

Creating the Perfect Presentation



Aims of the Lecture

- To continue for the previous lecture in highlighting what makes a good presentation.
- To provide an example of a badly presented PowerPoint.
- To provide a step by step guide of conducting a basic PowerPoint presentation.
- To differentiate between a “normal” PowerPoint present, an Electronic Poster Presentation and a Physical Poster Presentation.

100%



Consider the following...

- Deficiencies in empathy, defined as understanding and sharing in another's emotional state or context (Eisenberg & Strayer, 1987), have long been considered characteristic of aggressive and antisocial individuals (Cleckly, 1964; Hare, 1978; Hoffman, 1987).
- Although evidence also suggests that empathy facilitates prosocial behavior and reduces aggressive behavior in both children (Bryant, 1982; Eisenberg & Miller, 1987; Eisenberg-Berg & Lennon, 1980; Feshback, 1979; Feshback & Feshbach, 1982; Miller & Eisenberg, 1988; Poole, 1992) and adults (Batson, Fultz, & Schoenrade, 1987; Davis, Hull, Young, & Warren, 1987; Mehrabian & Epstein, 1972), few studies of empathy have been conducted directly with individuals demonstrating established histories of antisocial and aggressive conduct.
- Nor has research on antisocial youth kept pace with important refinements in both the operationalization of empathy and related developmental theory.

How would you incorporate that into an oral presentation?

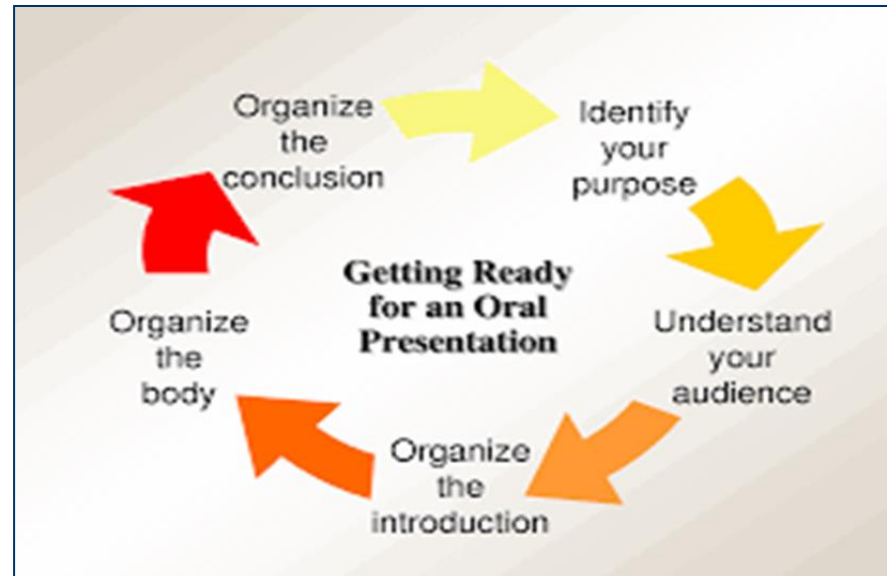
- The main difference between the written word and giving oral presentations is?
- The facts are the same, but...



Instead...

- As psychologists, we know a lot about empathy. We also know that people who are aggressive and antisocial show low levels of empathy, and they have a hard time putting themselves in the place of people around them.
- Unfortunately, we have a long way to go in understanding the lack of empathy in people with conduct disorders.

Guidelines (From Beins & Beins 2012)



- Start with interesting and memorable opening to capture interest (primacy effect)
- Place the context (historically or factually)

- Create graphics to illustrate your point
- Use minimum text- audience should be listening not reading!
- Keep language simple- why?
- Use your presentation as an `aide memoir`
- Do not read directly from your slides, use cue cards if necessary
- If someone asks a question, repeat it for the benefit of the audience before you answer

Creating the presentation- what to include and not!

