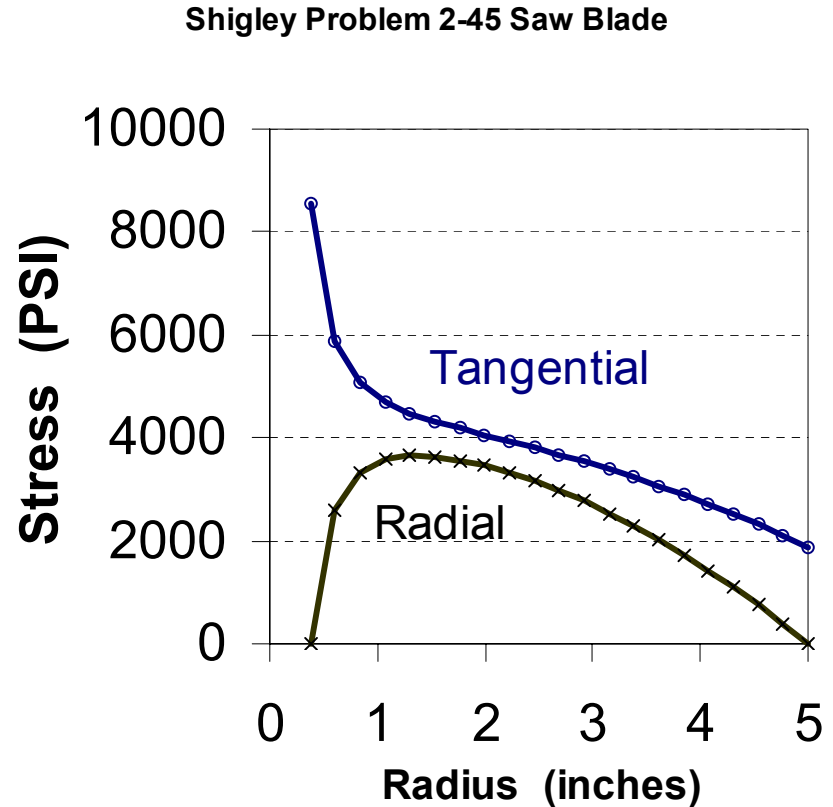
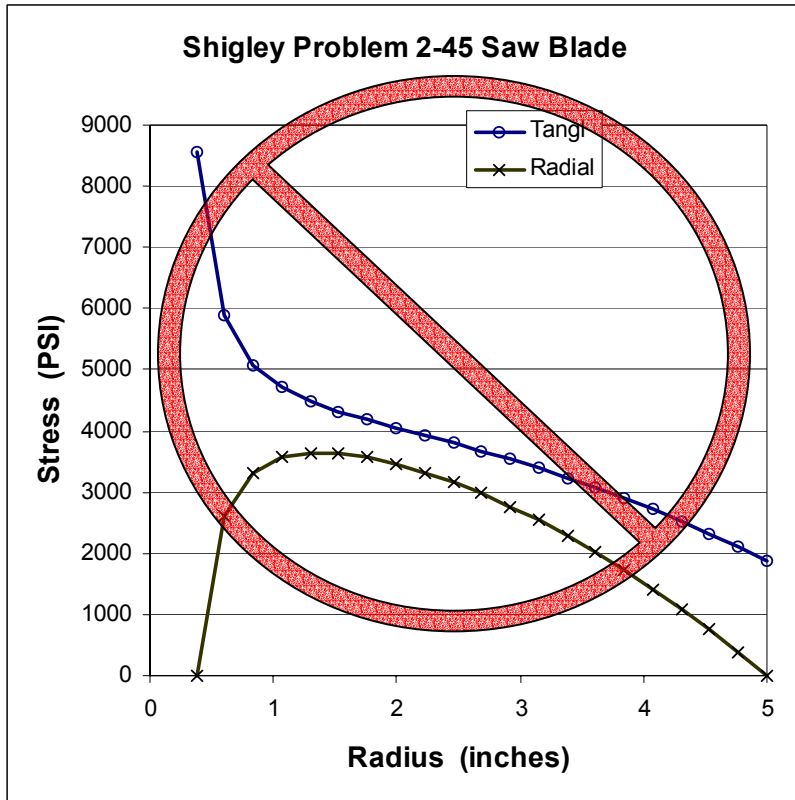
- Make sure the **entire** audience can see - don't block
- Repeat main topic at top of each slide
- Use **Action** captions - tell the audience what they should be concluding from the slide (7-8 words max)
- Use generous **borders** and orient horizontally to fit on projector
- Avoid flaws (spelling, grammar, poor graphics, too much data)

