# Presentation 101 for Graduate Students

J. Paul Robinson

SVM Professor of Cytomics
Department of Basic Medical Science
& Weldon School of Biomedical Engineering
Purdue University

A set of suggestions and examples for creating good quality presentations. What to do and what not to do in your seminar!!

This presentation is available for download from http://www.purdue.edu/education

Presented to grad students each year since 2000

# Note for those reading this presentation from this online version

It is not ideal to review a set of slides without having heard the presentation. However, I have put them on line to assist new students when they have to give seminars or conference talks. My suggestions are mainly for beginners, but some things carry all the way to experienced speakers. My goals were to increase the confidence of students by giving them a solid basis to use when preparing their slides. To understand each slide, I suggest you download the PPT file and play it on your computer. I have added explanations to the slides that give my key pointers.

So: These are in the boxes that look like this at the bottom of most slides

J. Paul Robinson, Purdue University

### Goals of this Presentation

- To demonstrate good principles for public presentations using PowerPoint<sup>TM</sup> and computer projectors
- To show how slides might be better used
- To show by demonstration, good and bad slides, distracting habits, some suggestions to assist your presentation
- To suggest a baseline for a good presentation

# The Three Essential Features of a Good Presentation

Tell people what you are going to tell them

- Introduction & Summary
- Tell them the material
- Your core materials in necessary detail

Tell them what you told them

Summarize your findings and close your presentation

## Opening your presentation

- 1. You should be early (10 Min) for your presentation.
- 2. You should have checked with the person who will chair the session
- You should have already checked the projector and computer
- 4. You should be ready to begin when invited
- 5. Your first slide should be on the screen before you begin
- 6. It should have your presentation title on it and information about you

(Example opening slide from this presentation)



J. Paul Robinson
Professor,

Department of Basic Medical Sciences & Department of Biomedical Engineering

A set of suggestions and examples for creating good quality presentations

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Have the projector and computer set up with the opening slide well before the presentation is due to start

# Your Opening Statement

#### If you are an Invited Speaker:

- "Thank you very much for that generous introduction. I would like to thank the organizers for inviting me to give this presentation. It is an honor to be here at Purdue. Today I would like to present some ideas on the invention of the wheel..."

#### If you are a Seminar Speaker (more informal):

– "Thank you very much Professor X. Today I would like to present some ideas on the invention of the wheel"

Your opening statement should be strong, and well prepared. It should be short and it can also be an expression of thanks to your host if appropriate.

# Your Closing Statement

"In my last slide I would like to acknowledge the participation of my colleagues Jim, Jane, Alphonso, and Dr. Jones. I would also like to acknowledge the support of the National Science Foundation for funding this study." (pause here very briefly) ... "Thank you very much for your attention." (Don't say anything else!!!!)

#### Don't • Don't just stop!

- Don't say "that's it'.... "that's the end" ....: "I'm finished"
- NEVER offer to answer questions if there is a chairperson it is the role of the chairperson, not you to ask for questions!!!! (Don't invite questions it's rude!!!)

**So**: Make the audience feel comfortable about the end of your presentation by telling them when it is finished.

# Imaging, Flow Cytometry, and Functional Cytomics

Applications of current cell analysis techniques

J. Paul Robinson, PhD & Bartek Rajwa, PhD. Purdue University Cytometry Laboratories

**So:** Example Opening Slide – Has complex background – OK for one slide, but don't use it for all the rest!

# Imaging, Flow Cytometry, and Functional Cytomics:

Applications of current cell analysis techniques

# J. Paul Robinson, PhD Purdue University Cytometry Laboratories

**So:** Example Opening Slide – Has plain background – not so exciting, but very effective when the goal is to talk science!! Note that the Copyright statement at the bottom in black and is now virtually unreadable! (so don't use black on blue!!)

## Your personal habits

- Standing: Face your audience, but if you are very nervous, look only at people in the middle or back rows
- Pacing: Sometimes pacing helps when you are nervous it can also help to keep the audience's attention – but it can also be distracting – if you pace, pace slowly and deliberately
- Speech: Speak slowly, clearly, & deliberately
  - don't say "Ummm"...or "Ah...."....between every sentence
  - don't say "You know...." when you pause
- Fidgeting: Don't play with the toys (like keys) or put your hands in your pockets – hold the lectern if you have to
- Humor: Use very sparingly, it can be an ice-breaker but it is very hard to do – my suggestion is to avoid it

## Key Material Items to consider

- Use of the laser pointer
- The slide background
- Use of color
- Use of animation tools
- Use diagrams or flow charts if possible
- Amount of material per slide
- Number of slides in the presentation
- Your first and last slides

## Using a pointer

 Use the pointer to add emphasis and assist the audience follow your ideas

**Do:** - Use sparingly

- Only hold on for a second at a time

- Hold it steady

Don't: - Hold the pointer on!!

