TALKING SCIENCE, SPEAKING POWERPOINT

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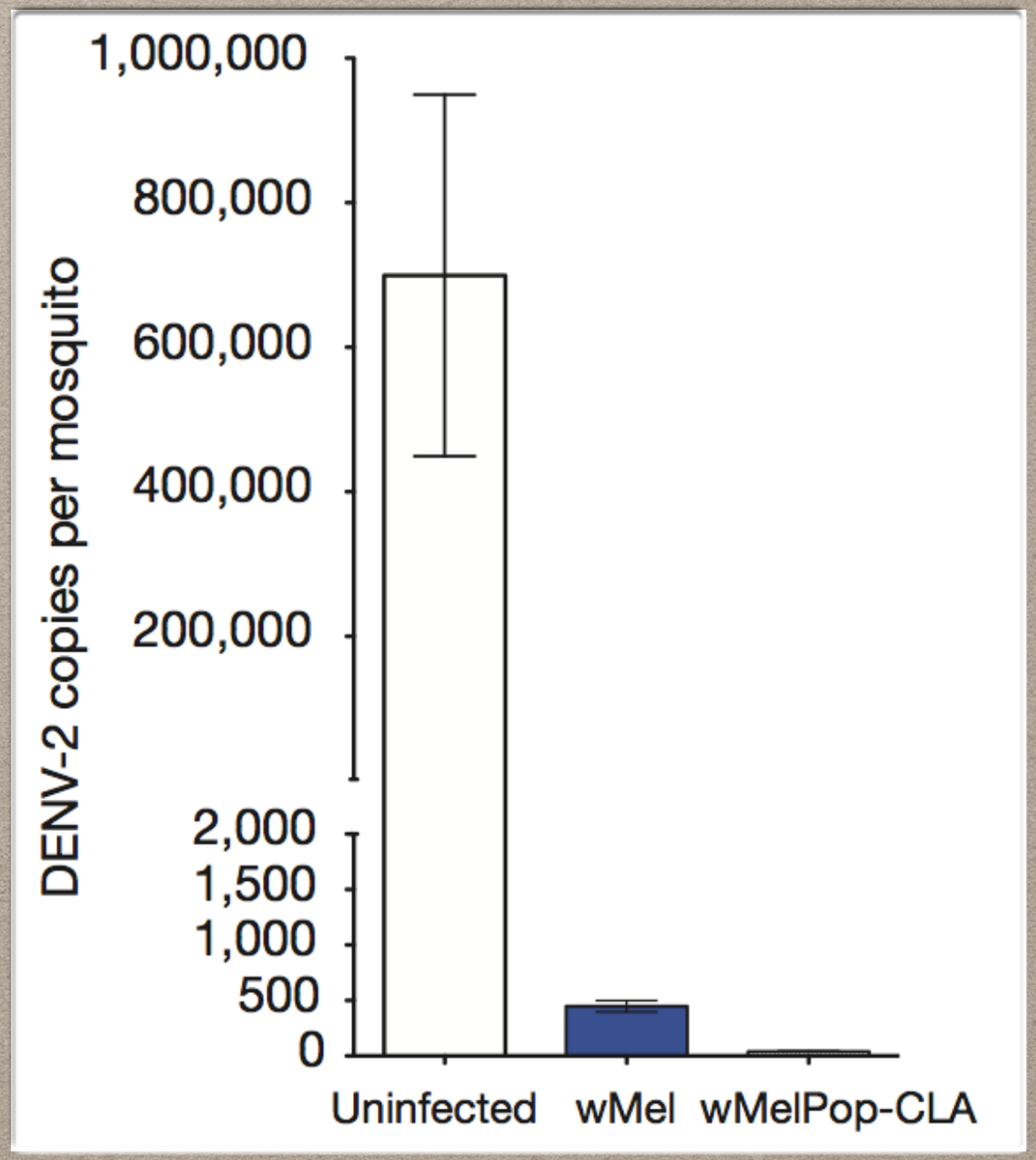
MARINE BIODIVERSITY CENTER

FORM AND FUNCTION

- What is the talk?
- How is it crafted?

WHAT IS THE POINT?

- Are you promoting ideas? Yourself? Techniques?
- What objective content do you need to convey?
- What do you want the audience to walk away with?
- How do you want them to feel?



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IDEAS, SLIDES, AND TIME

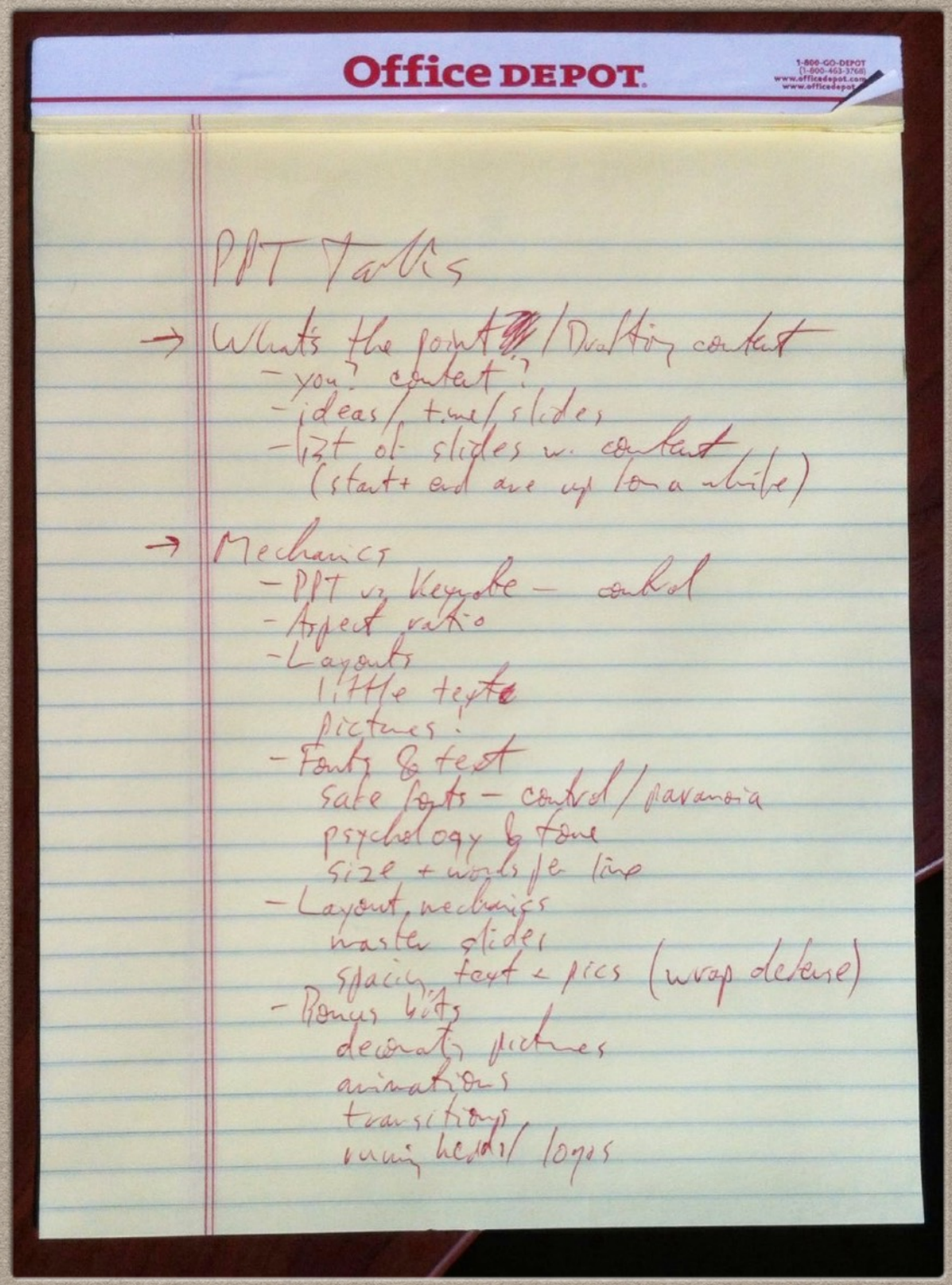
- You have to:
  - I) Set the context
  - II) Deliver the content
  - III) Wrap up and conclude

