



Tips for an effective presentation

OVERALL GOAL:

Efficiently convey information on a given topic

In science, transparency is key.

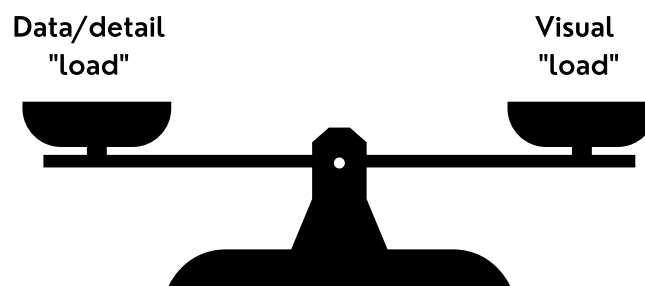
- Not including results can lead to distorted communication
- It can also lead to misleading conclusions

However, presentations are time-restricted and need to be engaging. Finding the balance between including everything and keeping it interesting can be challenging.

GOAL:

Avoiding information over-load

This includes both information and graphical/images



Decide what can be omitted without misleading the audience

Some examples include:

- Adjusting ranges on graphs to avoid large images with empty space
- Not including noisy data that arises due to methodological errors in experiments

Remember:

Always be able to explain rationale behind any such decisions!



GOAL: Visually appealing slides

AVOID

Excessive use of
bright or
contrasting colours

AVOID

Excessive text on
the slides

AVOID

Fonts that are
difficult to read and
can confuse viewers

A number of "colour-scheme designer" platforms are available such as

- <https://colorschemedesigner.com/csd-3.5/>
- <https://coolors.co/>

IMPORTANT: keep your colour schemes suitable for those who are colour blind

Evaluate your slides to check if some things written on the slides are more suited for your actual "speech" in the presentation OR can be summarised OR can be presented in a visual manner (less to "read" in graphs, charts etc)

Fonts can actually trigger associations and experiences. They can also establish the overall "feel" of the presentation. In a scientific setting, use professional fonts.

Additionally, fonts determine the visibility of your slides. This is particularly important for larger audiences where your slides need to be readable all the way to those seated in the back.

IMPORTANT: some fonts are easier to understand than others. Use fonts that do not exclude those with vision loss, reading disorders etc. A number of resources discussing **accessible fonts** can be found online.



THINGS TO KEEP IN MIND

While the points made above are important, it is equally important to:

- Include any additional data in an "Appendix" that can be addressed during a Q&A
- Any images or graphics used should be of high quality
- Graphs and figures can be confusing too- aim to make them as simple as possible whilst maximising impact
- Keep slides clean and organised, ensuring all objects included are aligned
- If all the formatting tools seem overwhelming, PowerPoint has a number of templates that can help you start. Use it the way it is, or as a reference to create your own!
- **PRACTICE:** first practice without a timer and work on speed, breathing, pausing, tone
- Then aim to practice with a timer and make sure the speech remains clear and articulate
- Lastly, practice in front of someone and be open to all feedback (presentation, slides etc)