- Spray the audience...ouch!

- Flash the pointer all over the slide

**So In Emergency:** If the pointer dies: don't panic. A good chairperson will observe and deal with it. If not, find a stick, pen, or some long object and use that to point to the screen. Don't let this put you off your presentation.

## Pointer use example

- There are 4 main points:
  - The length of time you leave the pointer on
  - How steady your hand is
  - Are you "firing" at the audience?
  - Are you distracting your audience rather than focusing them?

**Example:** When you mention the first point – put the laser at the "-". Discuss this point, then move to the next point. Mostly pointers are useful when dealing with figures and images. It is unnecessary to point to each line of text, but for learners, it is a good way to keep yourself on track.

# Pointer hints for nervous people (that's most people actually!)



- Hold the lectern when you talk – it stops your hands doing funny things. When you become more confident, you can walk away from the lectern.
- Hold the laser pointer on the edge of the lectern when you point it – then your quivering fingers won't make the pointer bounce everywhere!!

## Using Backgrounds

- Backgrounds are fun, but they can be distracting
- Sometimes you cannot read the text
- Sometimes they are more interesting than the data
- They significantly increase the size of the file
- Sometimes they just look ridiculous
- It is a well known fact that the most important factor in reading text is .....contrast
- The best contrast is.....Black and White



**So:** Sometimes boring old black and white slides are easier to see!!

## Backgrounds

- Be careful when using backgrounds available from templates
- A more conservative approach is safer
- You want the audience to focus on your data not your background
- If you must, use a simple color like blue
- Some examples follow in the next 5 slides
  - the last 2 are not acceptable

**Lesson:** Pretty backgrounds are fun but foolish! It might seem like a good idea at the time, but your audience are saying ..."Oh no, not another symphony of colors...."

- Start with educational objectives and goals
- Define needs based only on the educational objectives
- Initially identify minimal hardware requirements, beg or borrow if necessary
- Integrate staff into lab with scientific staff to increase participation

**So:** Very plain example slide. No frills.



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**So:** Good example slide (side/top bar work OK) Colors are fine, note slide number on left.

- Start with educational objectives and goals
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**So:** BAD example slide - nasty background – its very distracting and much more interesting than the text!!

- Start with educational objectives and goals
- Define needs based only on the educational objectives
- Initially identify minimal hardware requirements, beg or borrow if necessary
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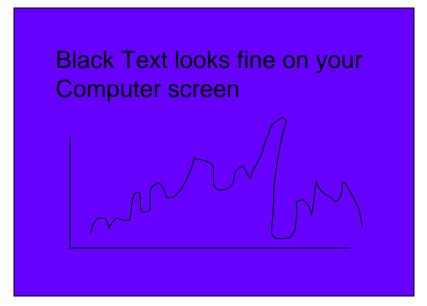
### Use of Color

- Color shows emphasis....BUT...
- It should be used sparingly
- Certain colors cannot be used together
  - For example:
  - Red text cannot be used on blue backgrounds or vice versa
  - Blue text cannot be used on red backgrounds or vice versa
- Colors that should virtually never be used are:
  - Purple, Pink and Bright Green
- Yellow can be used on black but never on white background

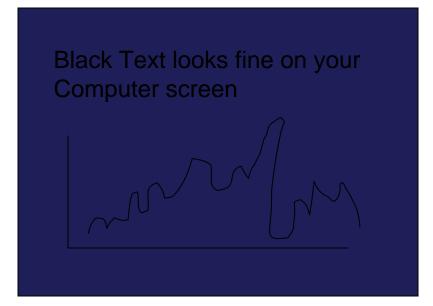
**So:** NEVER use red and blue together...it might look OK on your computer screen, but it's horrible on the projector screen!!

# The difference between the computer screen and the projector screen

- Colors that look great on your computer screen may be HORRIBLE on the projector screen.
- For example BLUE background CANNOT have black text.



Your computer looks like this.... its just OK.



But this is what happens when it is projected by the computer....

**So:** NEVER use black text on a blue background...it might look OK on your computer screen, but it's unreadable on the projector screen!!