- 1. Identify the main points- do not be tempted to overload the audience
- 2. Ensure that you provide evidence to support your main points
- 3. Practise! Time yourself and breakdown each section into time allocations to make it easier to keep track. Poor timing will affect your grade
- If including results of studies, keep it simple- use a graph or table to explain and make sure you understand it!
- Remember the constraints of STM- too much information makes it hard for your audience to follow

Visual style

- Make the colours and effects easy on the eyes- **don't make it to busy.**
- Choose colours wisely... likewise select an **appropriate** size.....
- Keep text font plain and simple, *some styles are just too hard to read.*
- **Don't cram too much information on your slides as it will all merge into one total incomprehensible mess**

Quite Possibly The World's Worst PowerPoint Presentation Ever

*A Demonstration of What
NOT to do When Creating
and Using PowerPoint
Slide Shows*

A stylized, dark teal silhouette of a mountain range is positioned in the bottom right corner of the slide, partially overlapping the bottom edge of the text area.

How to Use this Presentation

- Watch the slide show.
- Gaze at the horrible examples of bad slide design and presentation.
- Read the hints and tips slides that follow the examples to avoid making similar mistakes!

Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.



Too Much Text, and Font too small

- Don't put large blocks of text in your presentation.
- Emphasize the main points.
- The "Six-by-Six" Rule.
- Use pictures- PowerPoint is multimedia!
- Use a large font...at least 30-point or more.

Beginner Motorcycles



- My personal favorite: the Suzuki Savage
- Light weight (~380lbs)
- Adequate power (650cc engine)
- Low seat height fits most riders

Bad Color Choices

- Avoid loud, garish colors...dark text on light background is best.
- Avoid text colors that fade into background, i.e. blue and black
- Avoid color-blind combinations:
 - Red and green
 - Blue and yellow

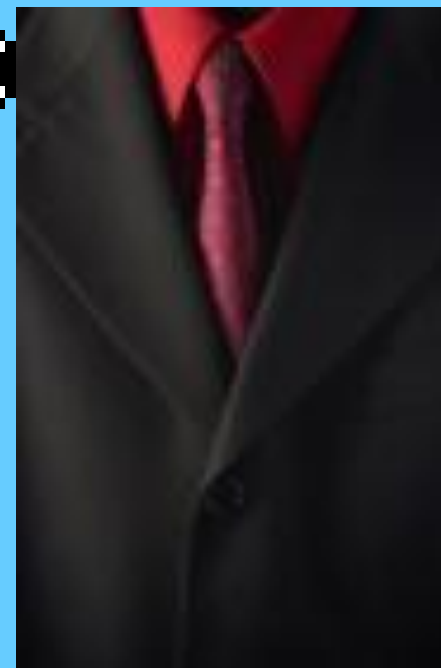
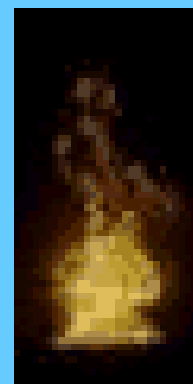
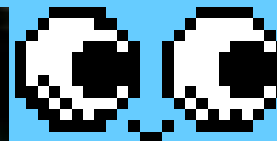
WOW!

Buying a New Suit

WOW!



WELCOME



Overwhelming Pictures

- Use pictures, but don't let them use you.
- Keep slides SIMPLE! Too much diverts audience away from content.
- Too many pictures also make saving a presentation difficult.
- 1 or 2 pictures per slide is probably enough.

Racquetball Fundamentals

- 2, 3, or 4 players.
- 1 player serves, other “returns.”
- Only serving player can score.
- Served ball must land past serving line and cannot hit back wall.
- Ball can only bounce once before striking front wall...but ball does not have to bounce.

Using too much Slide Animation

- Again, keep slides simple!
- Apply one Slide Transition style and one Animation Scheme to ALL slides.
- Don't change between styles- a single style makes a presentation look unified.
- “Busy” presentations divert audience attention from content.

FILE NOT FOUND

- Microsoft PowerPoint is unable to open the requested file. This could be because your file is corrupted and/or this is an unsupported file type. Do you wish to retry or cancel?
- Disk is unformatted. Click “yes” to format your disk now.
- Boot startup failure, press any key to reboot.

Murphy's Law

- Something WILL go wrong- test your presentation before you show it.
- Always have a backup of your presentation on hand.
- Be prepared to do the presentation without the PowerPoint...professionals ALWAYS print handouts for the audience.