# More Viewgraph Guidelines

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- Don't use more than 5 or 6 bullets per slide
- Consider revealing bullets one at a time
  - Or use a "build" slide to highlight the new item while subduing the color of the previous items. (If you are running on a laptop)
- Make headings  $\geq$  24 point 32 pt
- Make body fonts  $\geq$  18 point 24 pt
- ALL CAPS ARE LESS LEGIBLE than lower case. 18 pt

# Graphics Tips



Reformat Plots to be Readable

# Text Tips

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## 4. Selecting color, layouts, and fonts

- a. establish a format and stick to it - one message = one format
- b. color makes presentations more attractive - gets attention, organizes elements, emphasizes most important
- c. use colors consistently throughout
  1. first color- background
  2. second - main text or data element
  3. third - titles and bullets
- d. use at most 4 to 6 colors in a presentation
- e. color combinations
  1. avoid blue/green combinations, 15% of males are colorblind to this pair
  2. use red sparingly; it can cause eye strain
  3. blue on black background is hard to focus on
  4. use colors of high contrast to increase readability
  5. dark background/light text good for on-screen shows
  6. use a highlight color of reemphasis
  7. consider drop shadows to bring out text
  8. warm colors, such as yellow, orange, red, seem to approach you

- More is not better when it comes to text
- Don't have more than 5-6 bullets per slide
- Use a handout if you think they really need to see details
- Almost never read your slides to your audience
- Give them a photo or graphic to look at

Be Thrifty with Words on Your Slides

# The Basic Rules of Good Presentations

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- Plan with a story board (pencil & paper) script
  - One concept per slide
- KISS (Keep It Simple Stupid)
  - Don't get carried away with special effects and graphics
- Rehearse the Presentation
  - There's something to be said for winging it: "Forget It!"
- Don't Memorize
  - But use your notes very sparingly
- Pace yourself - don't go too fast, or too slow
  - Rarely do speakers go too slow



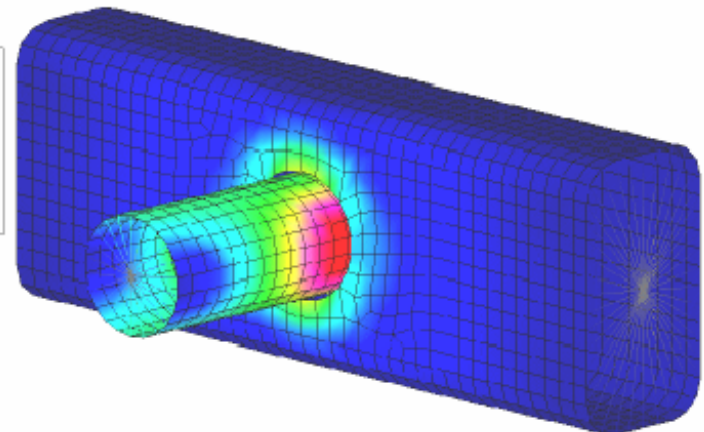
# Presentation Tips

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- Use a pointer, but probably not a laser.
- Don't jiggle the change in your pocket - if you need a security blanket, just have ONE quarter.
- Have regular eye contact across your audience.
- Momentary silence is better than “um”s or apologies
- **Dress for success** - Everyone agrees you should never underdress. How to determine what is appropriate? Worst case: Ask people. It's all part of doing it right.
- Aim for about 1 minute per viewgraph

# Regarding Data

- When you discuss component stress levels, margins of safety, and similar **numerical** data, be sure to use an accompanying slide.
- When you describe locations of forces or maximum stresses on components, be sure to include a photo or sketch.



# Closure



- Think of a presentation as an organized conversation with your audience.
- Rehearse.
- Rehearse.
- Rehearse. Use a watch and a mirror or a video camera. Your audience will thank you.