- Talk time *vs.* number of ideas
  - **5 minute talk: 1 idea**
  - **15 minute talk: 3 ideas**

- Very roughly: **1 slide / minute**

DRAFTING THE TALK

- Make a one-page list of topics and slides
- Highlight photos and data graphics you need
- The first and last slides may be up for a while



MECHANICS OF THE SHOW

- ***Keynote***
  - Easier to be gracious
  - Mac only
- ***Powerpoint***
  - Easier to be ugly and clunky
  - Cross-platform
- Base it on presentation control
- It is possible, but tricky, to convert one to the other

ASPECT RATIO

- Choice depends on knowledge of your venue
  You can usually go with "Wide" these days

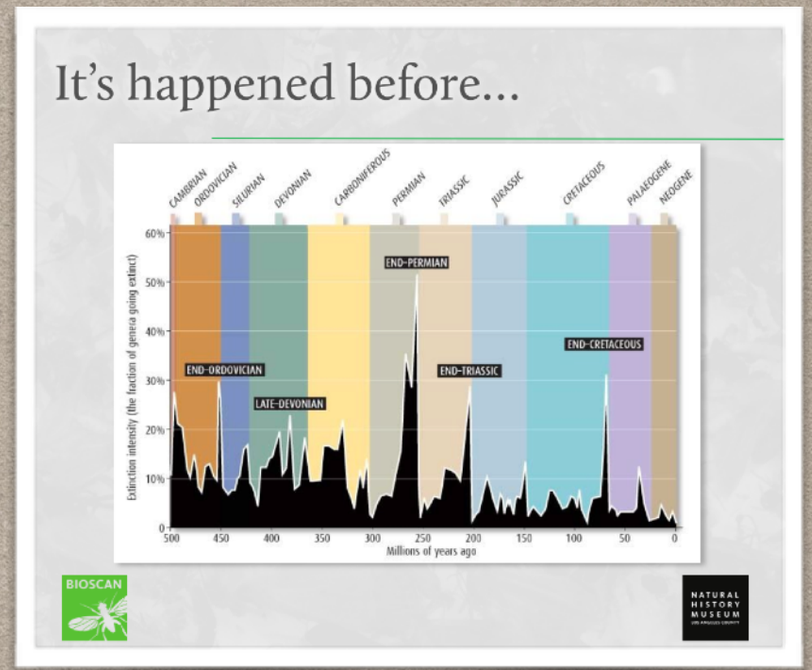
	Standard 4:3	*Wide 16:9*
Correct		
Bummer		

INDIVIDUAL SLIDE LAYOUT

- Use little text
  Notes, not narrative

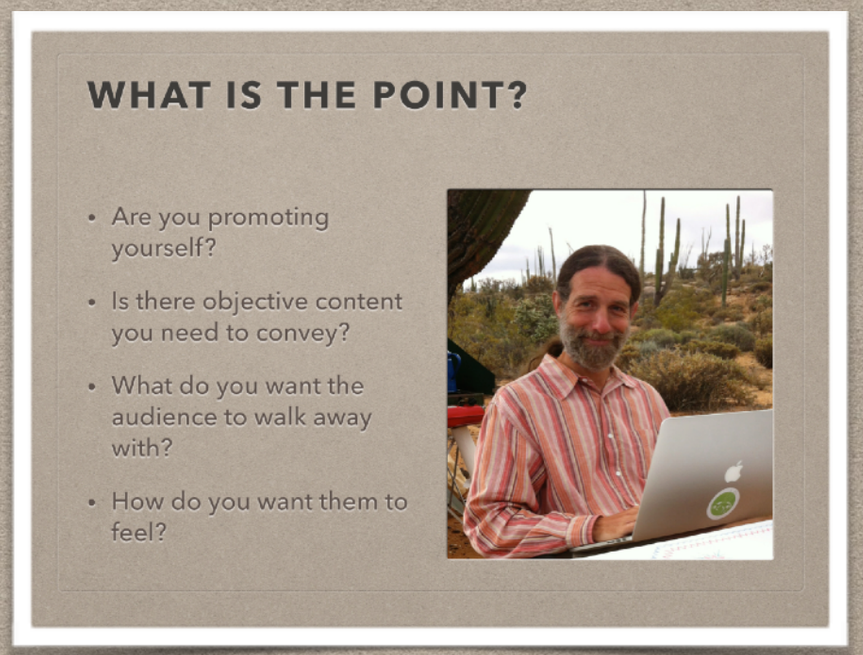
- Use images
  Viewing beats reading

Title & Image



Title & Images

Title, Text & Image



INDIVIDUAL SLIDE LAYOUT

- ***Use as little text as possible***
  - More text is not useful, it is distracting
  - Viewers will be reading your text rather than listening to you speak
  - Use your text as a cue to yourself to speak, rather than as a detailed exposition
- ***Use diagrams and pictures whenever possible***
  - Viewers are able to comprehend a picture at a single glance, rather than reading it linearly
  - Graphics communicate detailed information better than text or voice alone
  - Unbroken text gets wearing on the audience

