Slides and Presentations

with special thanks to Sebastian Brandt,
to whom I owe most ideas for these slides:
http://lat.inf.tu-dresden.de/~brandt/HowtoDesignaSlideshow.pdf

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Welcome to COMP80122

...and this week:
- today as preparation for research symposium
- both as part for COMP80122
Research Symposium

- Starts tomorrow, see programme
- Great place to learn about
  - school
  - our school’s research
  - research in Computer Science
  - other PhD students
- Great place to think about communication of research
  - clarity: what makes you “get” what has been done
  - story lines …
  - boredom, effect, …
  - presentations
  - slides

with keynote by amazing Dave Cliff, Bristol
Assignment 1 of COMP80122

• attend all presentations of the Research Symposium
• for 10 presentations of your choice:
  – give a 2-3 sentence **summary** of its contents and
  – write a **critique** of the presentation:
    what was good, what could have been better
  – taking into account both
    • presentation style and
    • slides
• we will discuss these in 1st sessions in Semester 2
• submit all your summaries and critiques via **easychair**
  – your reviews will be anonymous
• please let me know if you haven't been invited
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• we will discuss these in 1st sessions in Semester 2
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• please let me know if you haven't been invited...regarding
  • slides,
  • graphics,
  • voice,
  • body language,
  • preparation,
  • storyline,
  • transitions
  • time-keeping,
  • …
Template for Your Critiques (1)

1. Content: what
   • is the research question or hypothesis?
   • is the contribution made to answering/proving it?
   • did you learn from this presentation?

2. Narrative/storyline:
   • clear
   • well thought through
   • fit for (General CS) audience & time

3. Slides:
   • suitable layout
   • support story line of presentation without distracting
   • suitable font, colours, size
   • suitable, clear graphics

   logically meaningful structure of (sub)items
   no full sentences

   in particular, they were there when needed
Template for Your Critiques (2)

4. Presenter:
   • well prepared, with good explanations
   • made good contact with audience
   • audible
   • well paced
   • clear enunciation

(*) “suitable layout” includes
• no full sentences on slides
• logically meaningful structure of (sub)items in bullet lists

(**) includes speed, pauses, emphasis
Some thoughts about presentations
A Good Presentation

...is

• **interesting**
  – tells something new & why we should care

• **clear**
  – story line: start, middle, end
  – follow-able
  – on the right level of abstraction for the audience

• **articulate**
  – thought through
  – well prepared...
Good Preparation

- is a **duty** to the audience
  - don’t make a group of (influential?) people suffer
- makes you more **confident**
- requires good conceptualization of your work
  - might even provide new insight into your work
- takes a looooong time to design:
  - start well in time, i.e., weeks before
  - iterative through different versions:
    - make slides
    - practise
    - think & discuss
    - …start again
Two approaches to presentation design

• iterative:
  1. make slides
  2. practise
  3. think & discuss
     ➡ ...start again until tired/happy

• top down:
  1. gather points to make
  2. gather terms to define
  3. ponder whether these are complete
  4. arrange in an order
  5. ponder whether this is good order/narrative
  6. make slides
  7. practise
Preparing a Presentation

Think about:

• who is your audience?
• who are you?
• short memory of audience!
• what do you want them to take home?
• how much time do you have?
  – rule of thumb: 2 min per slide
  – even if it hurts: you need to leave out certain
    • aspects of your work
    • details of your work
• what technical devices do you have/need?
Preparing a Presentation

Think about
1. a (few) main points that you want to/can tell
2. arrange these into a narrative/story:
   - **beginning**: setting the scene, creating suspense & interest
     *Describe your problem*
   - **middle**: rising action
     *explain other approaches & their shortcomings*
   - **end**: falling action, resolution
     *explain your approach, experiment, idea, etc.*
   - **happy end**:
     *report on evaluation, lessons learnt, summary & outlook*
3. prepare slides to support this story
4. practice, reflect, improve, practice,...
Slides for Good Presentations

• clear
  – no clutter
  – no superfluous ink

• pretty
  – by being clutter free

• support the story
  – helpful graphics
  – main points & keywords

• don’t distract
  – no complete sentences
Well Designed Slides

are aesthetically pleasing:
• helps understanding
• attracts interest
• raises expectations
Noise, Background, and Ink

