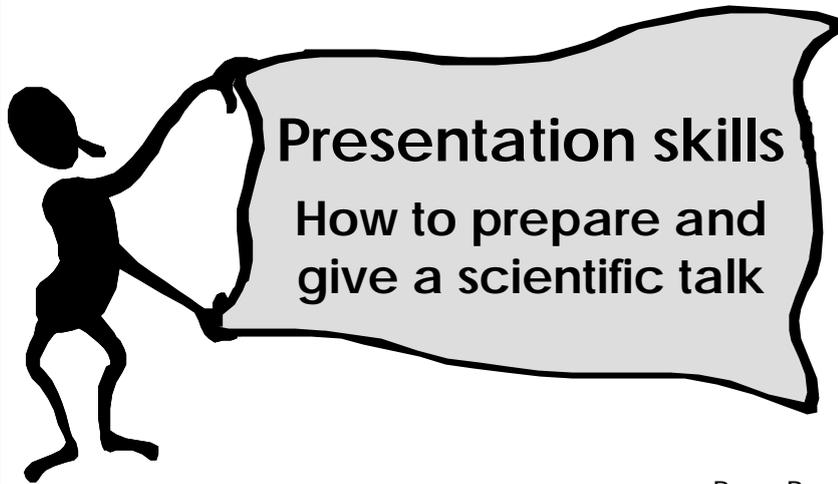


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Burg Bodenstein
March 3rd 2004

Presentation skills

Overview: What you will get ...

Check and revision of own presentations

[1]

Aspects of preparing a scientific talk:
What has to be pre-planned!

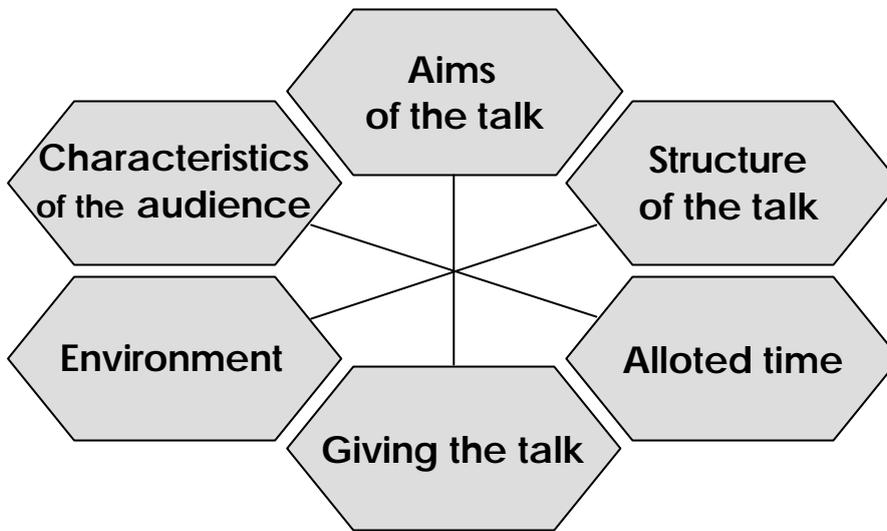
Checklist:
What has to be taken
into account beforehand?

Preparing visualisations:
Considerations
and rules

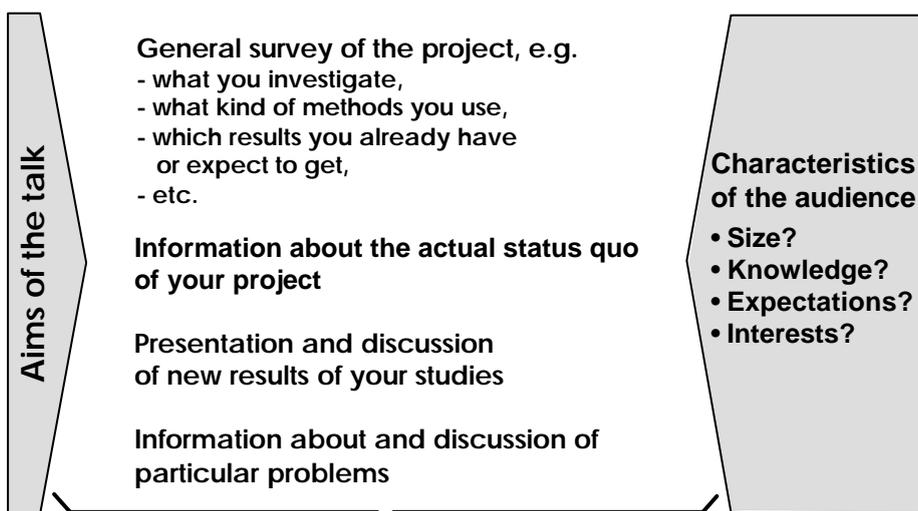
[2]

Giving the talk:
How to be successful during the talk?