Style Matters

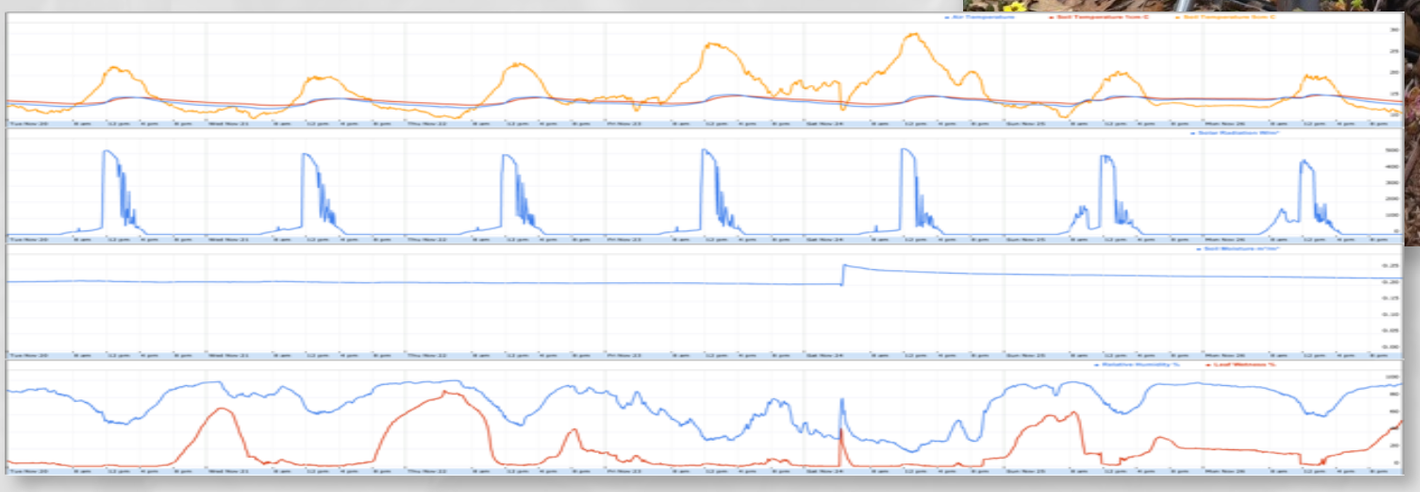
Style Matters

FORMAT AND FONTS

Style Matters

What's the microclimate station?

- Solar radiation
- Condensing moisture
- Air temp & RH
- (Solar power & logger)
- Soil temp at 1 & 5 cm
- Soil moisture



BIOSCAN

NATURAL HISTORY MUSEUM
LOS ANGELES COUNTY

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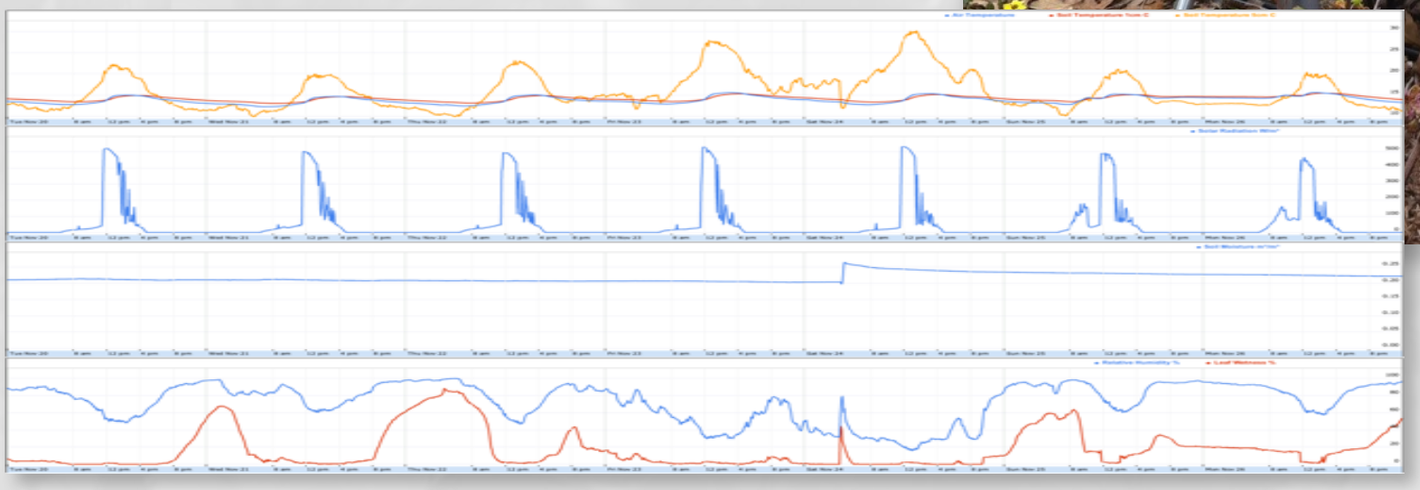

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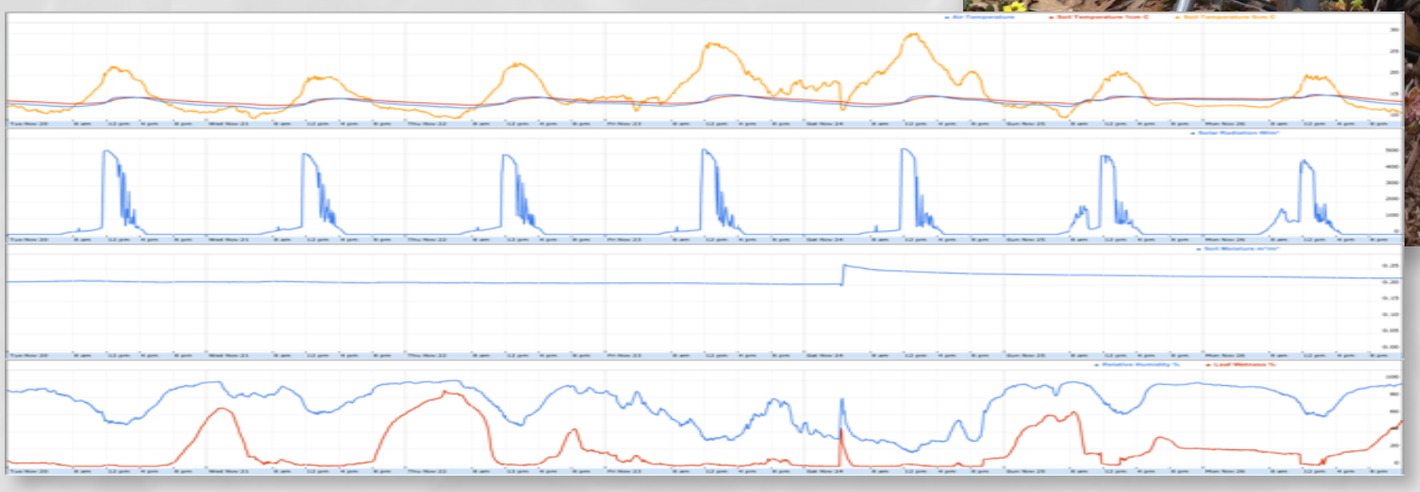

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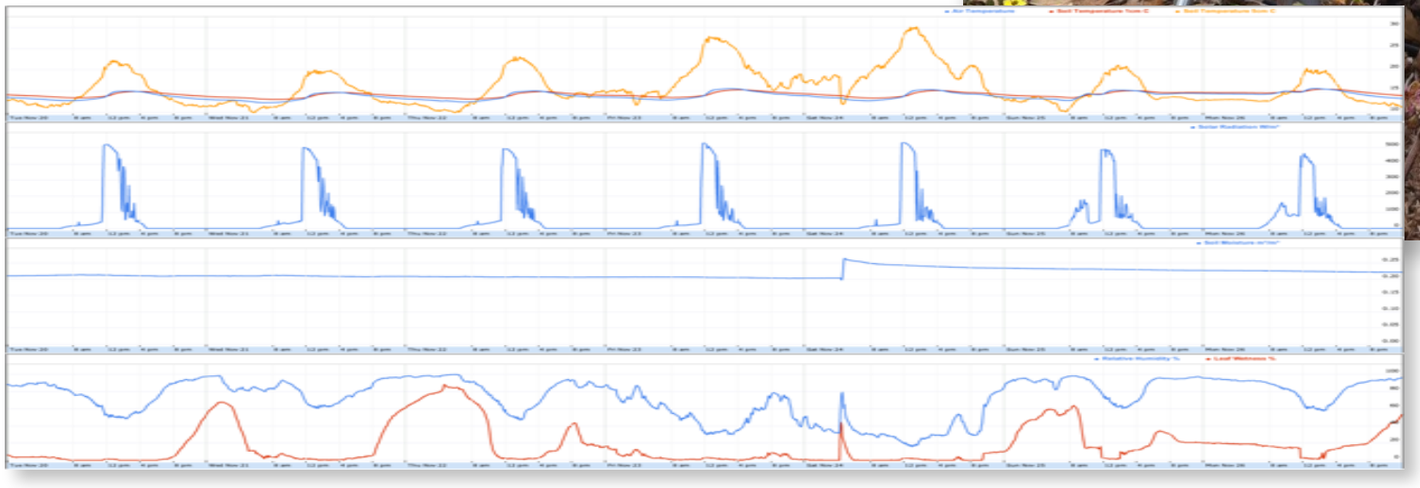

