REU Communications Class

Week 4

Posters

Science Talks
Poster Draft Critique Session

Color Scheme?
Font Size?
Balance?
Content?
What is the purpose of a talk?
### Elements of a good talk talk

<table>
<thead>
<tr>
<th>Content</th>
<th>Clarity and Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conveys new information</td>
<td>Understandable</td>
</tr>
<tr>
<td>Poses an interesting question</td>
<td>Avoids jargon</td>
</tr>
<tr>
<td>Conveys how people in other fields think</td>
<td>Well organized</td>
</tr>
<tr>
<td>Describes important ideas</td>
<td>Enables me to catch up if I space out</td>
</tr>
<tr>
<td>Novel discovery</td>
<td>Doesn’t run over time</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style and Delivery</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeps me awake</td>
<td>Credible</td>
</tr>
<tr>
<td>Varies voice / good pace</td>
<td>Inspires trust and confidence</td>
</tr>
<tr>
<td>Conveys enthusiasm</td>
<td>Answers questions clearly</td>
</tr>
<tr>
<td>Doesn’t stay in one place</td>
<td></td>
</tr>
<tr>
<td>Friendly and approachable</td>
<td></td>
</tr>
</tbody>
</table>

*Susan McConnell, Stanford University*
What are the tools for an effective presentation?
Stage Presence (Do’s and Don’ts)

Talk to your audience
Do not read to your audience.
Do not talk to your computer or the screen.

Be enthusiastic

Move and gesture
Speaking Voice

Emphasize key points

Enunciate and **project**

Normal conversation speed
You are the expert
Sync with your data
Present your results positively
Goals for a Good Talk

Take home message for talk
Main point for each slide
Consistency and clarity
Convey (and support) a big idea

Tell a story!
Provide Roadmaps

Tell people:
What you’ll say
Say it again
Summarize what you’ve said

Titles provide punch line for each slide
Focus on Clarity

Consistent schemes and layout

1 or 2 (max) points per slide

Graphics & images vs. text & lists

Less is more
Avoid Animation Overload

Presentation programs have many tricks for making slides look flashy!
Focus on the Essentials

Clean layout

Emphasize key points
Fonts and Sizes

Styles:
- sans-serif: Arial, Comic Sans, Trebuchet
- serif: Times, Courier, Didot

Sizes:
- 18 pt or larger
- 18 point
- 24 point
- 30 point
- 36 point
- 48 point

References can be in 14 point
Fonts and Sizes

**Styles:**
- sans-serif: Arial, Comic Sans, Trebuchet
- serif: Times, Courier, Didot

**Sizes:**
- 18 pt or larger
- 18 point
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- 48 point

References can be in 14 point font.
Use High Contrast Colors

Dark letters on a light background works well.
Use High Contrast Colors

Light letters on a dark background can also work.
Use High Contrast Colors

Dark backgrounds are often best for talks in a large room.
Life After Death by PowerPoint
by
Don McMillan

http://www.youtube.com/watch?v=6tGq3tH4qSw&feature=related
Prepare a 5 minute presentation
1. Introduce your research
2. Describe your methods

Homework: Due July 15
Slide Title

Big graphic or concept

Take home point
Fit into the allotted time

15 minute presentation:

10 minute talk and 5 minute discussion
Double Check Your Slides
Introduction

Introduce big idea or question

Define key ideas

Why important?
Methods

Be concrete
Include details
Support big idea
Results

Show details

Use graphics or tables

Method → Result

Remind audience of hypothesis
State key idea behind result
Discussion and Conclusions

Inform of end

Specific - Broad

Summarize main points
Acknowledgments

Colleagues

Funding

NSF UWEB REU

NIH Building Bridges to Bioengineering
Talks are Milestones

Practice and celebrate!