More Presentation tips

- Talk to your audience, not the slides- face them!
- Don't just read what's on the board...we can read that. Use a visual presentation as a starting point.
- Avoid apologizing for a presentation shortcomings...press on.
- Leave time for Q & A.

More Presentation tips, cont.

- Check grammar! A presentation is the worst time to see misspellings.
- Don't make too many slides...avoid the "slide rush" (trying to rush through the last 20 slides because you ran out of time).
- Cite your sources on each slide or at the end of your presentation.
- Remember: KEEP IT SIMPLE! It's just a tool!

A Quick Guide to using Microsoft PowerPoint



Important to Note....

- The following slides will only provide a guide to using Microsoft PowerPoint to create a basic presentation.
- For more advanced options it is advisable to read through books focusing on PowerPoint.
- Such as PowerPoint for dummies available on Moodle.

Getting Started

- Open PowerPoint – Depending on your version of PowerPoint you may have a different screen to the next slide.
- Click Blank Presentation although if you wish to use one of the sample templates click on one of these.

PowerPoint

Recent

-  WorstPresentationEverStandAl...
C: » Users » s.a.jones » Downloads
-  UsingPowerPoint
C: » Users » s.a.jones » Downloads
-  Using PowerPoint 2015
C: » Users » s.a.jones » Downloads
-  PowerPoint for supporting ind...
C: » Users » s.a.jones » Downloads
-  ppt_projection_practice
C: » Users » s.a.jones » Downloads
-  presenting (1)
C: » Users » s.a.jones » Downloads
-  presenting
C: » Users » s.a.jones » Downloads
-  Presentations and Further Aca...
F: » Study Skills Presentation Stuff
-  Making presentations
F: » Study Skills Presentation Stuff
-  Making Oral Presentations
F: » 2017-2018 » Modules » Study Skill...
-  Lecture 6 - ADHD
G: » Lecturing 2013-2014 black pen dis...
-  Making Oral Presentations
G: » Lecturing 2013-2014 black pen dis...
-  Making presentations
G: » 2015-2016 » Grad Cert » Study Skills
-  Making presentations
G: » 2015-2016 » Grad Cert » SSAD6003...
-  Presentations and Further Aca...
G: » Lecture 2016-2017 from Moodle »...

 Open Other Presentations

Search for online templates and themes

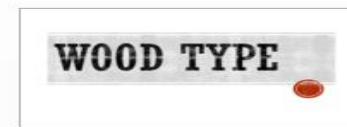
Suggested searches: Presentations Business Industry Education Labels Personal Animation