## Advantages

#### **Standard Assay**

- Cheaper than Microdrop

#### **Gel Microdrop**

- Uses Whole Blood Rare Populations
  - Short Incubation
    - Sort and Recover live cells

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#### **Standard Assay**

- Uses Whole Blood
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#### **Gel Microdrop**

- Rare Populations
- Short Incubation
- Sort and Recover live cells

**So:** OK – it might look boring, but this is a very basic slide and really does not need any enhancement. Audience is focusing on just the text.

## Advantages

#### **Standard Assay**

- Uses Whole Blood
- Cheaper than Microdrop

#### **Gel Microdrop**

- Rare Populations
- Short Incubation
- Sort and Recover live cells

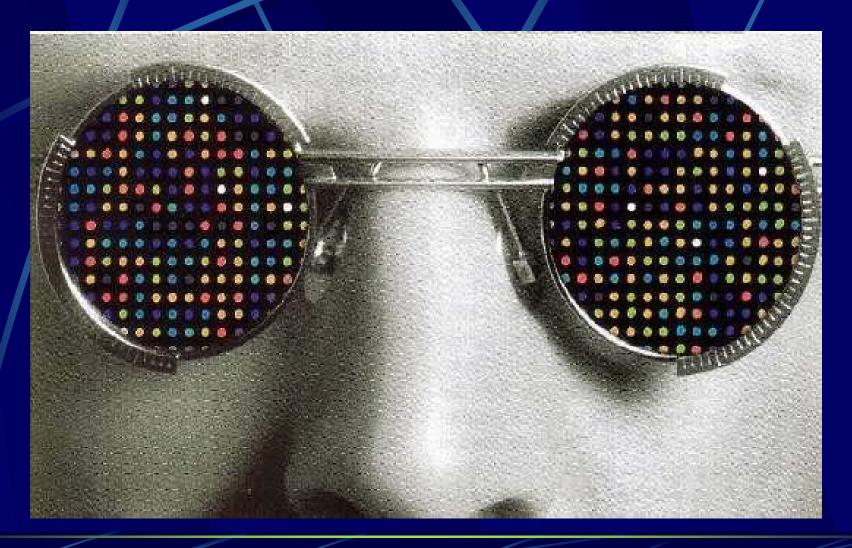
So: If you want to make it a little more attractive...this works well.

### Animation

- How much animation is right?
- Make sure you test it carefully!
- A small amount of animation is good
- Too much is "ditzy" and often annoys your audience

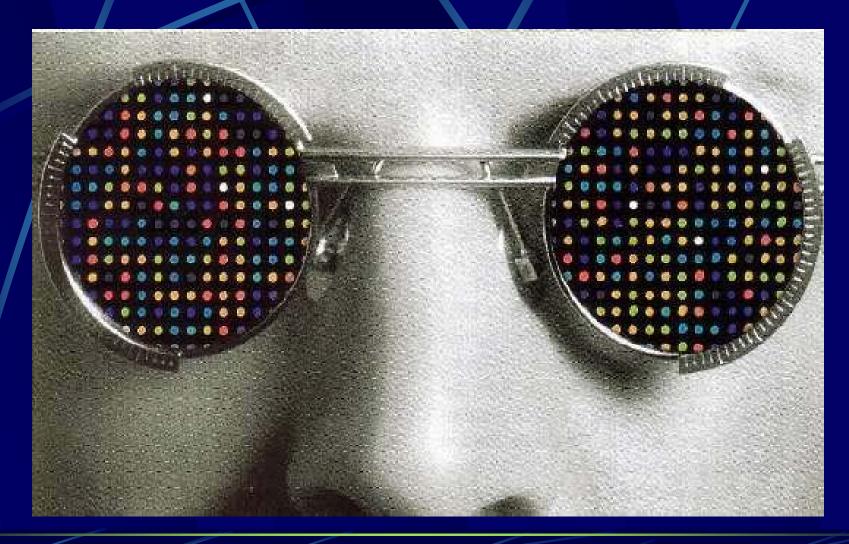
**So:** "Ditzy" animations are really off-putting to the audience. Good animations, such as how a reaction takes place are good.