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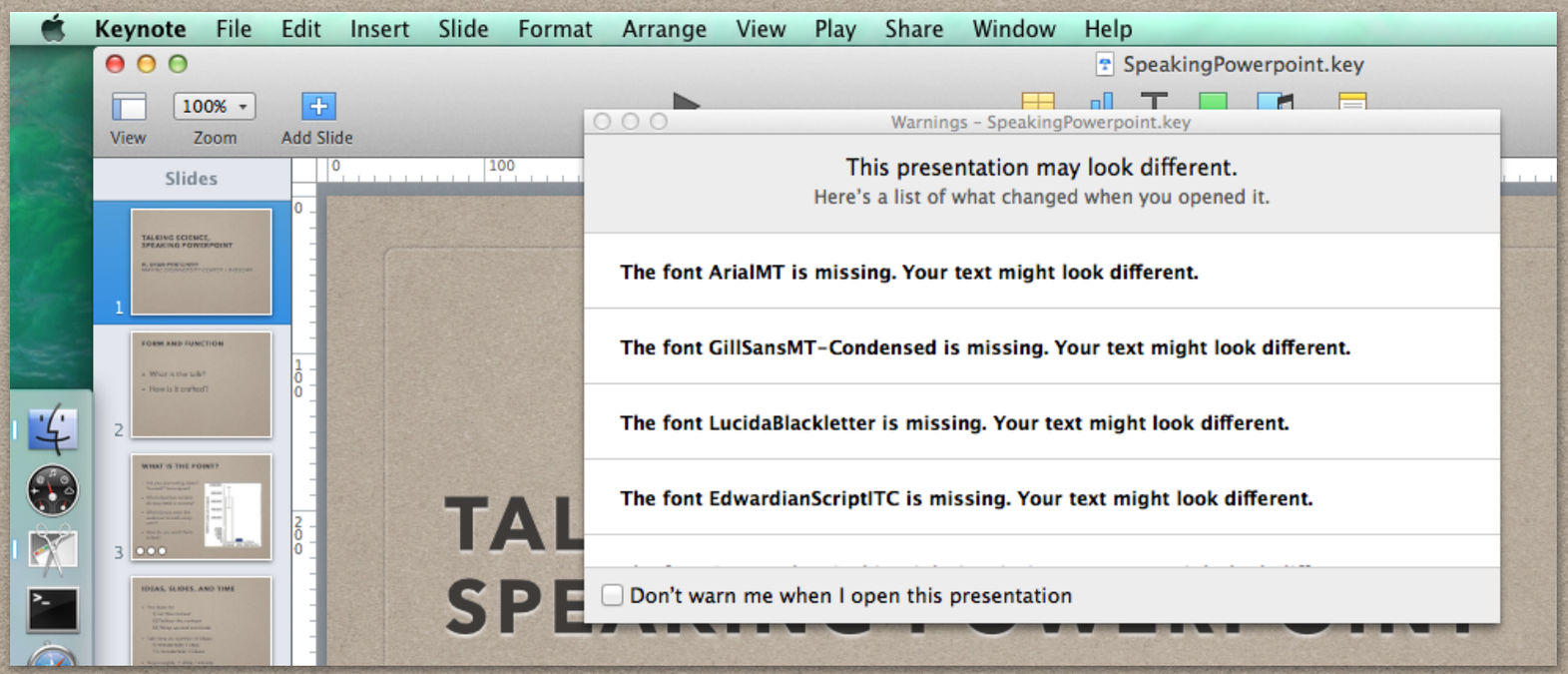
FONT CHOICE: APPROPRIATE PARANOIA

- If you know you'll use your own laptop:
  Anything goes – you have complete control
- Otherwise:

Be paranoid, use safe fonts and extra space



This is what you don't want to see

FONT CHOICE: APPROPRIATE PARANOIA

- *Font paranoia*

  Arial, Georgia, Times (**not:** Calibri, *Comic Sans*)

