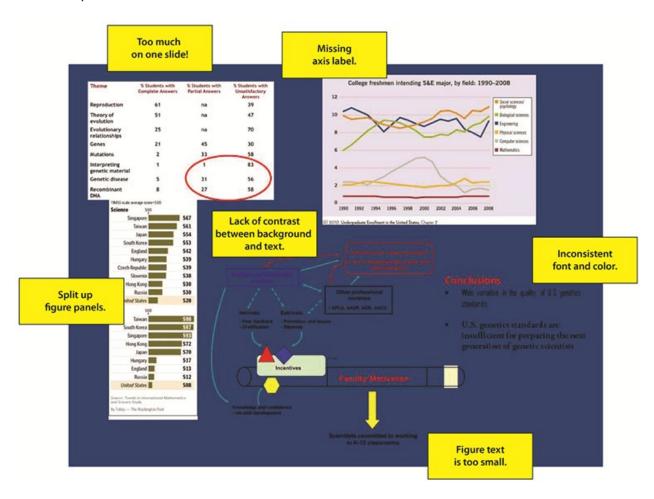
Preparing Effective Slide Presentations

The following slide preparation tips are provided to help speakers prepare effective and readable presentations.



Avoid slides that look like this!

Each slide should be designed to be concise, uncluttered, and readable from a distance. Include only key words and phrases for visual reinforcement.

Common Presentation Issues Suggested Fix

Too much text

Can it be said instead of written? Is there a visual that can convey the same information? Use no more than six lines per slide, with each line containing no more than six words.

Too much information per Each slide should convey **one** main idea. The audience should be able to take in the visual in 20 seconds or slide less. Information relevant to another idea should be moved to another slide. Irrelevant details should be excluded altogether. Small text No text should be smaller than 24 point, including text in an imported figure. If the figure text is not important, edit White or bright backgrounds Use light (not white) text on a dark background to minimize visual fatique. Inconsistent Use consistent fonts/colors/backgrounds to keep the fonts/colors/backgrounds focus on your science. Absent labeling of graphical Make sure each figure includes sufficient labeling for the audience to make sense of it, including axis labels representations for graphs. Present only the ideas and science necessary to tell your Too many slides story, not every experiment you have ever done. A 15min presentation should have 10-12 slides. Animation should only be used to focus your audience's Unnecessary animation attention. Revealing one lane of a gel at a time as you discuss an experiment is appropriate. Swirling in every figure is not. Red/green heatmaps or other Remember that those who are red/green colorblind cannot interpret figures that rely on distinguishing red visuals and green. Use blue and yellow instead. Multi-paneled figures should be split up for readability Using whole multi-panel and to minimize distraction. Also see "Too much figures on one slide information per slide". Throwing experiments and data at an audience with no No storyline or narrative overarching narrative is a sure way to put people to sleep. Give your audience a story arc they can hold on to even if they miss the point of one of your experiments. Presenting experiments Think about how to structure your talk so that an audience unfamiliar with your science will best grasp the strictly chronologically ideas you are trying to convey. Chronological order may not be ideal. Omitting the larger motivation Remember to state explicitly why your science is important and how it fits into a bigger picture. for your work Presenting unnecessary detail Include only the details crucial to understanding your data. If someone is curious about your cell culture conditions, they will ask. Face the audience and your microphone at all times Turning away from the microphone when speaking.

Reading slides There should not be enough text on your slides for you to read your presentation (see "Too much text"). Use the notes section of PowerPoint or bring notecards if you are afraid you will forget to say something important. Flipping through slides too This is usually tied to having too many slides, but also occurs when a speaker is nervous. Make a conscious fast effort to pause after advancing to your next slide. You will lose the audience if you jump right into your Failing to orient the audience data. Explain axes and any other relevant information to a figure about the figure before discussing the data it shows. Running over into Q&A Carefully time your presentation and cut slides if necessary. Speaking unclearly (too fast, Practice enunciating and remember to breathe while you too low, mumbling) are speaking.

Figure Guidelines

- Figures should be simple, with large lettering and clearly marked axes, etc.
- For figures created in charting programs and exported to a slide presentation program, be sure that the output fonts and line widths are legible once the image is scaled.
- If you have a complicated chart, it's a good idea to add statistics directly onto the chart and to provide the details of the graph orally.

For more detailed guidance,

visit http://www.ibiology.org/ibioseminars/techniques/susan-mcconnell-part-1.html. Note this video is approximately 45 minutes long.