TALKING SCIENCE, SPEAKING POWERPOINT

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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

Correct

Standard 4:3

Wide 16:9

Bummer
INDIVIDUAL SLIDE LAYOUT

- Use little text
  *Notes, not narrative*

- Use images
  *Viewing beats reading*

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Who does all that work?

- USC undergraduates (and others)

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WHAT IS THE POINT?

- Are you promoting yourself?
- Is there objective content you need to convey?
- What do you want the audience to walk away with?
- How do you want them to feel?
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
FORMAT AND FONTS

Style Matters
FORMAT AND FONTS

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
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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
FONT CHOICE: APPROPRIATE PARANOIA

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

• **Layout paranoia**
  Leave extra space for unexpected wraps

Original
- Originally in Arial Narrow, two lines of text
- Originally in Arial Narrow, two lines of text

Substitute font:
- Arial Narrow
- Ouch

not enough space here

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
Text animations

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

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

**Image animations**
- Identically-sized, second image dissolves in over first image

**More complex animations**

1. Build in on click
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

More complex animations

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
Origin of Life
Origin of Life
Now

Origin of Life
Now

1,000,000 described

5,000,000 – 10,000,000 undescribed

Origin of Life
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