- slides should:
  - serve as handrail for presenter & audience
  - contain well-designed graphics to illustrate certain points
- slides should **not**:
  - distract from presenter
  - confuse
- ... we need to **avoid**
  - noise
  - background graphics
  - un-necessary ink, etc.
Graphics

“a picture can say more than 1,000 words”: 
• enhances re-call
  – amplified under short exposure

but they need to be done properly:
• think of the purpose, message of picture
• make sure that this message becomes clear
• again, use as little ink as possible
Paper vs. online: access

- **Style**
- **Search by**
- **Access aids**

**Turn pages**

**by commands, menus**
- navigate
- search
- scroll

**tabs**
**index**
**contents**

**menu**
**index**
Avoid weak verbs (smothered verbs)

- have sufficient knowledge
- make a distinction
- furnish an explanation
- read a conclusion
- realize an improvement
- were able to develop
- held a meeting
- know
- distinguish
- explain
- conclude
- improve
- developed
- met
Rhapsody
% Sales from Long Tail

Amazon
% Sales from Long Tail

Netflix
% Sales from Long Tail
Graphics and Tables

• require a lot of thought & care for choosing
  – what to display
  – format (see last slide)
  – colour - use wisely!
  – captions, axis titles, etc

• can reader understand what is being shown?
  – can they read numbers: is 72348765 < 87623458?
  – how much eye movement & comparison is required?
Sales from Long Tail

Rhapsody: 22%
Amazon: 57%
Netflix: 20%
Good examples for using graphics

From my friends and others:

• Dave Gorman
  – http://www.youtube.com/watch?v=h1-3zMZqN78

• Matthew Horridge
  – http://videolectures.net/iswc08_horridge_lpjowl/

• Ian Horrocks
Grouping

Grouping can be done by

- proximity
- color
- region
- connectors

but you should only use 1 of these methods!
Text and grouping

Bullet lists:

- *the* grouping method for text
- make sure grouping
  - is **logical** (perhaps the most tricky bit)
  - is not too deep
  - has no “lonely” items: these are rarely logical
- (again) minimize ink: avoid duplicating words
- no complete sentences/telegram style:
  
  avoid multi-line items
Central Role of Ontology

- Ontology represents agreement, represents common terminology/nomenclature
- Ontology is populated with extensive domain knowledge or known facts/assertions
- Key enabler of semantic metadata extraction from all forms of content:
  - unstructured text (and 150 file formats)
  - semi-structured (HTML, XML) and
  - structured data
- Ontology is in turn the center price that enables
  - resolution of semantic heterogeneity
  - semantic integration
  - semantically correlating/associating objects and documents
Ontology

• represents
  – agreement,
  – terminology, or
  – nomenclature

• contains
  – extensive domain knowledge and/or
  – known facts/assertions

• is key enabler for semantic metadata extraction from data (un- or semi- or structured)

• plays central role in enabling
  – resolution of semantic heterogeneity
  – semantic integration
  – semantic correlation of objects and documents
Fonts and Emphasis

- Choose **1 font** for **all** slides
- Careful: projector’s resolution is often poor
  - un-serifed (sans serif): serifs are no good on screen
  - readable: cornet vs comet -- dark vs clark vs dork
  - Arial, Computer Modern Sans, Helvetica, etc.
- Large enough letters
Fonts and Emphasis

- Choose 1 pattern for emphasis and stick to it:
  - for emphasis: **bold** or *color* ...careful: might do the **converse**!
  - for new terms/quotes/names: *italic*
  - no **underlining**!
  - NO CAPITALIZING!

- .... and really stick to it
Animation?

- can be great to
  - illustrate an algorithm running
  - show behaviour of example
  - build up complex picture
  - ...
- otherwise it creates
  - useless noise
  - distraction from speaker
During Symposium

- Enjoy the presentation
- Watch yourself & reflect: what makes you
  - happy
  - click
  - understand
  - recognize things
  - curious
  - engage with subject
  - confused
  - lost
  - puzzled
  - angry
  - distracted
  - bored

- ...then we discuss your observations in February
  - and practise to present well!
Enjoy the research symposium

Look & Learn

See you in February