- *Layout paranoia*

  Leave extra space for unexpected wraps

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Original

Originally in Arial Narrow, two lines of text

Originally in Arial Narrow, two lines of text

not enough space here

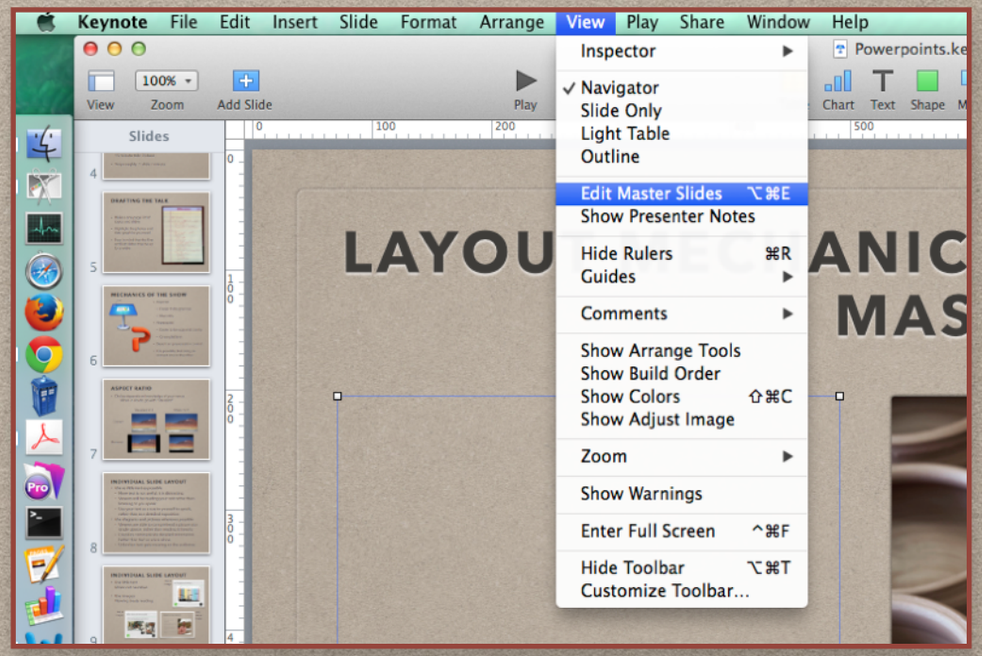
Substitute font: Arial Ouch

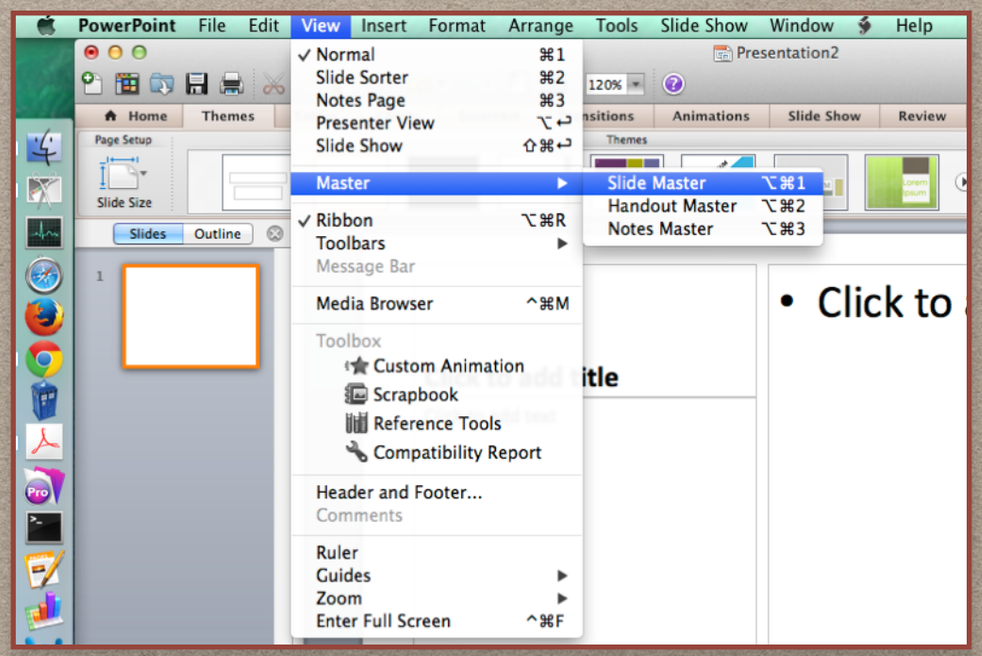
Originally in Arial Narrow, two lines of text

Originally in Arial Narrow, two lines of text

LAYOUT MECHANICS: MASTER SLIDES

- *Master slides* apply to all slides of that format
- Use master slides for:
  - Backgrounds
  - Fonts
  - Logos / Footers
- Changing the master slide changes everything





LAYOUT MECHANICS: IMAGES

Original

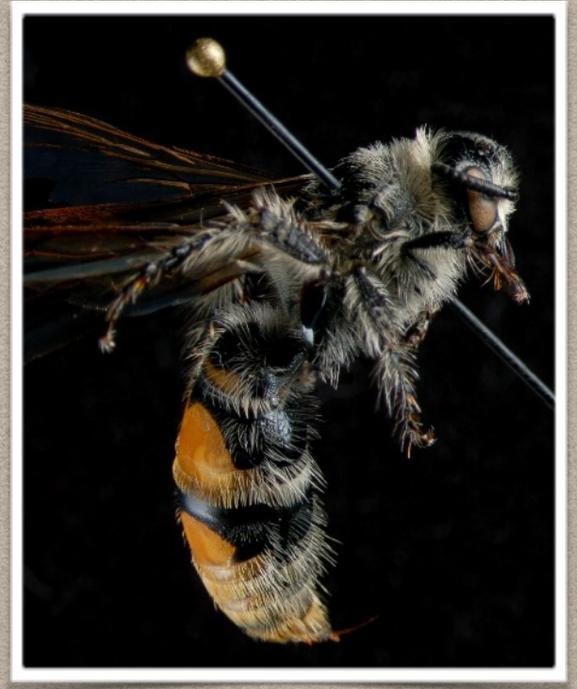
Drop shadow:

Blur: 4pt

Offset: 2pt

Opacity: 50%

Angle: 328°



Picture frame

Line (fancy)

LAYOUT MECHANICS: ANIMATION

Text animations

- All at once

LAYOUT MECHANICS: ANIMATION

Text animations

- By bullet group
- Sections come up
    - subsections included
- reveal consecutive ideas

LAYOUT MECHANICS: ANIMATION

Text animations

- By bullet
- Lines come up
  - subsections individually
  - reveal consecutive lines

LAYOUT MECHANICS: ANIMATION

Text animations

- By bullet
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Image animations

LAYOUT MECHANICS: ANIMATION

Text animations

- By bullet
- Lines come up
  - subsections individually
  - reveal consecutive lines

Image animations

Identically-sized, second image dissolves in over first image

LAYOUT MECHANICS: ANIMATION

Text animations

- By bullet
- Lines come up
  - subsections individually
  - reveal consecutive lines

More complex animations

Image animations

Identically-sized, second image dissolves in over first image

1. Build **in** *on click*

LAYOUT MECHANICS: ANIMATION

Text animations

- By bullet
- Lines come up
  - subsections individually
  - reveal consecutive lines