Blank Presentation



Welcome to PowerPoint



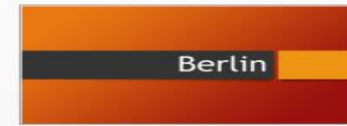
Wood Type



Ion Boardroom



Quotable
Ion Boardroom



Berlin



Celestial



Savon



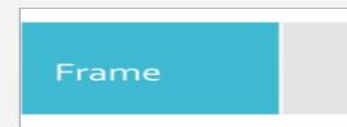
Crop



Circuit



Dividend



Frame



Organic



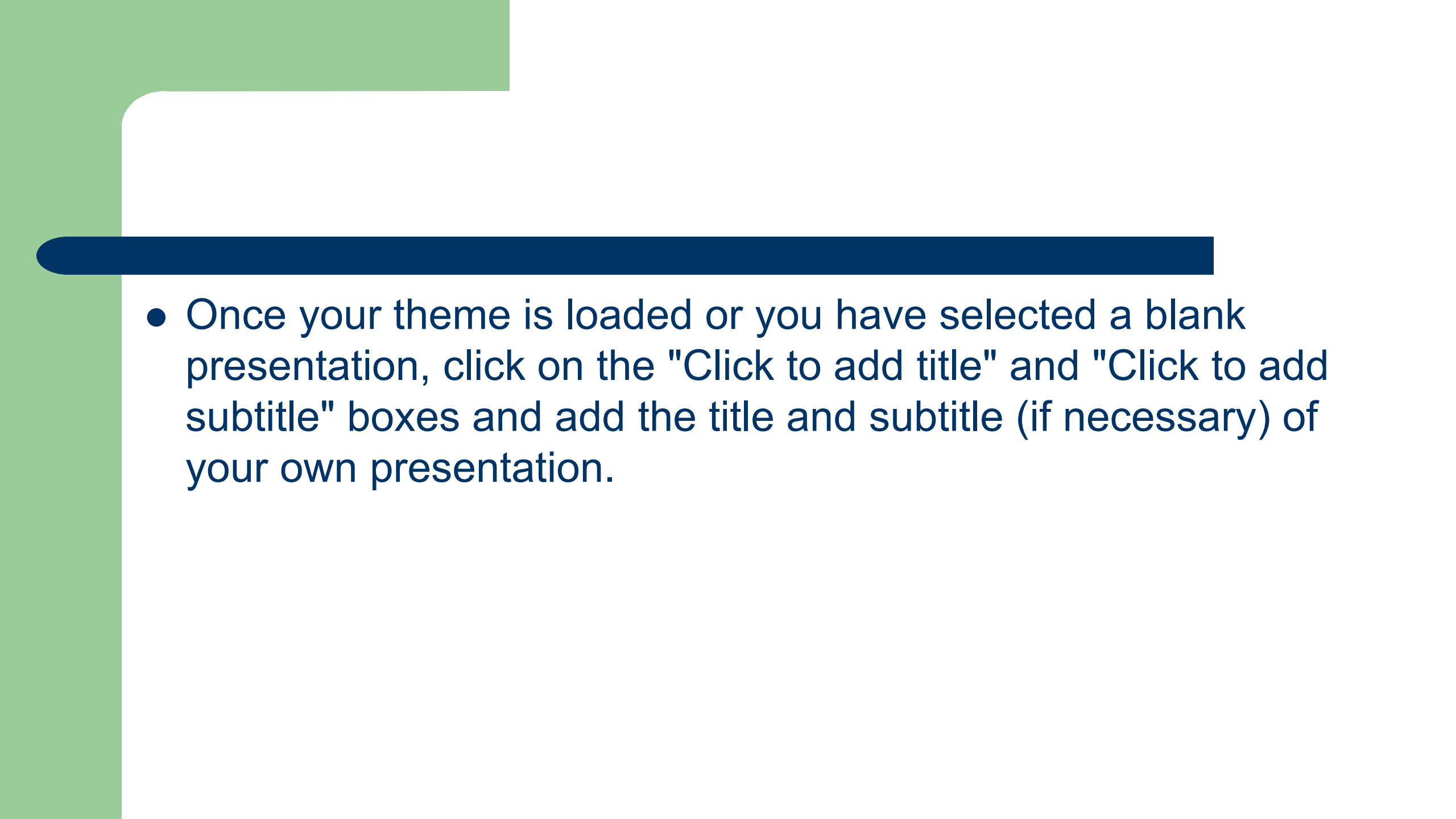
DROPLET



MAIN EVENT

Stuart Jones
S.A.Jones@uwtsd.ac.uk
[Switch account](#)



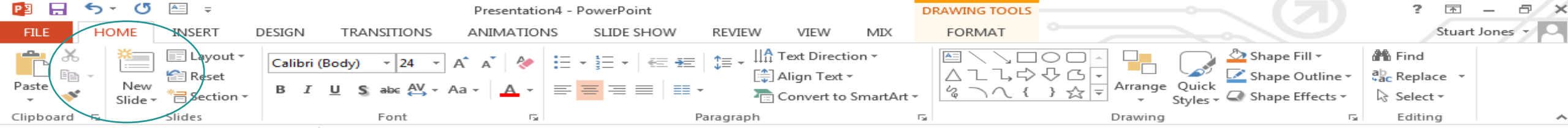
- 
- Once your theme is loaded or you have selected a blank presentation, click on the "Click to add title" and "Click to add subtitle" boxes and add the title and subtitle (if necessary) of your own presentation.



Click to add title

Click to add subtitle

- 
- 
- After deciding on a title, click on the "New Slide" button on the top left hand side in the “Home” view.



