

Technical Slideshow Presentations—Oral and Visual Basics

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Slideshow oral presentations are summaries of research study, report, or essay.

The purpose of most technical oral presentations is to concisely summarize 1) relevance of topic/research, 2) key results or findings. Presentations can be as short as five minutes and long as an hour, but even longer presentations cannot present all the details that could be explained in a written essay, lab report, or study.

1. Relate the “story”: rather than telling us all the detail, present an aspect of your research that is the most compelling and pull in essential evidence. Frame it in terms of basic stories such as discovery, something overlooked, misconceptions, mysteries, why people should be interested, etc.

2. Highlight concepts, findings, and key ideas: help your audience remember your points through strategic repetition of key terms and concepts. Relay the point of the presentation clearly at the start. Restate your point at the end and explain field significance.

Coordinate slideshow presentations to maximize the features of oral and visual communication.

Images and graphic information (color, font size and type, layout, info-graphics, graphs, charts) not only support the argument, they can often present complex or dense information more clearly, persuasively, and memorably.

1. When and how do want your slides to visually “speak”? How will you make your slides easy to read and remember? Also, when do you want your slides to be silent (try a blank screen), so that attention can be directed to you?

2. Use slideshow animation to control the appearance/flow of information. By minimizing what people see and when, you keep your audience focused on your point.

3. Use movement strategically and sparingly. When you move eyes are on you. Try moving during major transitions moments in presentation.

Know your content (before the presentation) so that you can focus on delivery during the presentation.

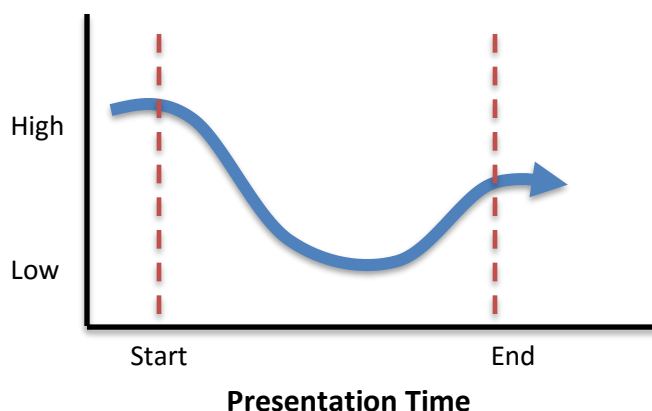
1. Rehearse your entire presentation completely and out loud. This means standing up and talking through the entire presentation. Be sure to time it.

2. Practice like you are giving the presentation. This means: placing the computer behind you and facing forward (to the audience), gesturing, and practicing eye contact (50%/50%).

3. Provide oral “transitions” to next points or stage in presentation with signpost language (summarize and bridge).

4. Use language and examples appropriate for your target audience. Appeal to their interests/value/expectations.

Audience Attention Level



Effective presenters try to maximize audience attention during their presentation—**To get majority of audience attention and then maintain it throughout.** In this graphic version of Hartley and Davies study of audience attention (1978), you’ll notice the dip in the middle of a presentation: this is why oral delivery and visual strategies are so important. **Without attention, you cannot get the audience to listen. If they don’t listen, it is difficult to persuade, get them to learn, or move them to action.**

Presentation Objectives

- **Convey** research/project/data/argument clearly, succinctly, and/or persuasively
- **Interest** and **engage** people (orally, physically, visually and graphically)

- Make research or message **memorable**

Design Tips for Slides

Prioritize and order information on the slideshow

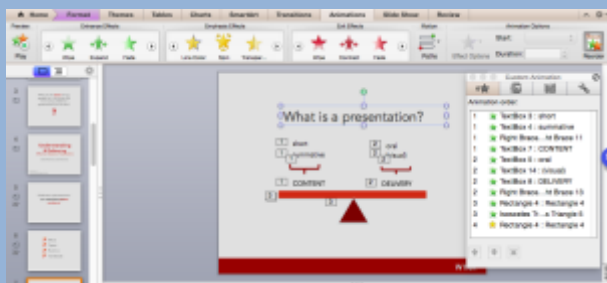
1. Convey two or three layers of salience to improve comprehension and memory. Salience helps your audience prioritize the order of seeing (“first,” “second,” “third”) because how the graphics or images through scale other graphic features (bold, color) draw the eye. Bigger size suggests more important info and more eyes will see and remember it. Avoid doing more than three layers.