# And for Imaging Technologies?



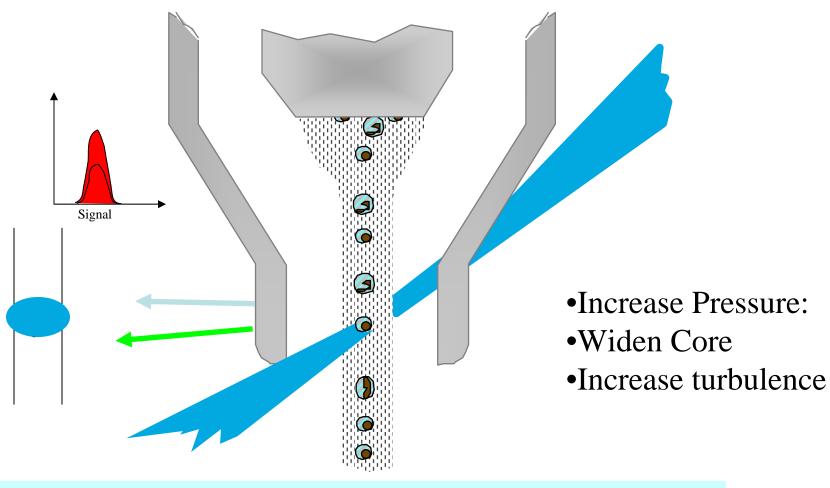
So: Example - simple animation - it works

# And for Imaging Technologies?



So: Example - gratuitous animation - plain annoying!!

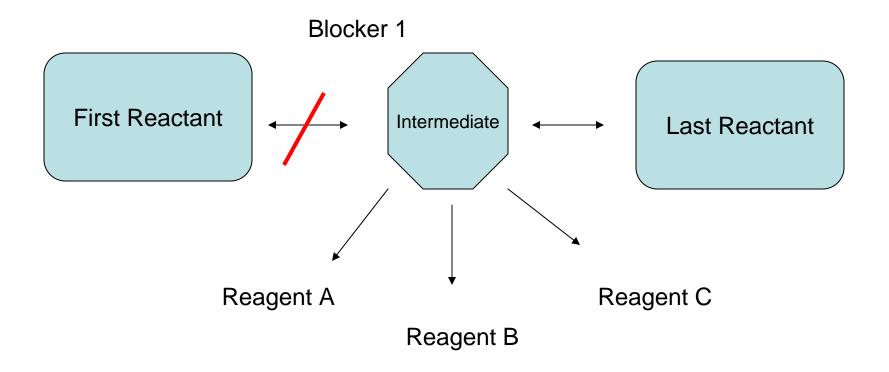
### Hydrodynamically focused fluidics



**So:** you have to explain each step in the process – this animation give time to do that – and the star on the right indicates how many mouse clicks to perform the entire animation sequence – add stars for each click necessary and animate them to disappear at each click