More complex animations

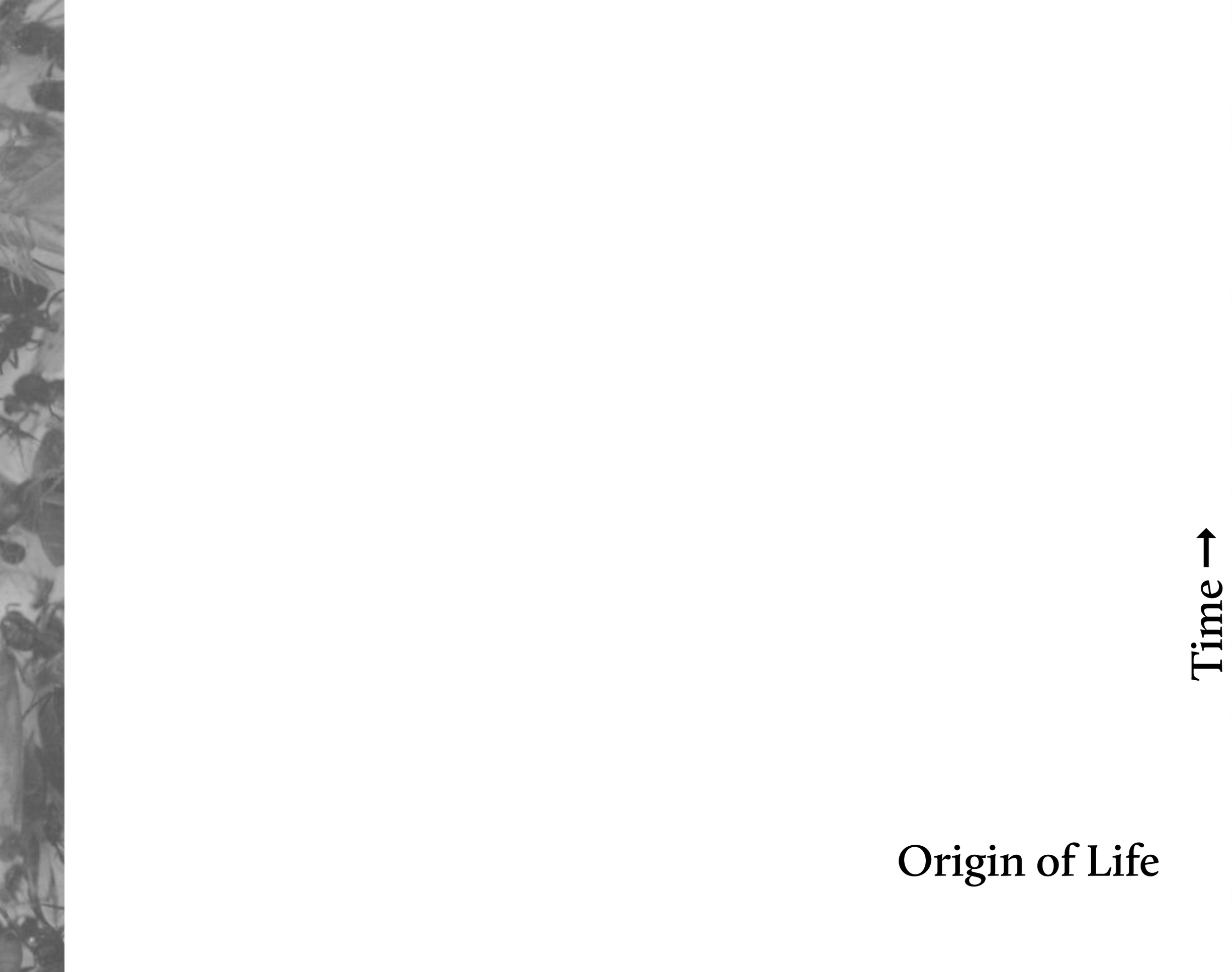
Image animations

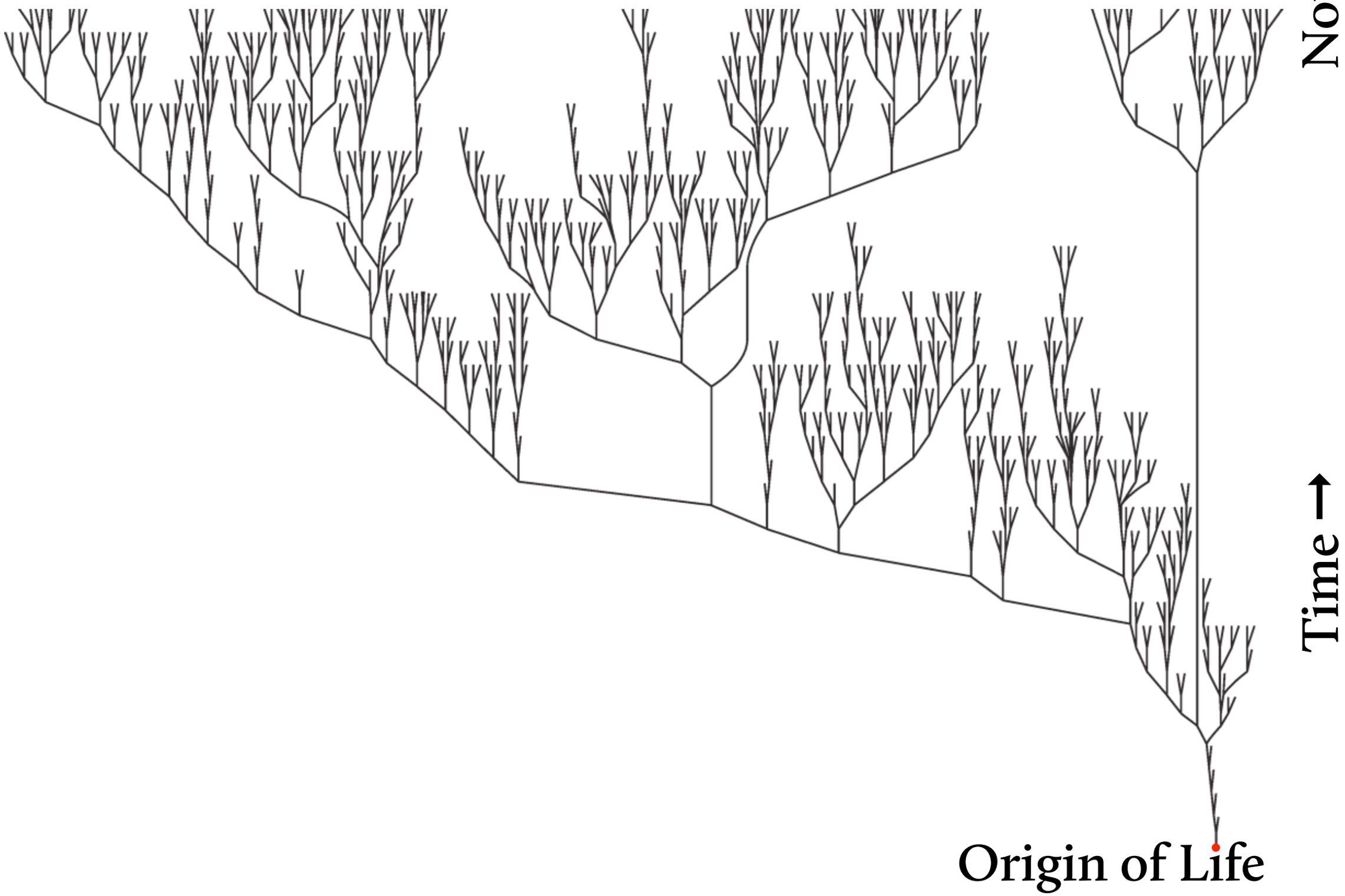
Identically-sized, second image dissolves in over first image

