TALKING SCIENCE, SPEAKING POWERPOINT

N. DEAN PENTCHEFF
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?
WHAT IS THE POINT?

• Are you promoting ideas? Yourself? Techniques?

• What objective content do you need to convey?

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• How do you want them to feel?
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

Who does all that work?
• USC undergraduates (and others)

The challenge?
There are a lot of marine invertebrates

Barcode at BOLD

Species

739
3,218

2,479 species to go...
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
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

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

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

Substitute font: Arial
Ouch
- Originally in Arial Narrow, two lines of text

**not enough space here**

**wider box allowed survival**
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
• 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

More complex 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
Now

Origin of Life

·

1,000,000 described

5,000,000 – 10,000,000 undescribed
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