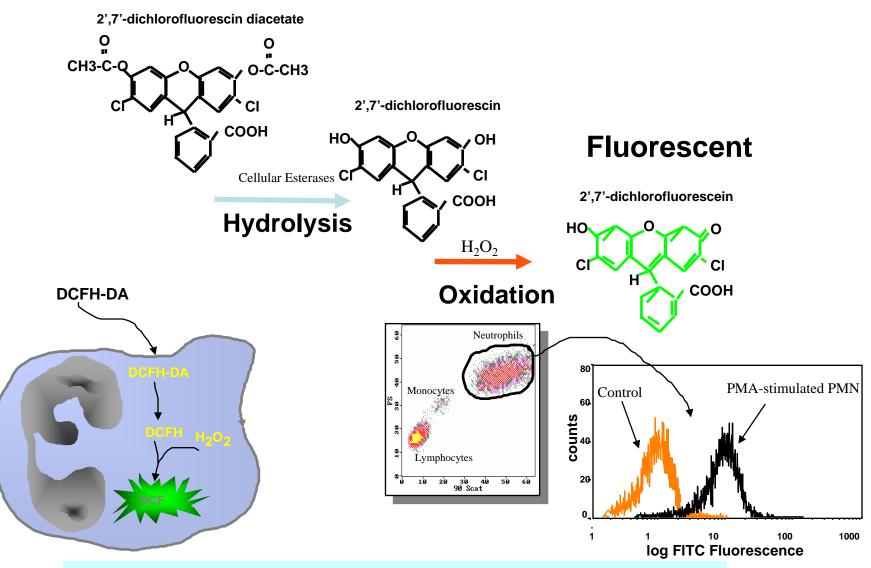
30 of 46 ↔

# Use diagrams or flow charts if possible



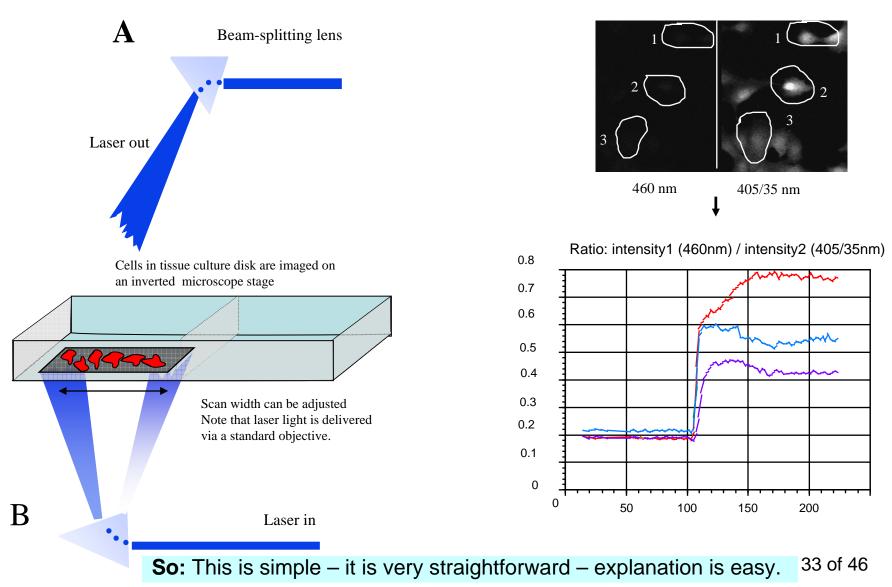
**So:** Simple – very simple is good.

