Presentations: Guidelines

Alexander Schönhuth



Bielefeld University May 17, 2021

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Slides



SLIDES I

Simple layout

- Contents graspable quickly
- Not too colorful (too confusing)

Clear structure

- Self-explanatory
- Overview slides tend to require too many explanations

► Take the audience by your hand

- Assume you're the only one who understands
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Consistent coloring throughout

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- Pictures better than long texts
 - Picture + annotation is usually the better illustration
 - Avoid too large, complex pictures though
- Dynamic illustration of algorithms is good
 - Use overlay style for example
 - Careful with interactive elements



- Consistent coloring throughout
 - ► Use same color / style for highlighting or definitions, for example

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Page numbers can be distracting

- Avoid gimmicks if unnecessary
- Make sure you don't have typos
- Avoid sounds (use in moderation)



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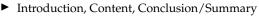
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Content



Logic structure



"Tell what you are going to tell. Tell. Then tell what you told."

Why – What – How

- Introduction: Why; Content: What and How
- Everyone can follow 'Why'
- Many can follow 'What
- Little can follow 'How

Focus on most relevant points

- Feel free to neglect minor points
- Develop a take-home message



Logic structure

- Introduction, Content, Conclusion/Summary
- "Tell what you are going to tell. Tell. Then tell what you told."

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- ► Why What How
 - ▶ Introduction: *Why*; Content: *What* and *How*
 - Everyone can follow 'Why'
 - Many can follow 'What'
 - ► Little can follow '*How*'
- Focus on most relevant points
 - Feel free to neglect minor points
 - Develop a take-home message



Logic structure

Introduction, Content, Conclusion/Summary

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► Keep things simple

- Tell only things you understand
- You may "lie" to an extent that avoids confusing details, exceptions etc.

► Say "Thanks" in the end



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Personal Conduct



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► Talk loud and slowly

Look into the audience

- ▶ Try to look at several people
- Try to keep in touch in general
- Do not read from your slides
 - That's just considered terrible behaviour
 - Better use hand notes
- Rehearse, rehearse, rehearse!
 - The audience will think that you have been on stage several times before
 - So, you will look and feel very competent!



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Thank you for listening!

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