**Checklist:
What has to be taken into account beforehand?**

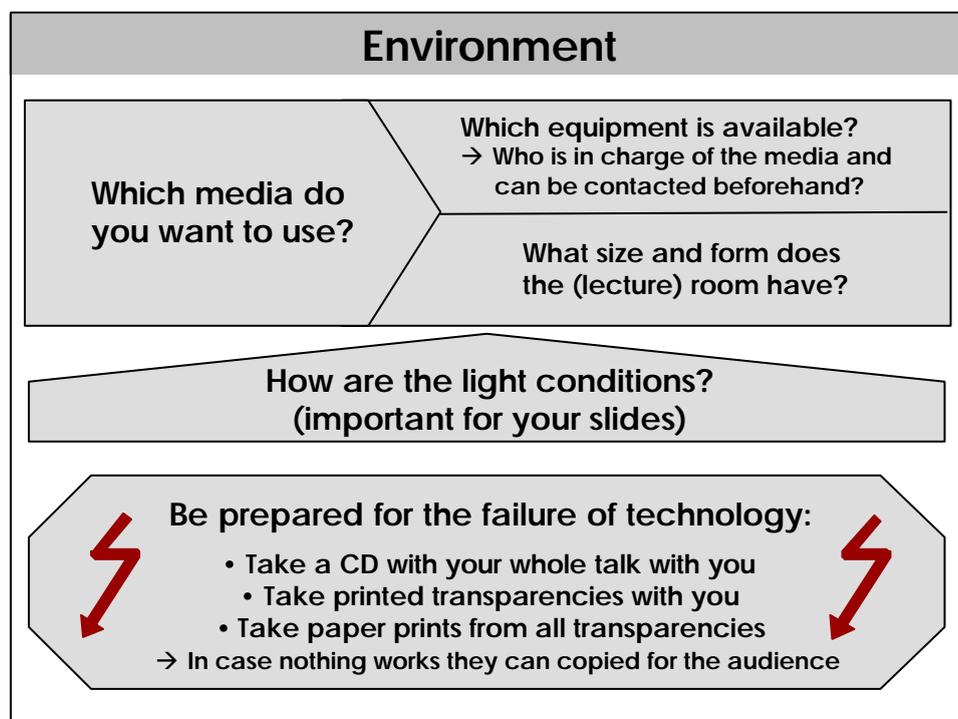


Aims of the talk ↔ Characteristics of the audience



Define your message and make it clear!!

Structure of the talk		
ca. 15 % Introduction	ca. 70 % Mainpart	ca. 15 % Ending
<ul style="list-style-type: none"> • Address of welcome • Introduction of yourself • Personal involvement • Overview what the audience has to expect • Introduction to the topic 	<p>Depending on your aim:</p> <ul style="list-style-type: none"> • Background information about your project • Information, <ul style="list-style-type: none"> - what you have done already, - how it worked, - what you plan to do. • Explanation of your methods • Presentation of your results • Illustration of your main problems 	<ul style="list-style-type: none"> • Summary • Conclusions • Open questions • Further questions • Acknowledgements • <i>Maybe:</i> Bibliography
<p>Stay within the allotted time! → Practice beforehand</p>		

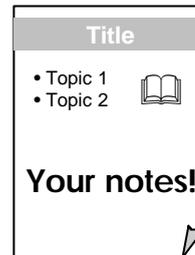


Giving the talk

✓ Prepare your notes

- Brief notes
- Cards (it's good to have something in your hand)

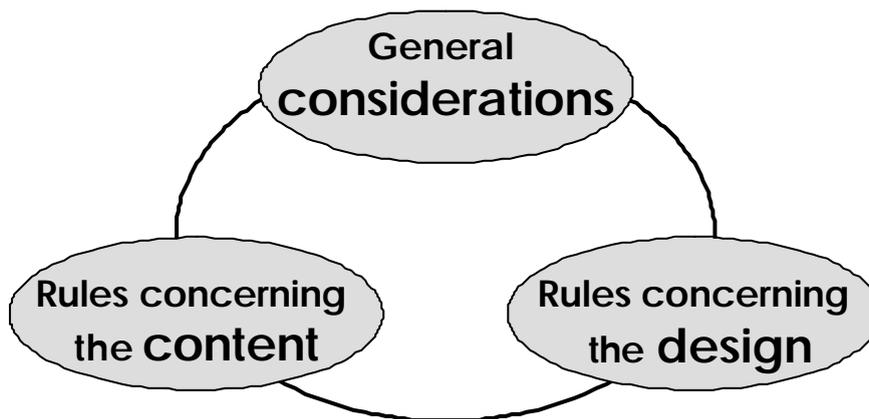
Tip: Print out your transparencies/slides in a small version and write keywords on it!