### DCFH-DA — DCFH — DCF

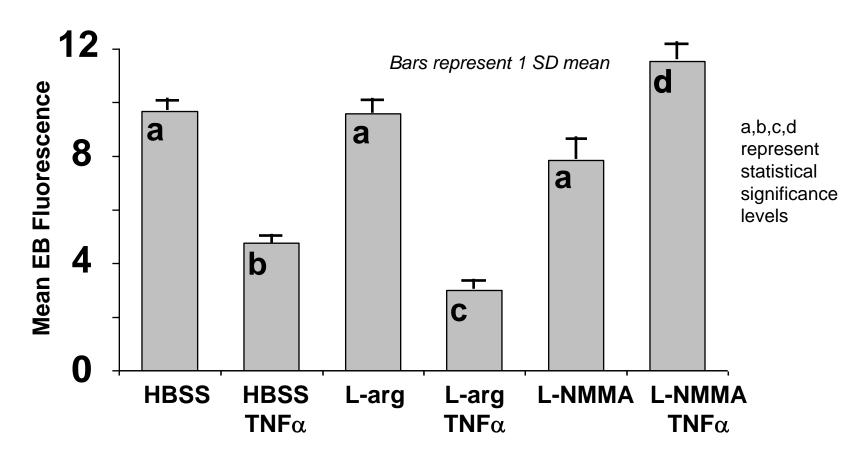


**So:** This is pretty complex – it needs a long time to explain.

### How a line scanning confocal images

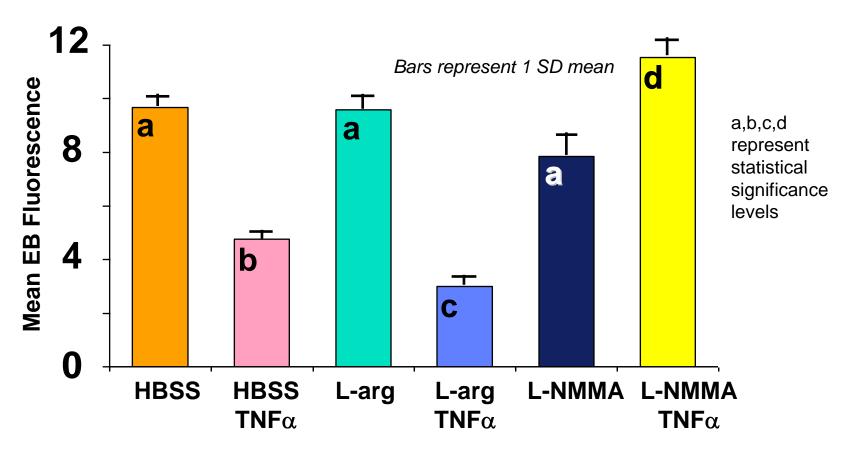


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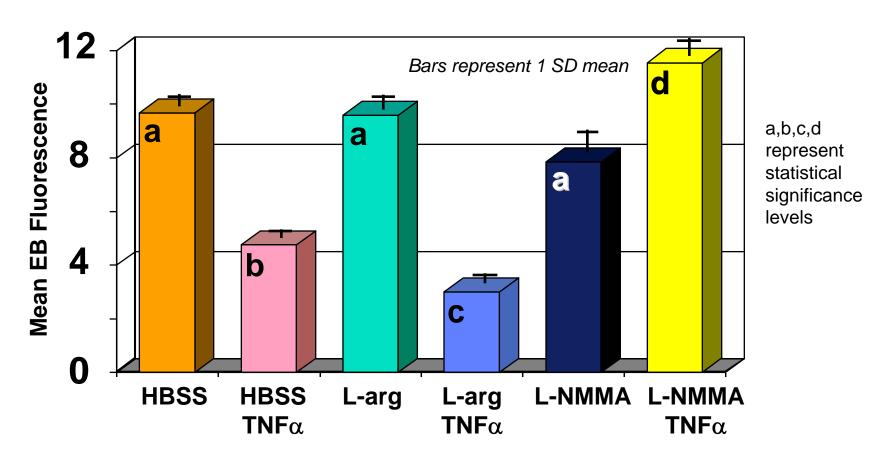
NO modulators increase superoxide, TNK reduces O<sub>2</sub>-

So: Basic data, very, very simple



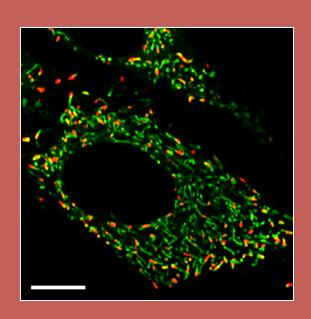
NO modulators increase superoxide, TNK reduces O<sub>2</sub>

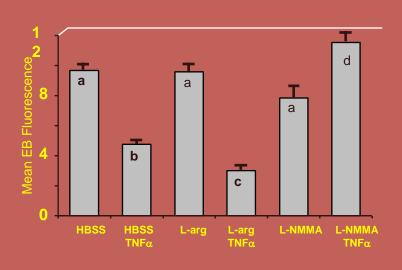
**So:** Basic data, but color enhanced...careful tho' not to confuse what you are trying to explain. Do the colors add value to the data?



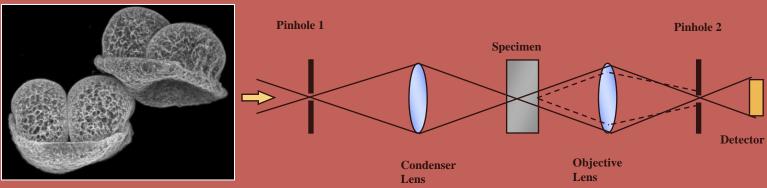
NO modulators increase superoxide, TNK reduces O<sub>2</sub>

**So:** Be careful when you use enhancement features. This is OK, but much more would become very distracting.





NO modulators increase superoxide, TNK reduces O<sub>2</sub>-



**So:** This is overboard – background is horribly distracting, and it's just a bad slide. The audience is wincing.....it's not acceptable!!

