

Electronic Presentation Guidelines for Authors

About this Presentation

- Use a good virus checker to make sure this file has not been corrupted
- View this presentation first as a slide show
- Then go to “View” → “Notes Page” for important additional information!
- **Remember:** Confidentiality of information is not guaranteed

Purpose

- Recommend guidelines for electronic slide presentation at workshops and tutorials
- Provide an electronic template
 - The file you are reading has settings, colors and fonts that conform to the conference guidelines
 - You may edit this file and replace its slides with your presentation

Title Slide

Place Presentation Title Here

Author Name(s) should go next

Company or Institution Name Here

Address

City, State, Country, Postal Code

Company name and/or logo at the bottom

Outline Slide

- After your Title Slide, your next slide should be your Outline Slide
- Briefly tell the audience what you are going to cover
- Verbally, cover only the main points on the Outline Slide

Company Name and Logo

- Company or institutional name and/or logo and any other organizational identifying information belong at the bottom of the page, NOT at the top

As shown below

Contrast

- **High Contrast is** very important
- Use *dark lines/text on a light background*
 - Background: White, yellow, light cyan
 - Foreground: **Blue**, **red**, **dark green**, black
 - **Caution:** **light green** or **yellow**
lettering or lines become unreadable when projected

Style and Font Guidelines

- Use short phrases, not long sentences
- Use Arial, or similar Sans Serif font
 - This document uses Arial throughout
- 36 Point Titles *or larger!*
- 28 point text *or larger!*
- Do not use fonts smaller than 28 point, or people in the back of the room will not be able to read your slides!

Style Guidelines (cont.)

- Roughly one slide per 1 to 2 minutes of talk
- Each slide should have a title
- 9 lines maximum on a text slide
- 7 - 8 words maximum per line
- In “File” → “Page Setup...” specify:
 - Slides sized for: “On Screen Show”
 - Slide orientation: **Landscape**
- ***Use high contrast: Dark lettering/lines on a light background***

Special Fonts or Symbols

- Watch out for:
 - Wingdings
 - MS Line Draw
 - Monotype Sorts
 - Scientific Symbol fonts
 - Greek characters
 - Asian language fonts
- Always embed TrueType fonts in file

Presentation Flow

- *Title slide*
- *Outline slide*
- *Detail slides* (i.e., slides #3 and up)
- *Conclusion slide*
- *Backup slides??*

Use a blank slide
to focus attention
on the speaker

Display Speed

- Slides should display instantly
- Do not distract the audience with slow transition effects
- Avoid overuse of slow graphics or special effects

Transitions Between Slides

- Special animation when changing from one slide to the next
- Highly distracting to the audience
- ***Don't do it!***
- Default settings should be:
 - Effect: **No transition**
 - Speed: **Fast**
 - Advance: **On mouse click**

Transitions Between Lines

- Optional
- Focuses attention on a specific line of a slide
- Can be highly effective
- Make transitions happen instantaneously
- Dim previous lines
- Use sparingly