✓ In case you might be nervous:

- Know the first minutes of your talk by heart ... and the very end too
- Write out your first sentences in full

Preparing visualisations: Considerations and rules



Preparing visualisations: General considerations

1. Consider the aims of visualisations:

Visualisations

- make your message clearer,
- confirm what you are saying,
- underline and emphasise your arguments,
- help remember things,
- keep the attention of your audience.

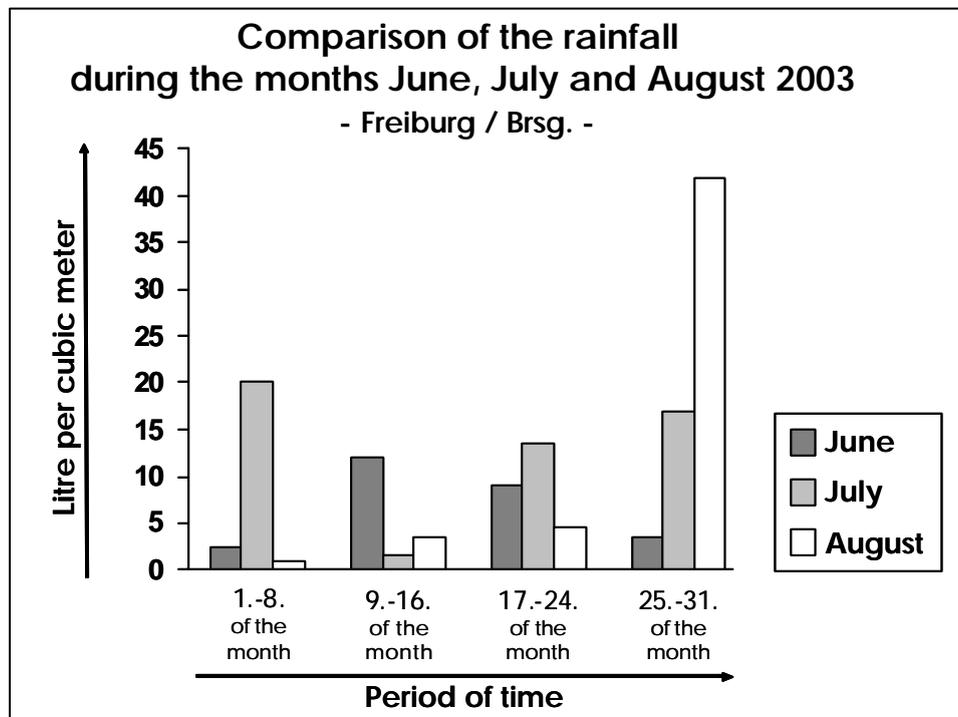
2. Preparing diagrams or tables:

- Label the axes of diagrams,
- put a legend to each diagram,
- point out the first row and the first column in tables,
- give each diagram and table a title,
- explain diagrams and tables step-by-step



Rule of thumb:

Don't use more than one transparency/slide every other minute!



**Rainfall, sunshine and temperature
during the months June, July and August 2003
- Freiburg /Brsg. -**

	Rainfall (litres per m³)	Sunshine duration	Average temperatur
June	29 l/m³	290 h	24,2 °C
July	54 l/m³	255 h	22,6 °C
August	57 l/m³	345 h	25,5 °C

**Preparing visualisations:
Rules concerning the content**

- ✓ **Make the structure of the whole presentation clear**
- ✓ **Give all transparencies/slides a title**
- ✓ **Put your name on each transparency/slide**
- ✓ **Use keywords or short phrases instead of long sentences**
- ✓ **Keep textual explanations and visualisations in balance**
- ✓ **Choose only one topic for each transparency/slide**

Preparing visualisations: Rules concerning the design

- ✓ Give the whole presentation a consistent appearance!
- ✓ Make sure that all colours, visualisations and animations have a special function!
 - Use colours always in the same way
 - Visualisations have to confirm and emphasise what you say
 - Be thoughtful with animations
- ✓ Make sure that everything is easy to read!
 - Be careful and thoughtful with coloured fonts
 - Prefer colours in the background instead of coloured fonts
 - Be careful with backgrounds of a whole transparency/slide
 - Use capitals and small letters
 - Choose an appropriate font
 - Consider that the colours at the PC at home seem to be brighter as if presented by a beamer

Coloured fonts

- ✓ Is it easy to read? (black)
- ☹ Is it easy to read? (orange)
- ? Is it easy to read? (green)
- ✓ Is it easy to read? (dark blue)
- ? Is it easy to read? (red)
- ☹ Is it easy to read? (yellow)
- ✓ Is it easy to read? (dark green)
- ☹ Is it easy to read? (light blue)

✓ = It's good.