#### **Data Slides**

GAATTCTCTTTGGTATCCAATGAAGAAATCGAATCCATACCCATAGCTATAAAAAAACAT TTCAGGAGAAAATAAGACCGAAGCTGCTCAATTAGGCGCAATTGATTCGTTTCAAAAAT GTGAAACTTGCCAGCTTACTTCGGCATGTCCTGGTCATTTTGGAAAATTTCATCTTACT CAACCATTATTTAAAGTCGCATTTAAAAAACTTGTTGAAAATATTTTTTAAATATACTTG TTCTTTCTGTGGTGCTTTACAAAATCTTGAACTTCTGGAATTGATCAAGCAGATAGACG AACGAAATACTGGAATAACAGTTAAAGATCGTGCTGCTTTTAAAAAAATTTTAGAAGCT ACCAAACAAAGCAAATTCAAGTGTATTGCACCTAATTGCCAAAAACAAGTCTCTCCTTT ACAATATTCGAAAAATAATAACTTTATATATAATTCGGGTACTACAAAGGGTATAGTTT TGGATAACAGGCATGTTTTAATATCTTACAAAATCTTCCACAAACGTTTAAATTATTG TTAACCCCTTCGAATGCTCATCAAATCGTATCTCCCGAAAATGTCTTTTATGCTAATAG TATCTTACTTCCACCACATAATCTACGAACTATCAATGTTTATGATGGTCAGGTTACGA GTTTGTTAACAAGTGATTTGAATCTGATAATGCGAAGAGTTGCTAATAATGAGACAAAT GCAAAAATACAAAAAATCTTGGATTCTATCGATAACAGCCGAGGTGCCAATCCATATGC TACAAATAAAAAGCTTACTTTGGATACTTTGACAGGTGGACACTCAAAAGAATCTTATT TGCGAAGTTATATTAATGGCAAACGTATTCCTGAGACTGCCAGAGCTGTAATCGAACCC TCTATGAATAAAACTGGCTTTATTGAAGTACCATCTTACATTTTAAACAAGTTAAGAGA TGTTGTCTTTTATAATCACGTTACGAAAGATAACATACTCAAAAGTCTTCAAAACGAAC AAGCTTTTCTAACATATATCAAAAGTGATCATAATTCTGAAAATCCTTATATGGTTTAT GATTTAGCACAGAAGAATGGATATTTAACCTTGGCTCCTAATTTCGGTGATATTTTCGA CTAATATCCAATCTGGTATAATAAAAAGATCAGAAGGGTTTACTATTAACATCCCAACC ACAATTTGCACATCTTTTAATGCTGATTTTGATGGAGATGAGATGACAATATATTCTTT CAAATCCCCATGTGCCAATCTCGAACAAGCTTTGATTATGAACTCACGAAATCTCTTCA AAAATTCTATAACAAGCAATCCAATGTTCGGCTTGGTCCAAGATCAAATACCAGCCTTG AATAAGTTATATAGACGACAAAATTATACATATAACGATGCGTTGGTGATTTTAGGACA ATTCGGATTTCTGTTAACACCTGGAAAAGATAATTATACCGGAAAAGATATACTTTCTT GTGTATTCCCAAAACATTATACACTCAAAGGAATTGTTGAAAATGGCGAACTTATTTTG GAGAATTTTACAAATAAACTCGTTTCCGCAAATTCCTCAAAGTCCATCTTTGGGCATCT TGTTTTATTTATGGACAAGAGTATGGTTTGACTATATTGGATACAATGCGAGATATTG TTCAAAATTTTATTACACATTTTGGTTTCAGTGTAAAAATCCGAGATATGATCCCAAGC CCAAAAATTTTGGATATTCTAGAAAAGATCGTAGACCAAGAAGTGGATAAAATTGATAA ACAAACAAAACTTCTATATGACGATATCGAACAAGGTAAGGTTATAATCAACTCTTATG ATGATATTTCTGAGTTCAGATTAAAAAATGTGGCTATTATGAAAAAGAAACTAGAAAGC AAACTTTTGGAACTTTTGGATGAATATTATGATGAAGACAATAATTTCCTAGAGATGTA TAGAACGGGATATAAGGTCAACATTAACGAACTTCTCTCTATTATGTGTTTCTCGGGTT TTAAAAATTATGGAAATATCGAAATGATTACACCGGGTCTTAATGGTAAAACATCTTTG TTTAGCTTACCAGATTCTATAAACTTACAAGATTATGGGTTCATCAAAAGCTCTATTGC CAAAGGGTTAACGTTTGAAGAATATGCTACAATCGTAAAACAAGAAGCTTTTCCACAAA TTGTTAATGTTACAACTGGTACTTCACAAACAGGATTTTTGGGGAAAAAAATGGTTAAA ATGGCTTCTGAATTC

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AmEPV221 MsEPV043	KIKHLTIDEVENLIGET LNYN N GKLYNG DIY YLINDOVNYNIIN NIKEFSLODVIYILGEYSYYIPO INGKYYGO EL LLIFONLIYE MYD NIKEISLNOAIYILGEYSYFIPO INGKYYGVEL LIFONLIYENVIQ	535 545
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MacPY043 D1EPV36	SITY FOUT PRILE PRISE FIRMS, A BREFEE, DRIVEY, RUTE, VID. VID. TREE REY FROM PROLE PRISE FIRMS, A BREFEE, DAVYFORMS IN TREE REY FROM PROLE PRISE FIRMS, A BREFEE, DAVYFORMS INTO THE REY FROM PRISE FOR THE PRISE FO	642 622
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D1EPV36		772

**So:** No – bad idea – if you have to tell the audience "...I know you can't read this....but..." - don't show it. This is a totally unacceptable slide!!

