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 **Gordon Blair**, Lancaster
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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...regarding
• slides,
• graphics,
• voice,
• body language,
• preparation,
• storyline,
• transitions
• time-keeping,
• ...
Central 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 loooong 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
Mini Exercise

• [quiet] take 2 mins to:
  1. gather & write down 6 central points to make about your PhD

• [quiet] take 2 mins to:
  2. arrange these 6 central points in an order

• [noisy] in 2 mins, explain your PhD to your neighbour

• [noisy] swap roles
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 the context of your problem*
   - **middle**: rising action
     *explain your problem, existing 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 a good presentation
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
Slides for Good Presentations

...are

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

• don’t distract
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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.
"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**

**Style**
- Turning pages

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

**Access aids**
- 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
Graphics and Tables

• require a lot of thought & care for choosing
  – what to display
  – format (see last slides)
  – 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*
    • items on same level are of the same kind
    • sub-items related to super item
  – 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
Other aspects of a good presentation
Clothing & Body Language

• Wear something you’re comfortable with when
  – many eyes are on you
  – you’re nervous, sweating

• Talk to the audience
  – not to the screen, wall, ceiling, lectern,…
  – show a friendly face, even smile

• Use your body to make your voice heard
  – speak to the audience (see above)
  – stand tall
  – breath

• Plan what to do with nerves
  – where to put hands
  – how/where to stand
Making your voice heard

Talk

• at the right speed
  – requires practice & preparation

• with breaks so that
  – you can breathe
  – the audience can think

• in an audible way
  – loud/at the right volume
  – clear/no mumbling

• following your well thought through narrative
  – structured in a suitable way
  – with suitable transitions

• (again) to the audience!
Assignment 1
Assignment 1: attend 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

• Write 10 reviews/critiques following the template

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

Look & Learn

See you in February