1

PowerPoint Presentation Guide

Stuart Jones

PowerPoint Presentation Guide

Stuart Jones

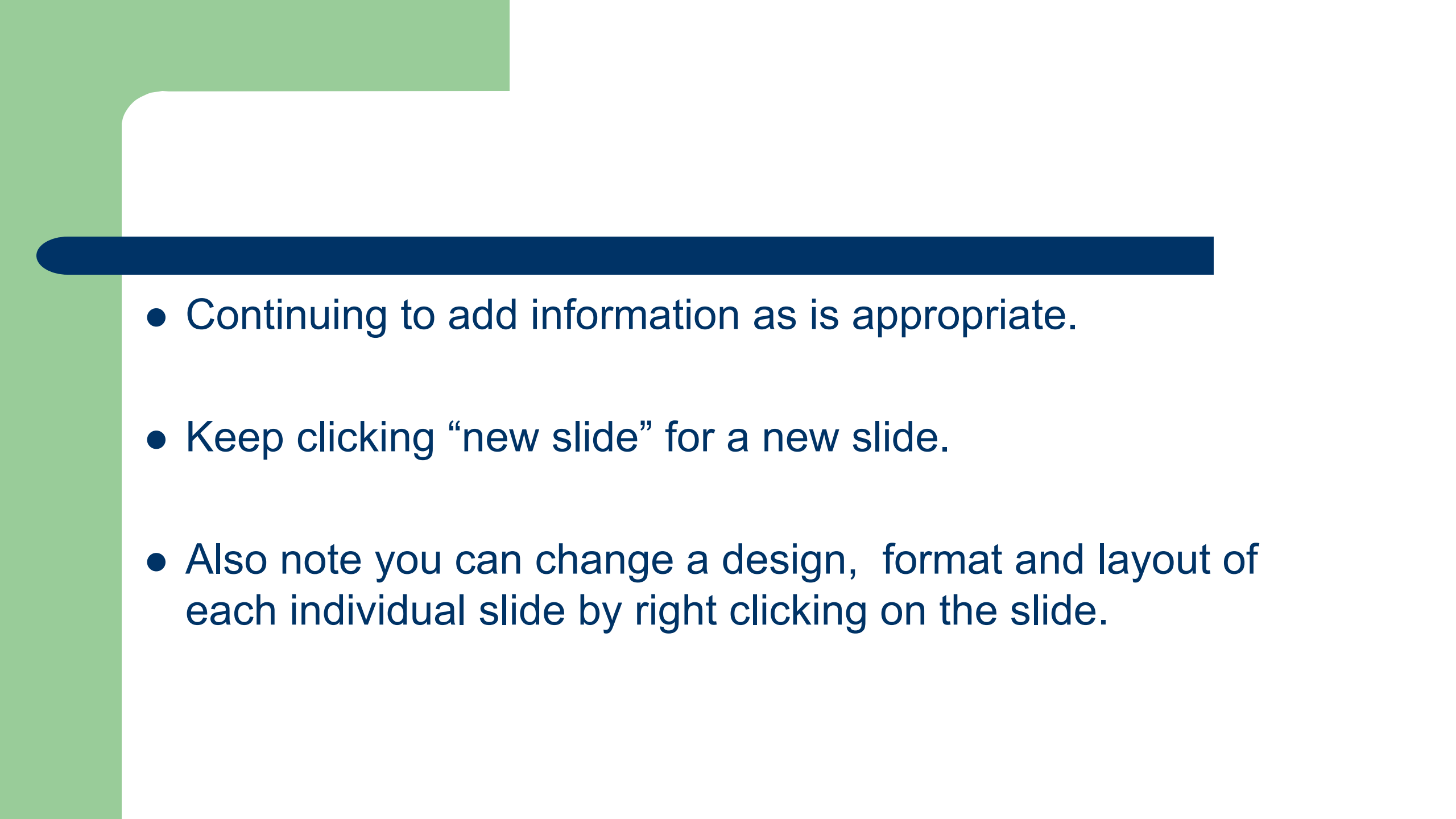
1 PowerPoint Presentation Guide

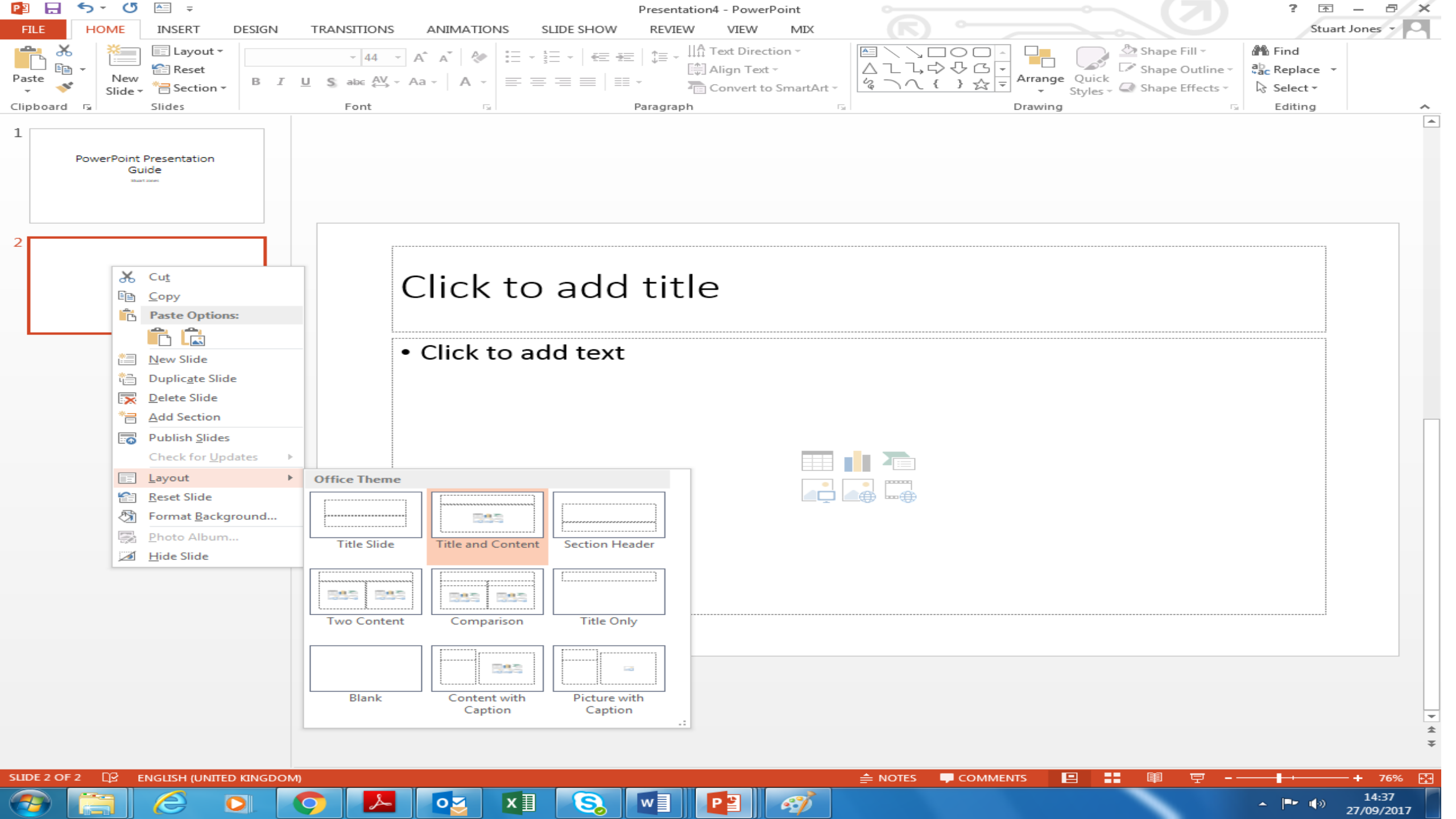
2

Click to add title

- Click to add text



- 
- Continuing to add information as is appropriate.
 - Keep clicking “new slide” for a new slide.
 - Also note you can change a design, format and layout of each individual slide by right clicking on the slide.



Changing the design of the whole presentation

- Just click the design tab and choose the slide design that is appropriate for your presentation.

FILE

HOME

INSERT

DESIGN

TRANSITIONS

ANIMATIONS

SLIDE SHOW

REVIEW

VIEW

MIX

Paste

Clipboard

New Slide

Slides

Layout

Reset

Section

28

A^A

A^A

B

I

U

S

abc

AV

Aa

A

Text Direction

Align Text

Convert to SmartArt

Shape Fill

Shape Outline

Shape Effects

Find

Replace

Select

Editing

Stuart Jones

32

PowerPoint Presentation Guide

33

Click to add title

34

Continuing to add information as is appropriate.