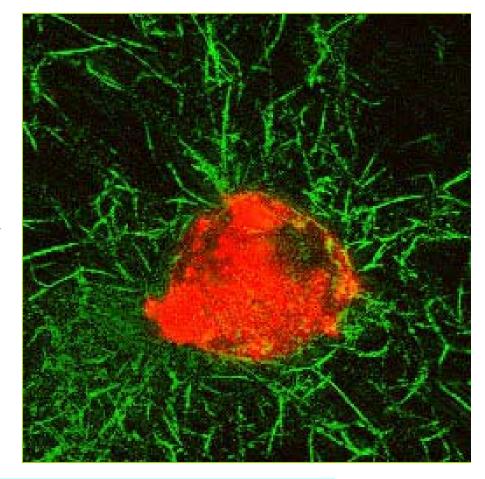
# Some things you should know about projectors and computers

- All projectors should be considered the "enemy"
- All projectors are different
- There are often 3 modes for your computer
  - Mode 1: Laptop screen only
  - Mode 2: Laptop and external monitor (Projector) (Fn/F8)
  - Mode 3: External Monitor (projector) only (Fn/F8)
- Be careful using Mode 2 Movies may not play on the projector
- At most meetings, KVM switches are used to connect laptops

**So:** Bottom line is check out the projector with ALL your slides before you give the presentation...make sure your movies work! How many times have I seen presentations where movies don't work? - HUNDREDS!!

# Example of movie not playing in mode 2

The movie on the right plays OK on mode 2 but may not play on the projector. Some newer computers will play it regardless.



**So:** It's a great movie, but when it does not work and you say "...well if you were able to see this movie, you would see.."...it's not good!

## How Many Slides?

- Rule of thumb: Use 1 slide per minute of your allotted time including your opening and closing slides.
- You will spend much longer on some slides than you think.
- For a 20 minute talk, I suggest only 20 slides. If you fill up your 20 minutes, there is no time for questions.
- Don't you hate being the last speaker in a session where everyone has gone 5 minutes over and your 30 minute talk now has 15 minutes left? Don't do that to other speakers – its PLAIN RUDE!!
- This presentation was designed for a 45-50 minute talk with 10-15 minutes for discussion. There are 44 slides in the presentation including the opening and ending slides. The last 2 slides are explanations as to how the slides were made an example of adding extra slides in case a question is asked about a topic. Slide #2 was added to give some "online" explanation.

**So:** 90 slides for a 45 minute presentation says "I am going to blow you away with data, but I don't care if you really understand what I am saying. My huge number of slides says 'I can't organize myself!"

## **Answering Questions**

- Listen carefully to the question
- Do not interrupt or finish the question for the questioner
- Repeat the question for the audience in shortened form
- If you do not know the answer or how to approach, ask for more guidance
  - e.g. "I am not sure I understand the question, could you elaborate"
- If you then do not know the answer, don't ramble, try this:
  - "I am not sure of the answer, but one possible reason might be"
  - "I'd be happy to get back to you with the answer to your question after I do some research on the issue"
- You can also shift the responsibility to your supervisor/boss if you are not sure what to do
  - e.g. "Perhaps Professor X can answer that better than I"
- NEVER argue with the questioner...if they become really "pushy" and are being difficult just say
  - "Perhaps we can talk about this after the seminar"

## Summary

- A good presentation requires <u>much</u> preparation
- Make a proper introduction and use a slide that shows the structure of your talk
- Slides should be clean, clear and readable
- Use approximately 1 slide per minute
- At the end show a summary slide
- The final slide should be an acknowledgement slide
- You may want to add a few extra slides AFTER your last slide to use in case questions arise in those areas
- Conclude by saying: "Thank you very much for your attention". Stop and let the audience clap!!!
- Do NOT ask for questions!!!!!!!!
- Never Ask for Questions!!
- It's NOT your right to ask for questions!!!

### So: Do NOT ask for questions!!

### Acknowledgements

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**So:** List names of those who contributed to the work. Also list your funding sources, and acknowledge any companies that contributed. People must know if your work has been funded by a corporate sponsor. It's the law to identify them!

### How were the Printouts Prepared?

- Slides were made in PowerPoint<sup>TM</sup>
- They were "printed" to Adobe Acrobat<sup>TM</sup> to create a PDF file
- The PDF was printed 6 per page, framed in Acrobat which allows you to fill the page
- This gives a larger slide than printing directly to the printer from PowerPoint

### About this Presentation

- It was designed to assist graduate students to create quality presentations
- You may copy this and use it for any purpose, it may not be commercialized
- If you do use it, please acknowledge the source as:

J. Paul Robinson, Ph.D.

Professor, Purdue University

Email: jpr@flowcyt.cyto.purdue.edu

Web: www.cyto.purdue.edu

This talk has been presented several times since 2000. This current version 09/02/03