Guidelines for Presentations

Layout of a Presentation

1) Introduction and Motivation

2) Outline/Overview

    a) Points have to be self-explaining (not just a single word)

    b) Do not write full sentences

    c) Keep it simple (too many sub-points will confuse the audience)

3) Fundamentals or the base problem of the topic

4) Details, special aspects of the topic, results, applications

5) Summary/Conclusion/Discussion/Outlook

Slide Masters

- First priority is to help the audience to follow your slides

- Some color schemes may be fancy but hard to read

- Black letters on white slides are still the best solution

This master provides the best visual quality

This master is just horrible

This master will be much harder to read

Fonts

1. Do not mix different fonts unless there is a good reason for it

2. Keep one font and size for each format element

   a. Slide titles

   b. Titles

   c. Normal text

3. Using **bold**, *italic* or <u>underlined</u> as font options is mostly sufficient

4. The font size has to be big enough to read it from far away

Fonts

Use a font without serifs or other features that make it harder to read the text

A house in this street is blue

Serifs help to read a block text, like in a book (adding a line) (e.g. Times New Roman)
In a presentation or on a poster they are not required, but may even cause problems ⟶ small features are harder to read
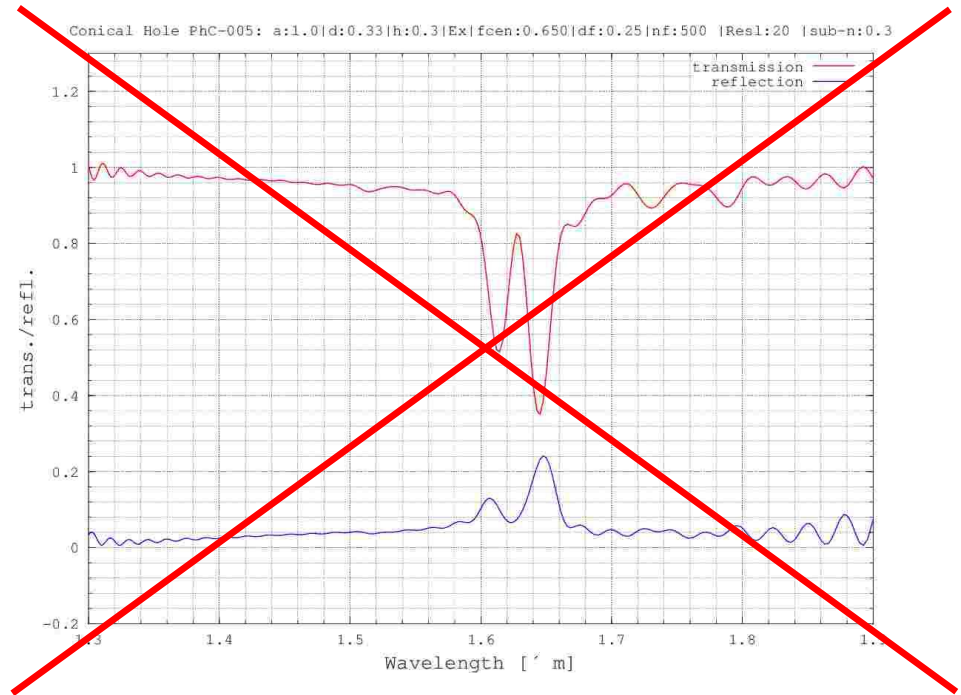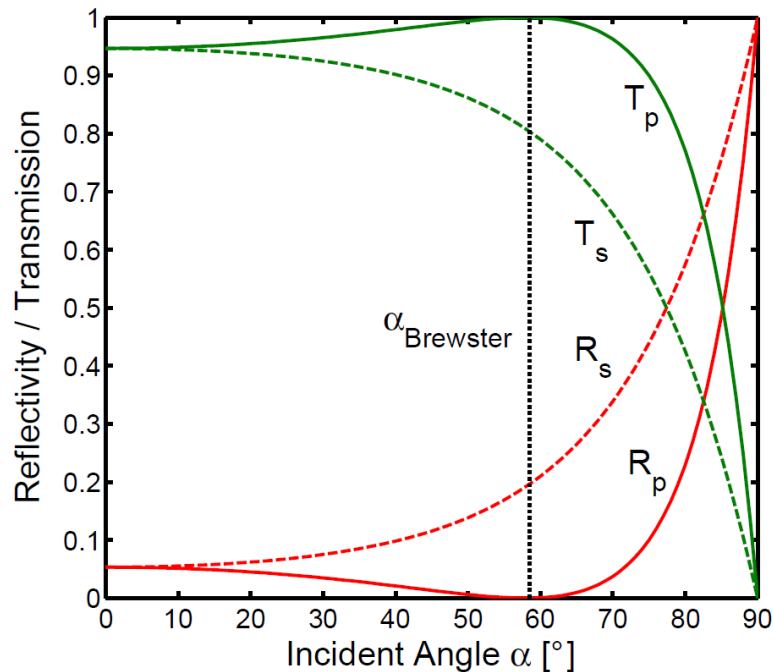
A house in this street is blue

Using a „simpler" font helps the audience (e.g. Arial)

Slide Layout

1. Use a self-explaining slide title, keep it systematic

2. Do not present too much information on one slide

3. Use an appropriate size for pictures (readable in the back row)

4. Do not fill slides just full of text or formulas (e.g. illustrations)

5. Keep a fixed layout throughout the presentation slides:

    a) Ballot lists/symbols

    b) Arrows, pointers, …

    c) Color schemes

6. Slide numbers can be helpful for the audience (e.g. 5/20)

Images and Plots

Take care about a high quality of the images and plots!