Keep clicking "new slide" for a new slide.

Also note you can change a design, format and layout of each individual slide by right clicking on the slide.

35

Click to add title

36

Changing the design of the whole presentation

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37

[No Title]

Click to add title

Click to add text

Table

Bar Chart

Document

Line Chart

Globe

Video

SLIDE 37 OF 37

ENGLISH (UNITED KINGDOM)

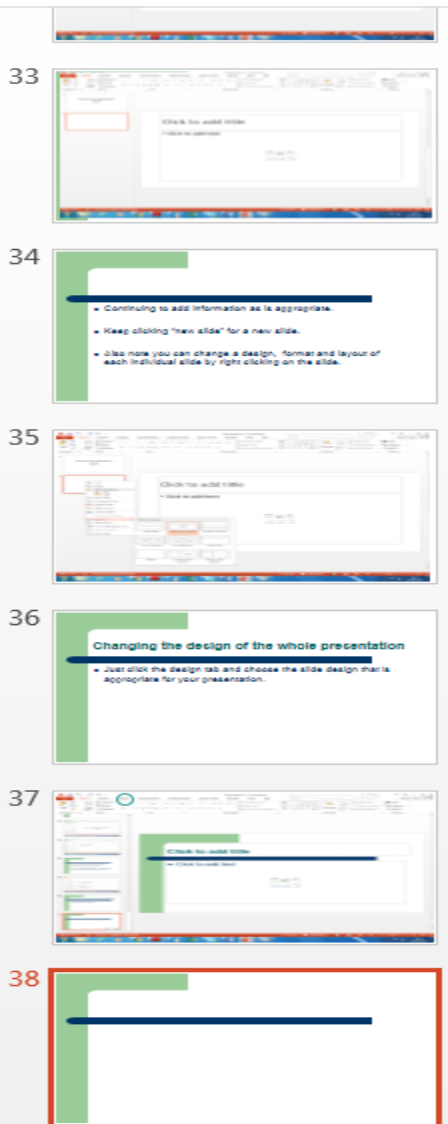
NOTES

COMMENTS

76%

14:41

27/09/2017

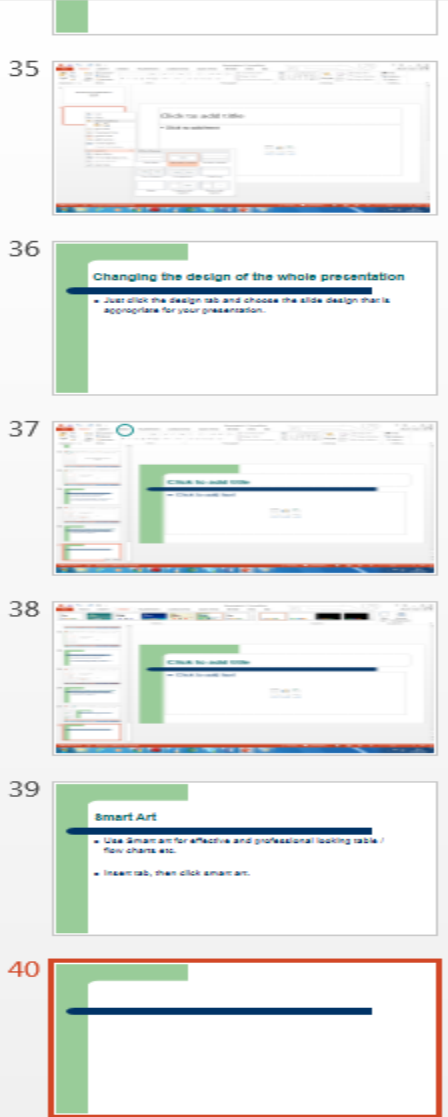


Click to add title

- Click to add text

Smart Art

- Use Smart art for effective and professional looking table / flow charts etc.
- Insert tab, then click smart art.