2. Avoid content overload on one slide: Cognitive scientists argue that people can only take in and remember a limited amount of information at a time (generally 5 to 9 items in short term memory).

While your vocal presentation points can be detailed, having less “graphical” and “data” content on the screen at one time may help maintain the audience’s focus. If you wish, keep your own more detailed points on your notecards or provide your audience with handouts!

3. Slide software have animation tools that help control the flow/amount of information you show.

This can draw attention to an idea or point as well as synchronize your visual to your talk. With PowerPoint, try “Entrance Effects” (Fade) and “Exit Effects” (Fade) under the Animation tool bar. Keynote and Prezi also has animation features. Don’t use animation that draw attention to itself, unless you wish to do this deliberately.



Represent data/information with graphics, figures, and images as much as possible: to illustrate, to persuade, to help us understand abstract concepts.

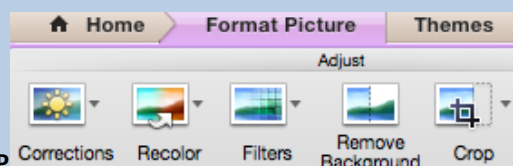
Researchers and scientists argue that encode information through two channels visually and verbally (sound/oral).

1. Explore how you might visually represent points or evidence beyond the “bullets”: try diagrams, tables, graphs, maps, images, or timelines. Are you representing quantitative values, spatial relationships, patterns, or temporal sequences? Can percentages be visualized in a pie chart so we can remember it better than as a number?

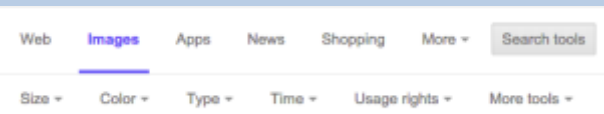
2. Try using graphics with text to help us remember concepts. Visit the nounproject.com for beautiful icons.

3. PowerPoint 2007 includes “Format Picture” tool bar that can take out background in photos, sharpen pictures or graphics, and better integrate graphics.

Just click on an image or graphic that you’ve imported onto your slide page. The tab will appear at the top of the screen. Try “remove background” and “recolor” tools. These tools work well with Noun Project icons!



4. Pay attention to how you use graphics/images; try to use graphics/images that are labeled for “reuse.” One way to find out whether you may freely modify and use images is to search through Google. When using **Google image search**, click on “search tools” and then “usage rights,” which lets you know what images may be free to use based on the permission owners provided. However be aware that Google’s designations of usage rights are not always correct.



Resources

① Go to Lynda.com for detailed video tutorials on using photos and videos in your slideshow. Enter “myCI” and on the left navigation bar click on “Lynda.com.” Search **“Powerpoint: Using Photos and Videos Effectively for Great Presentations.”** ② You can make an appointment to get feedback on your slideshow presentation with a multiliteracy tutor. Visit www.csuci.edu/wmc.

Slideshow Workshop Activity: Design a visually effective slide

In slideshow presentations involving scientific or technical information, the objective of slides is to help your audience:

- **comprehend** technical information,
- **be persuaded** by evidence, and
- **remember** the information you've provided.



Directions: In this activity, please review the slide and revitalize the slide design by applying the “dual channel” theory.

2020Social, “Decoding Social: How are Social Technologies Changing Business, Media, and Society?” SlideShare.net, Slideshow, uploaded 2 March 2010, accessed 14 March 2016, Slide 29.

1. Start by deciding whether you'll focus on just one of the bullet point ideas or work with a slide illustrating all three types of social networkers.
2. Then consider your strategy for speaking/visualizing the idea represented on the slide:
What parts of the sentence would you “speak” and what parts remain on the slide? (thus minimizing text printed on the slide)
How would you “represent” or visualize some of the slide points/info to make the slideshow more comprehensible, persuasive, or memorable for audiences?

Use this page for notes and then sketch your slide(s) and write down your “oral” argument on the next page. You may reimagine just one slide, or create more than one slide.

Types of social networkers

- Alpha Socialisers – (a minority) people who used sites in intense short bursts to flirt, meet new people, and be entertained.
- Attention Seekers – (some) people who craved attention and comments from others, often by posting photos and customising their profiles.
- Followers – (many) people who joined sites to keep up with what their peers were doing.

Visual sketches of slides

A large, empty rectangular box with a thin black border, intended for visual sketches of slides.A large, empty rectangular box with a thin black border, intended for visual sketches of slides.A large, empty rectangular box with a thin black border, intended for visual sketches of slides.

Oral argument/statements