? = It depends on the light conditions.

☹ = You shouldn't use it.

Note: You should also consider, that some people can't distinguish between red and green.

CAPITALS and small letters

An example:

WHAT DO YOU THINK: IS IT EASY TO READ?
OR DO YOU THINK, IT'S DIFFICULT?

And what do you think about this? Don't
you think, it's easier to read?

Choosing the fonts

Coose a font which is good to read. (Century Gothik)

Coose a font which is good to read. (Times New Roman)

Coose a font which is good to read. (American TEXT BT)

Coose a font which is good to read. (Comic Sans MS)

Coose a font which is good to read. (Architecture)

Coose a font which is good to read. (Bard)

Coose a font which is good to read. (Berlin Sans FB)

Coose a font which is good to read. (Folio Lt BT)

Coose a font which is good to read. (President)

Coose a font which is good to read. (Arial)

↓

👉 **Rule of thumb: Use fonts without serifs**

Rules of thumb concerning the **Size of the fonts**

Distance to the screen	Recommended font size	Example
10 m or less	5 mm	Font
11 - 15 m	10 mm	Font
16 - 20 m	15 mm	Font
21 - 25 m	20 mm	Font

Giving the talk: *How to be successful during the talk?*

What should you do ...

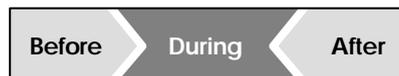
shortly before you start ... during the talk ... after the talk in the diskussion.

Giving the talk: What should you do shortly before you start ...



- ✓ Check the technology about 15 minutes before you start
→ If possible a day before!
- ✓ Check your transparencies/slides
→ Is everything visible?
→ Are no edges cutted of?
→ Is the light fine?
- ✓ Look for a comfortable position for you
- ✓ Accept that you might be nervous and deal with it

Giving the talk: What should you do during the talk ...



What you should do ...

- ✓ Accept that you might be nervous → deal with it
- ✓ Stay in a comfortable position
- ✓ Face the audience
→ try to make eye contact
- ✓ Speak free
- ✓ Speak loudly and clearly
- ✓ Notice your audience's needs

What you should NOT do ...

- ? Forget the address of welcome
- ? Hide yourself behind the desk or computer
- ? Face the screen
- ? Read your script
- ? Point with your fingers on the transparencies
- ? Overrun the allotted time

Giving the talk: What should you do after the talk in the discussion...

Before > During < After

- ✓ **Make sure that you understand the questions correctly**
→ Maybe ask for further clarification
- ✓ **Before you answer:**
Repeat the question as you have understood it
- ✓ **If you don't know the answer: Be honest!**
- ✓ **Avoid arguments**
- ✓ **Write down important hints ...**
.. or ask somebody else to do it for you

Presentation skills

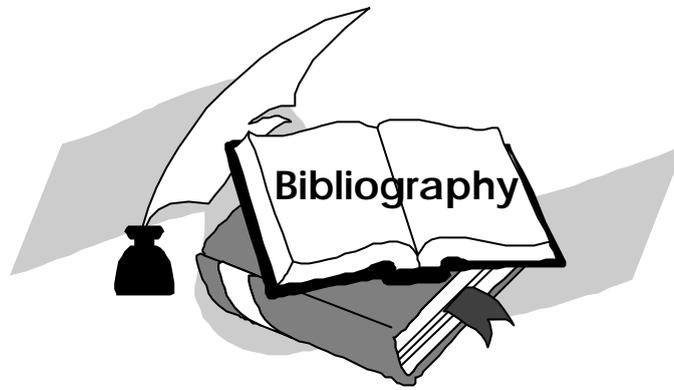
Open questions / Ending

Are there any open questions?

Are you interested in additional informations?

! Think of the possibility of individual coaching in the afternoon !





Paul N. Edwards: How to Give a Talk. Changing the Culture of Academic Public Speaking. <http://www.si.umich.edu/~pne/acadtalk.htm> (26.02.04)

Martin Hartmann, Rüdiger Funk, Horst Nietmann (2000): Präsentieren. Präsentationen: zielgerichtet und adressatenorientiert. Weinheim und Basel: Beltz

Michael De Robertis: How Not To Give a Scientific Talk. <http://www.casca.ca/ecass/issues/2002-js/features/dirobertis/talk.html> (26.02.04)

Mark Schoeberl & Brian Toon: Ten Secrets to Giving a Good Scientific Talk. http://www.cgd.ucar.edu/cms/agu/scientific_talk.html (26.02.04)

Hermann Will (1994): Overheadprojektor und Folien. Weinheim und Basel: Beltz