Sound Effects



- ~~DO NOT USE SOUND EFFECTS~~
- Sound effects slow down slide transitions

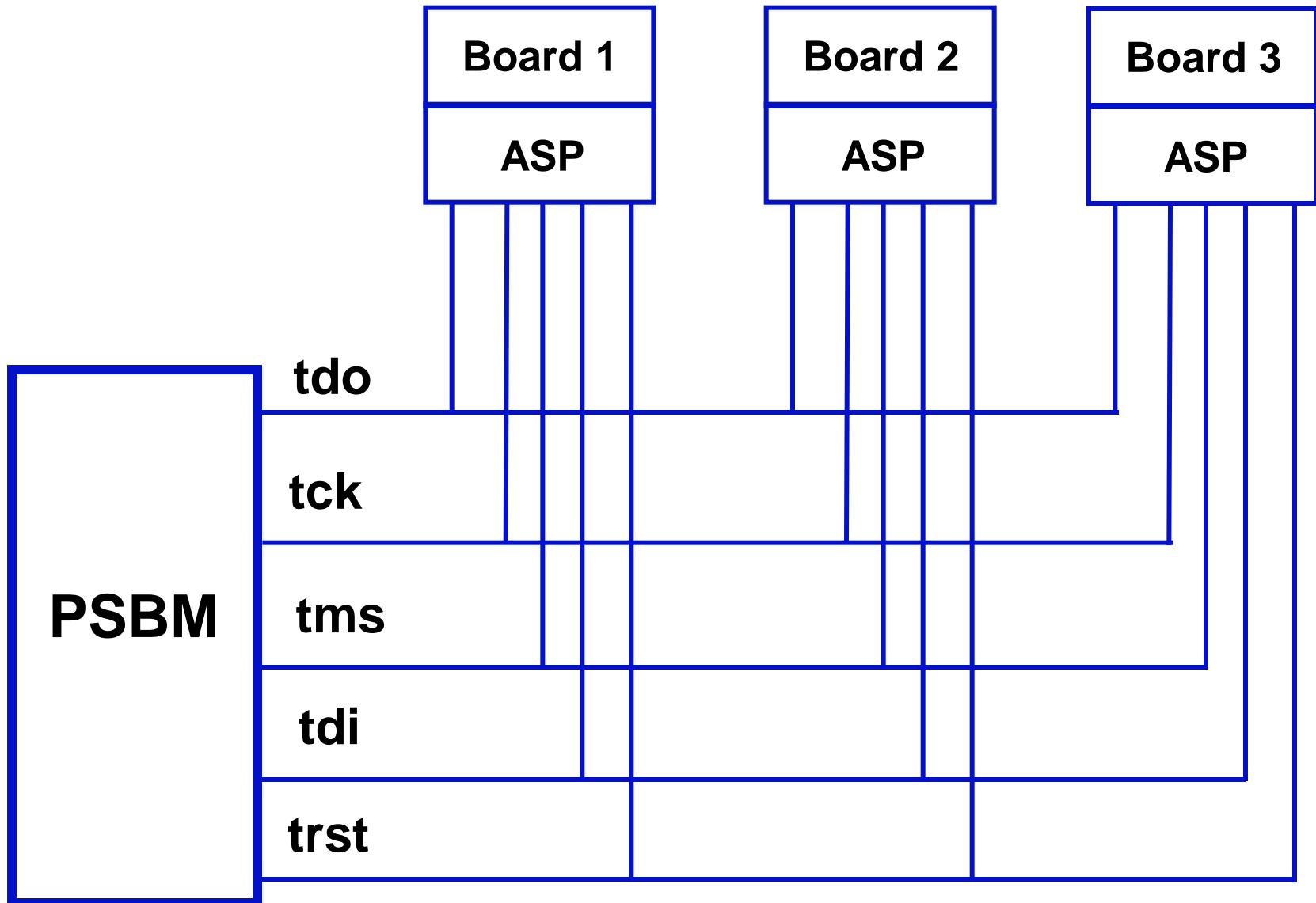
Borders

- *Borders are discouraged!*
- They reduce the amount of space available for text and data
- They slow down the slide display

Diagram Slides

- Keep diagrams simple
- Make them easy to view
- Make text readable with large font
- See “View” → “Notes Page”
- An example follows on the next slide:

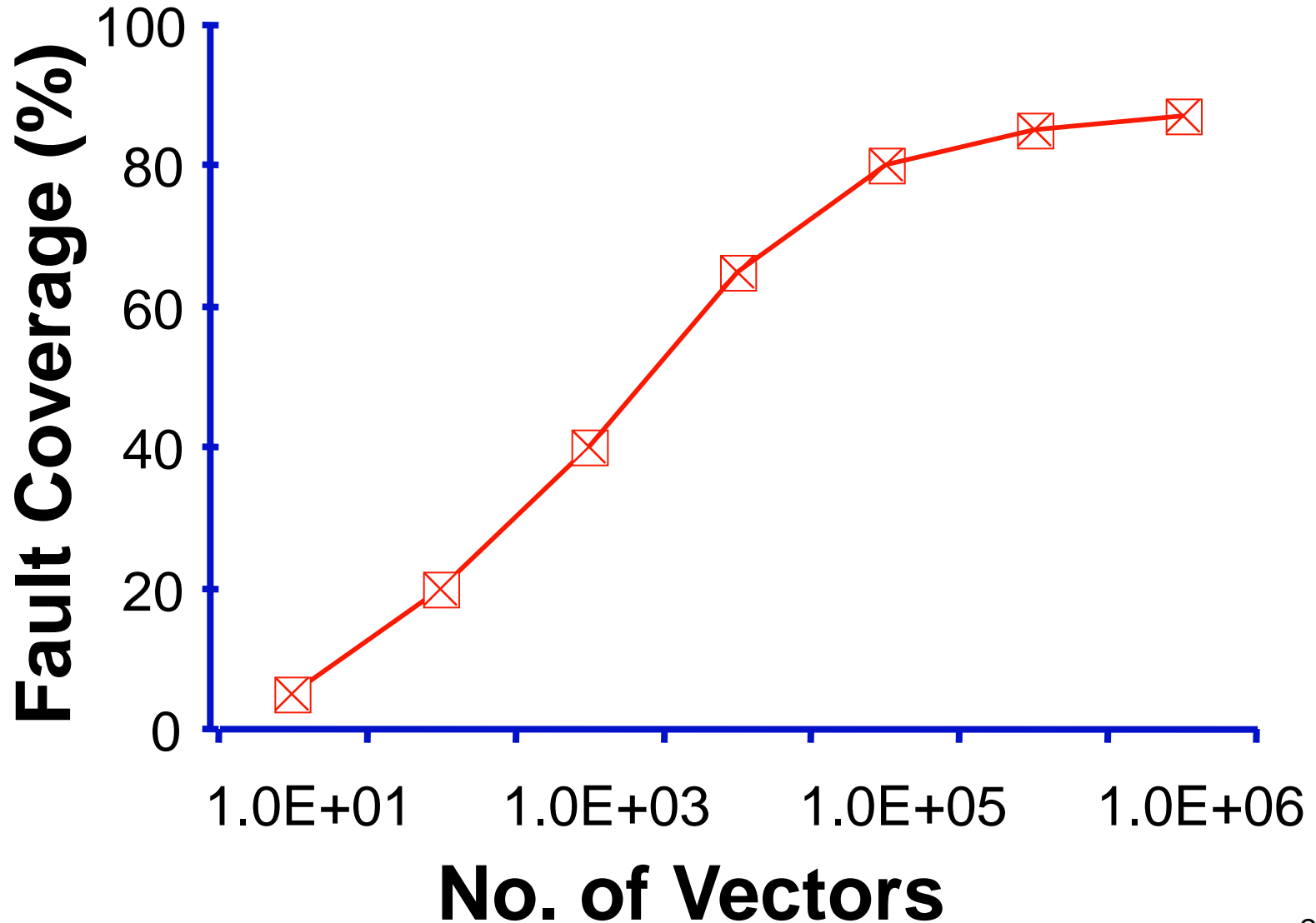
Diagram (see “View” → “Notes Page”)



Presenting Data - Graphs

- Use graphs, not tables, when possible
- Keep graphs as simple as possible
- Eliminate or subdue any distracting grid lines
- Use large font sizes
 - including the numbering and labeling of the axes!
- An example follows on the next slide:

