Some Tips for Making Presentations

Dongkun Han

With special thanks to:
Prof. M. Althoff, Prof. M. Püschel and Dr. R. Johnson
Great presentations are as effective as great ads.
Outline

- Motivation
- Content
- Beautiful layout
- Summary
Why presentations are important?

- To advertise your work and yourself

- To make people remember you:

  ![Diagram showing the relationship between visual quality and technical content, with a focus on technical content being judged by the area.]

  You get judged by the area
Know your goal

uninformed audience

Your presentation

informed audience
Know your audience

- Who are they?

- What do they want?
Know your enemies

- Big one:

- Small one:
“Great speakers are not born; they are trained.”
—Anonymous
How do we evaluate your presentations?

Content  Appearance

Communication  Clarity

Evaluation
Outline

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You cannot read and listen at the same time
Don't let your audience read and listen at the same time
Visuals are better than words

65% after 3 days

10% after 3 days
The domestic dog (*Canis lupus familiaris* or *Canis familiaris*) is a domesticated canid which has been selectively bred for millennia for various behaviors, sensory capabilities, and physical attributes.

Dogs perform many roles for people, such as hunting, herding, pulling loads, protection, assisting police and military, companionship and more recently, aiding handicapped individuals.

This impact on human society has given them the nickname: man's best friend.
Your audiences read faster than they hear

275 words/min

150 words/min
Don’t just read your slides

WARNING

DO NOT READ THIS SIGN
Problem formulations are important

What ≥ How

Percentage

- Introduction and problem formulation
- Methods
- Example
- Conclusions
- Q & A
Give more conclusions, examples and Q&A
Visualized your content

Do not just talk about your idea
Visualized your content

Directly show it by *pictures and graphs*
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Counter-example

Postgraduate Seminar

Robust Synchronization via Homogeneous Parameter-depndant Polynomial Contraction Matrix

Han Dongkun

A Very Good Department
A Very Good University

Jan. 01, 2013
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Why the presentations are important?

- In a face-to-face way, you present your work and yourself.
- People remember good presentations:
  - Good content
  - Well presented
  - Well-designed slides
- Many people put a lot of efforts into each presentation, especially for ones at the beginning of a career.
- Presentations are very important

Contrast could be improved

Placement of bullets looks messy

Not enough spacing
Why the presentations are important?

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What’s wrong here? Too much text + only text
Why presentations are important?

- To advertise *your work* and *yourself*

- To make people *remember* you:

  ![Graph showing visual quality vs. technical content]

  - Visual quality
  - Technical content

  You get judged by
  the area
Fonts recommendation

- **Basics:**
  - This is Arial
  - This is Comic Sans
  - This is Calibri
  - This is Times New Roman
  - This is Trebuchet

- **Different fonts for different purposes:**
  - Presentation: use sans-serif font like Calibri or Comic Sans
  - Coding: use monospaced font like Courier New

- Be *consistent* to use one or two fonts
Font size should be 18 points or larger

18 point

20 point

24 point

28 point

36 point

* References can be in 14 point font
AVOID USING ALL CAPITAL LETTERS BECAUSE IT’S REALLY HARD TO READ!
Choosing colors in presentation

- Pick a few colors and be *consistent* with them
- Use desaturated colors for text
Background color

- Choose contrast colors
  - Albert is a good man.
  - Dongkun is a bad man.

- Avoid some color combinations
  - Albert is a good man.
  - Dongkun is a bad man.
  - Albert is a good man.
  - Dongkun is a very bad man.
Example of good graph (I)

Mid-semester grades 18-645, spring 2008

number of people

grade

A  A-  B  C  D

12  10  8  6  4

0

A  A-  B  C  D
Example of good graph (I)

**Principle used:** Alignment, contrast, layering
Example of good graph (II)

Discrete cosine transform 2 (DCT-2)
Performance [Gflop/s]

- background/grid lines inverted
- another way of layering

- line styles to distinguish
- color is much better though

Generated library
FFTWS 3.2a
Intel IPP 5.2
How to make good-looking tables

**Before:**

<table>
<thead>
<tr>
<th>Concept</th>
<th>Abstract</th>
<th>Realized</th>
</tr>
</thead>
<tbody>
<tr>
<td>shift operator</td>
<td>$q$</td>
<td>$T_1(x) = x$</td>
</tr>
<tr>
<td>shift operation</td>
<td>$\circ$</td>
<td>$\cdot$</td>
</tr>
<tr>
<td>space mark</td>
<td>$t_n$</td>
<td>$C_n$</td>
</tr>
<tr>
<td>$k$-fold shift operator</td>
<td>$T_k(q)$</td>
<td>$T_k(x)$</td>
</tr>
<tr>
<td>space shift</td>
<td>$x \cdot C_n = \frac{1}{2}(C_{n+1} + C_{n-1})$</td>
<td>$\sum h_k T_k(q)$</td>
</tr>
<tr>
<td>signal</td>
<td>$\sum s_n t_n$</td>
<td>$\sum h_k T_k(x)$</td>
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<tr>
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What did we learn today?

- *Presenting well is very important*

- Some *principles* about presentation

- How to organize the *content* of your presentation

- How to make good-looking slides
  - Font
  - Color
  - Graph
  - Table
Acknowledgement


- Ryan Johnson, *Creating Beautiful Presentations*,