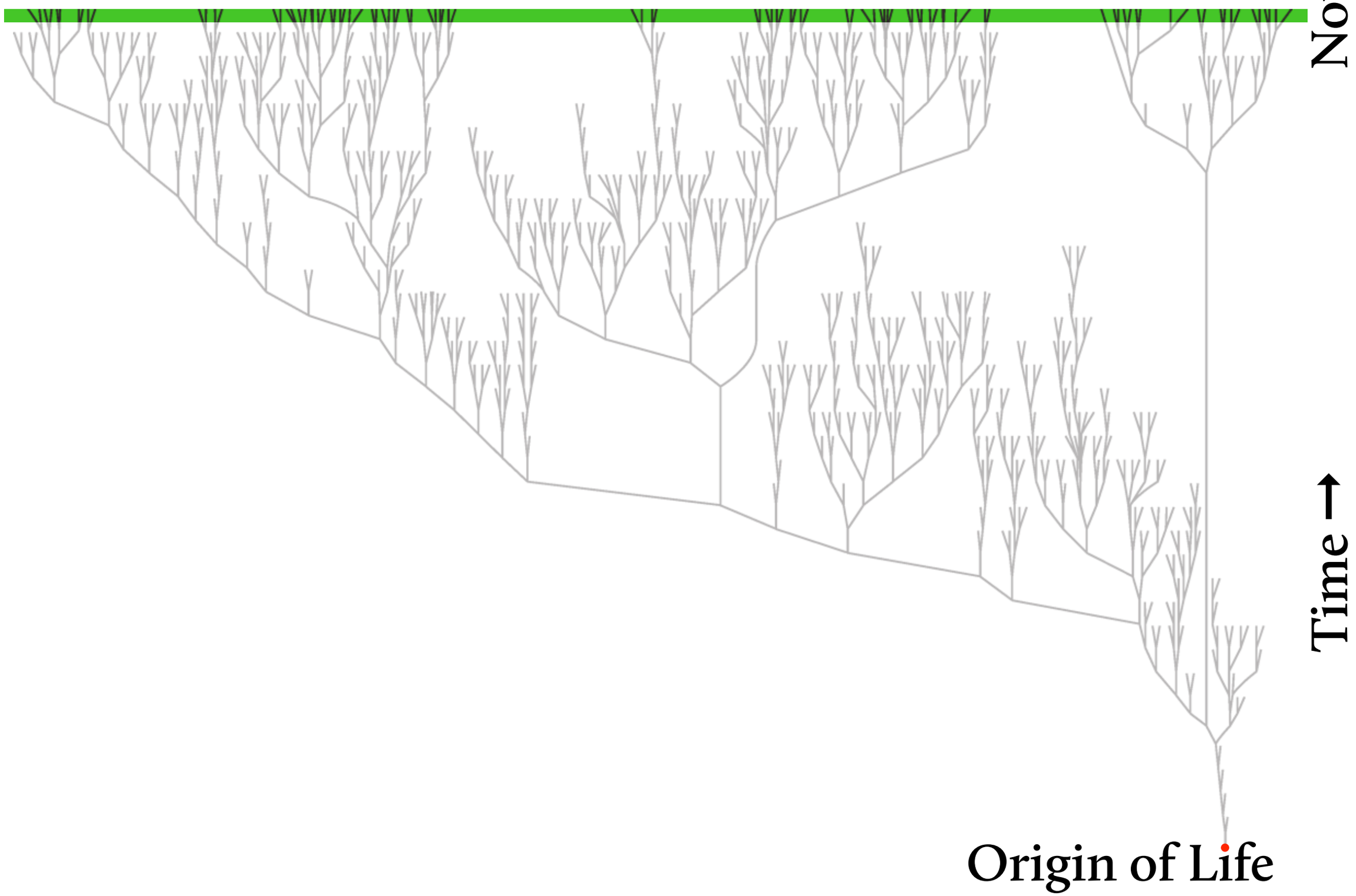
1. Build **in** *on click*
2. Build **out** *on click*
3. Build **in** *with previous build*

Where did the diversity we have today come from?

Origin of Life


Time →
Origin of Life


Now
Time
Origin of Life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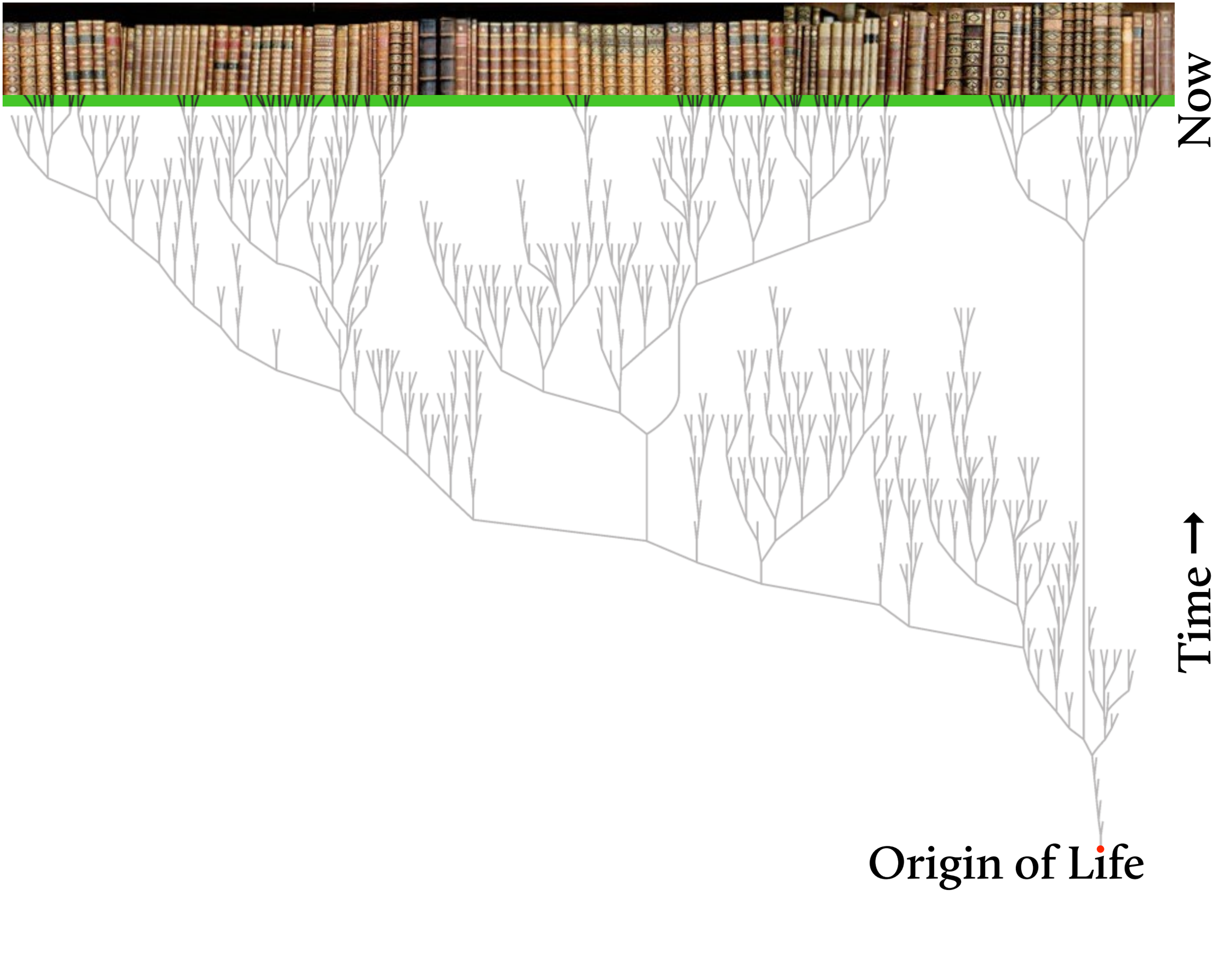

