Presentations: Guidelines

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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
    - In fact, that's true nearly always

SLIDES II

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

SLIDES III

- ▶ Page numbers can be distracting
- ▶ Avoid gimmicks if unnecessary
- ▶ Make sure you don't have typos
- ▶ Avoid sounds (use in moderation)

Content

CONTENT I

- ▶ Logic structure
    - ▶ Introduction, Content, Conclusion/Summary
    - ▶ "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*

CONTENT II

- 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

Personal Conduct

PERSONAL CONDUCT

- ▶ 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!

Thank you for listening!

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