Click to add title

- Click to add text



Shapes

- Use shapes to highlight aspects of your presentation.
- As you can see in the screen shots.
- Insert and Shapes.

Use Screen Shots and Pictures.

- Pictures and Screen Shots can also boost a presentation, this is easily done through PowerPoint via the copy and paste function.
- You can also insert pictures that are stored on your PC.

Animations and Transitions.

- You can also add animations and transitions to enhance the point you are making.
- There are tabs for both animations and transitions.
- Remember though, sometimes less is more so use these with caution.

REMEMBER, REMEMBER, REMEMBER.

- TO SAVE YOUR WORK!!!

Viewing your masterpiece for the first time.

- Click the Slide Show tab
- And then click from beginning.
- Remember you can always go back to re-edit your powerpoint.



Click to add title

- Click to add text

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW MIX

From Beginning From Current Slide Present Online Custom Slide Show Start Slide Show

Set Up Slide Show Hide Slide Rehearse Timings Record Slide Show Set Up

☒ Play Narrations
☒ Use Timings
☒ Show Media Controls

Monitor: Automatic

☒ Use Presenter View

Monitors

39 Smart Art

- Use Smart Art for effective and professional looking tables, flow charts etc.
- Insert tab, then click smart art.

40

41 Shapes

- Use shapes to highlight aspects of your presentation.
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42 Use Screen Shots and Pictures.

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43

44

Click to add title

- Click to add text

The Poster Presentation



What`s so special about poster presentations?

- The goal in a poster presentation is to create a compelling visual representation of your topic.
- Poster sessions have become a common feature at scientific meetings because a large number of people can display their work and discuss it with others in a face-to-face setting.
- People can walk by the posters and, if a topic catches their eye, talk to the researcher individually.

Differentiating Visual and Written Communication

- Posters are very different from written manuscripts.
- They should serve the purpose of conveying two/three main points not too much written information, but rather the presenter should be comfortable with talking around these key points.
- Your key points should be eye-catching and not overwhelming!

Physical vs Electronic Posters.

- Physical posters are designed on A1 sized posters.
- Electronic Posters are designed on 1 PowerPoint slide (plus an additional slide for the reference list).
- For electronic posters you can (if you wish) save the screenshot of the slideshow and save as a jpeg file.
 - Some students find that this can lead to an increase zoom which can boost clarity.

Visual style of Physical Poster

- Your poster should be clearly visible from one metre away.
- Usually a font of approximately 48 is a good size for a title, 36-point fonts for major section headings, and 22 to 24 point fonts for the main body of the poster.
- Think carefully about your colour choice, lighter backgrounds with dark font usually work best.



Remember....

- Even though the length of time to present will be the same for an electronic poster and a regular PowerPoint presentation, the “operating space” for a poster is reduced...
- Therefore – use the space very wisely, focus on the main points only.
- Use the Zoom function – to zoom into key aspects to make it look bigger on the screen.

PowerPoint Check List

“Mispelled” is misspelled on purpose so you can see the line in “normal” design view

- ☑ **Proofread** for spelling, typos, grammatical errors.
(Does it have a squiggly red line under it? It’s probably misspelled!)
- ☑ Check to see that it “**aids**” the presentation and doesn’t replace the presentation. (If you’re doing a speech, the deck shouldn’t be able to stand by itself.)
- ☑ **Be ethical:** If not in a classroom, make sure you are not violating copyright.
- ☑ Is there anything that would **distract** the audience? (Too many bells and whistles, old clip art, overly dramatic transitions, etc.?)
- ☑ Is it **readable**? (Font size, color combination, etc.)
- ☑ Are you **managing the information flow**? (builds/animation, blank slides, etc.)

And Finally

- Do not forget to save your PowerPoint as you are working through it.
- Do not forget to reference appropriately and in accordance to APA formatting.
- Your reference list will be at the end of your PowerPoint presentation.

Good vs Bad Presentations.

- <https://www.youtube.com/watch?v=ATfY8dvbuFg>
- <https://www.youtube.com/watch?v=5utoLhjUuAI>

References

- Van Emden, J., & Becker, L. (2004). *Presentation skills for students (Palgrave study guides)*. Palgrave Macmillan.
- Available in Library – Swansea, Carmarthen and Online Library.