Now
Time
Origin of Life

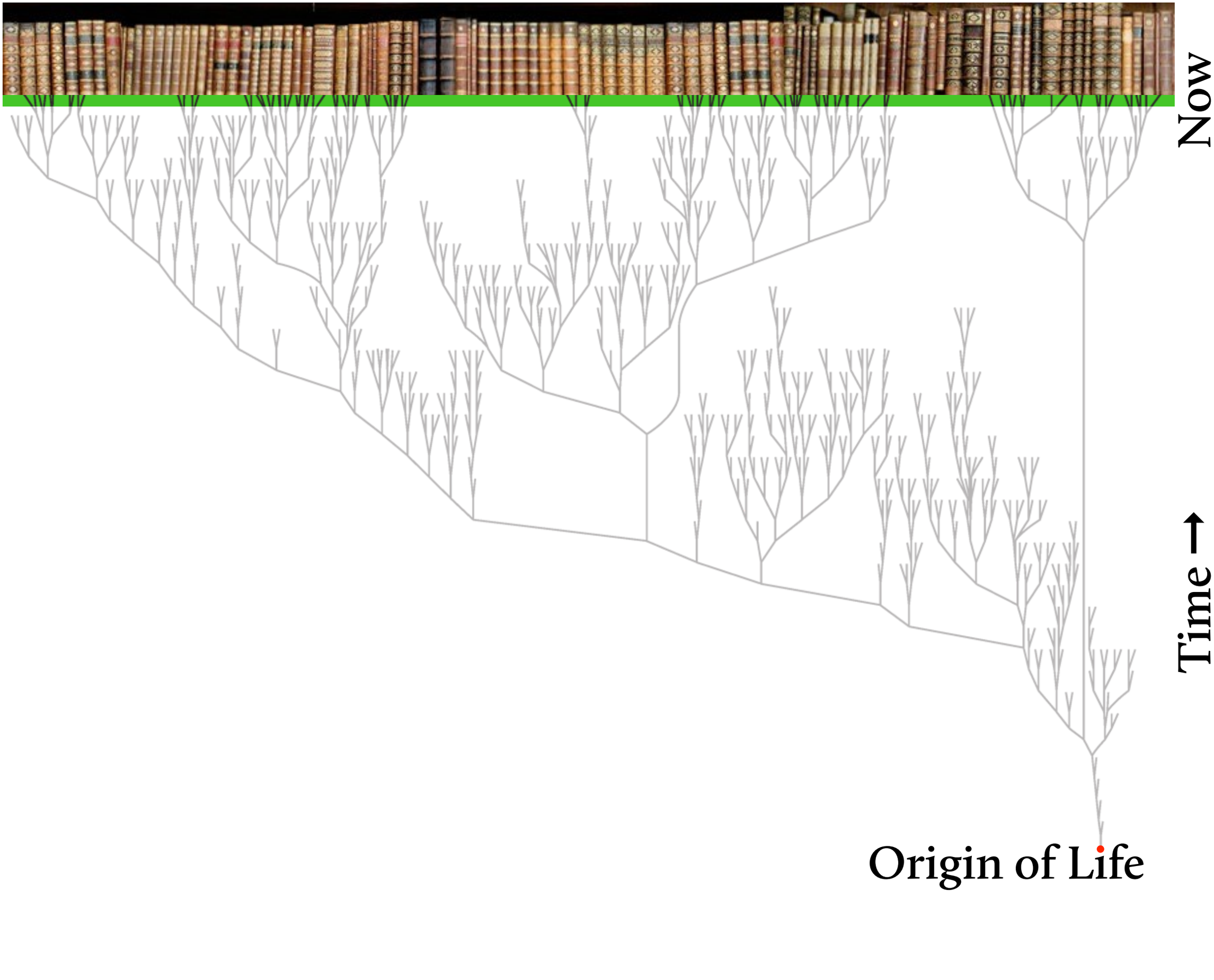
1,000,000
described

5,000,000 – 10,000,000
undescribed

Now

Time →

Origin of Life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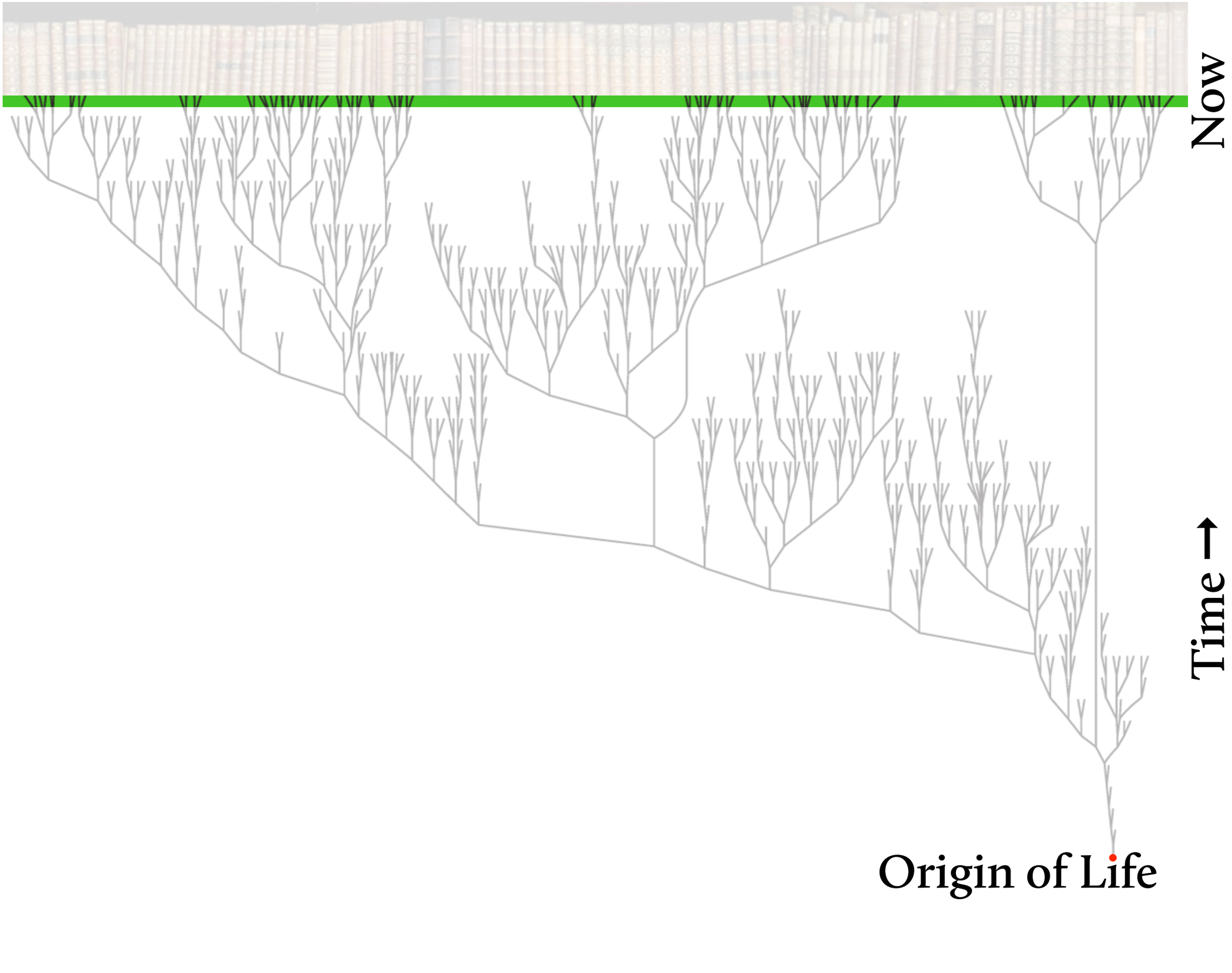
Time
Origin of Life


Now
Time
Origin of Life

SUMMARIZING

- Decide what to say
- Outline points and slides
- Little text, many images
- Make form fit function
- Be concise – trim

"Perfection is achieved,
not when there is nothing more to add,
but when there is nothing left to take away."

-Antoine de Saint-Exupéry