- Avoid compressed images with artefacts (jpg, gif, …)

- Use a sufficient font size, line thicknesses and symbols

- Content, language and style have to fit to the presentation
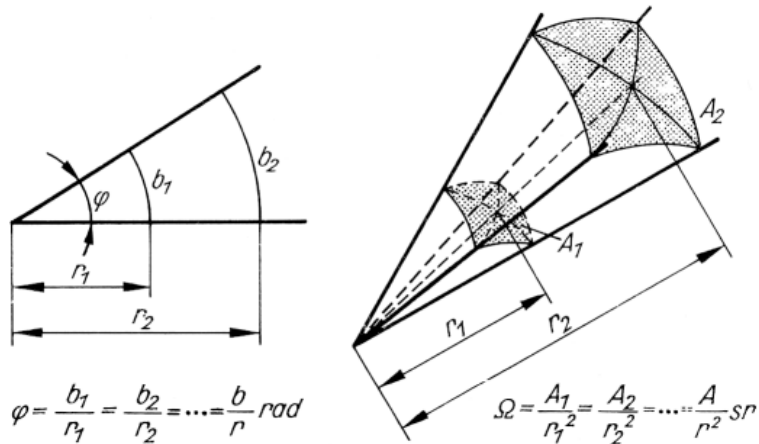
Animations, Videos and Effects

- Only use animations if they help to understand your topic better

- Videos can be informative but almost always cause trouble in the presentation (check if they work before you start)

- Check also the output format of the beamer (resolution, aspect ratio), and how your laptop/software works

- Do not use effects (animations, slide transitions, sounds, …), as they only distract the audience

References

- If you use material from other sources (i.e. you did not make it)

  $\longrightarrow$ you <u>**must**</u> give a reference!

- The rules for citations in books, thesises, reports, … are also valid in general for presentations, but some details differ

  a. give a full reference on the slide itself

  b. an extra slide for references at the end of your presentation is pointless and should be avoided

  c. you may use a smaller font size

  d. you may use common abbrevations

- Internet sources are considered as low quality

  $\longrightarrow$ heavy use will lower your mark

References - Examples

Correct

$$\varphi = \frac{b_1}{r_1} = \frac{b_2}{r_2} = \dots = \frac{b}{r} \, rad \qquad \Omega = \frac{A_1}{r_1^2} = \frac{A_2}{r_2^2} = \dots = \frac{A}{r^2} \, sr$$

Book:
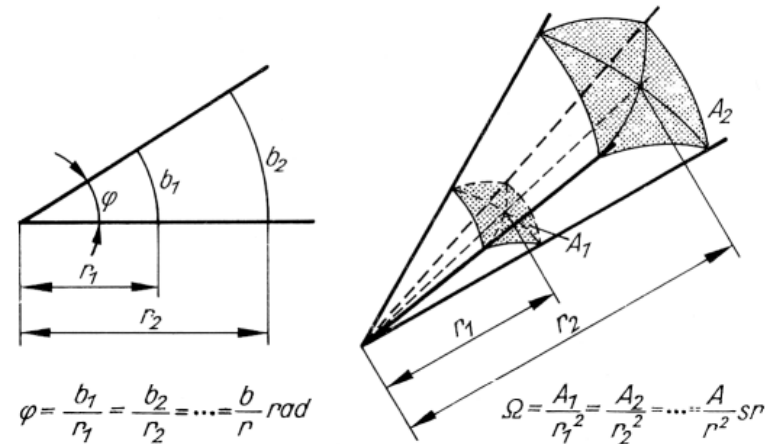from: Helbig, „Grundlagen der Lichtmesstechnik", Geest & Portig (1972)

Article:
from: Helbig et al., J. Light & Sci., 5 (40), p.33 (1974)

Internet:
from: www.pictures4slides.net/optics/helbig.html (accessed on 04.02.2015)

Wrong

$$\varphi = \frac{b_1}{r_1} = \frac{b_2}{r_2} = \dots = \frac{b}{r} \, rad \qquad \Omega = \frac{A_1}{r_1^2} = \frac{A_2}{r_2^2} = \dots = \frac{A}{r^2} \, sr$$

- No citation!

- Wrong citation!

- Insufficient citation!

- [1] and reference list on last slide

Giving the Presentation

1) Speak slowly and calm, so that the audience can follow your talk

2) Speak also loud and clear

3) Look towards the audience (at least most of the time)

4) Stand straight but not too tense

5) Keep control of your hands

6) Using a laser pointer can help if you operate it with purpose

7) If you are nervous, practice enough before the presentation

8) A rule of thumb: 1 slide / minute

Good Luck!