Fault Coverage vs. No. of Vectors



Some Bad Examples

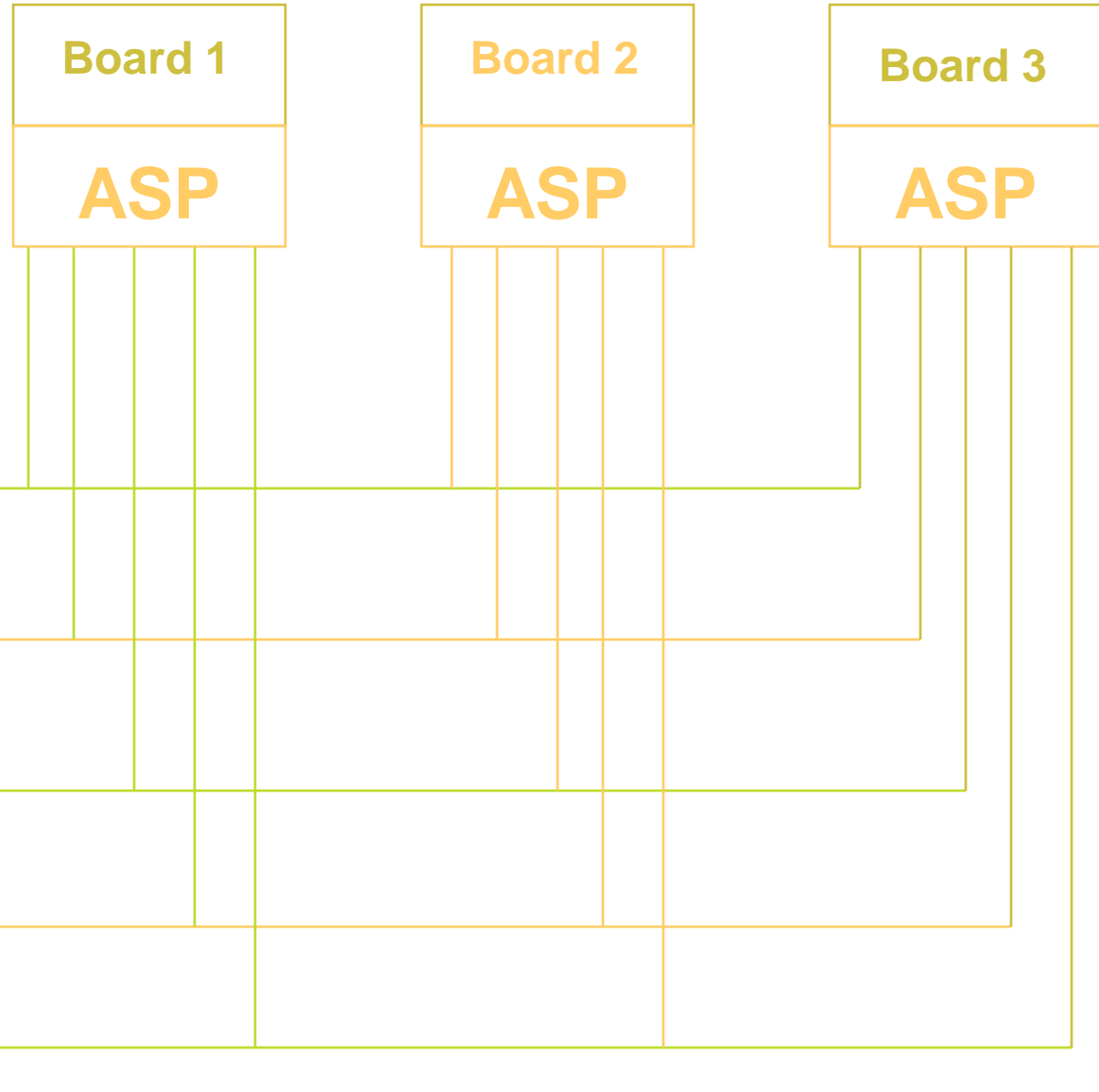
- The next three slides show examples of bad practices that should be avoided:
 - Bad slide layout
 - Improper color use
 - Sound and transition effects gone mad

Bad Slide Layout

- This slide has no title. Titles help guide the audience through the talk. All slides except photographs should have a title.
- The type on this slide is too small. It's readable here but, when projected, only the presenter and maybe those in the front rows will be able to read it. Those in the back will be completely lost.
- USE OF ALL CAPITAL LETTERS OR *ITALICS* also makes slides difficult to read. **Use light backgrounds; not dark!**
- This slide would be easier to follow if indentations were used.
- Don't design your slides to stand alone. They are a guide to your presentation. If they were understandable by themselves, we could just publish them and forget about presentations! Your slides support what you say. They don't replace it.
- This slide has too many words and too many points. Keep your slides under nine lines.

Bad Color Usage

Poor
Contrast



How to Annoy The Audience

- Misusing sound
- Overusing transition effects
- Focusing the audience on the slides, not on the speaker
- Trying to use every feature PowerPoint has to offer

Your Final Steps

- Use a good virus checker to ensure that no virus crept into your presentation
- Before traveling to the conference, decide on how you wish to deliver an electronic copy of your saved presentation to your conference chair. **To conserve time and avoid potential technical difficulties, conference policy does not permit you to use your own computer to run your presentation.** You therefore have to choose one of the three options listed on the slide that follows this one.

Electronic Presentation Submission

1. Email your final presentation in powerpoint format to: kathleen@ballos.com no later than 12:00 noon (ET), June 20, 2014 **AND**
2. Bring an electronic copy of your saved presentation on a USB flash memory device to the conference.
3. Do not wait until the time of your talk to load your presentation. The time it takes to load your presentation onto the conference computer will count as part of your allowed 20 minutes.

Conclusion

- **KISS** -- **K**ep **I**ndividual **S**lides **S**imple
- Use large fonts for high visibility
 - 36 point for titles
 - 28 point for details
- Use highly contrasting colors
- Highlight, don't detail
- You have 20 minutes, including questions
- *Have fun and enjoy the experience*