

# How to Make a Presentation File

Achieving an effective  
technical-scientific  
communication

**Roberto Verdone**  
**Università di Bologna**  
**roberto.verdone@unibo.it**

## Outline

- Outline & Motivation
- General Rules
- Slide Structure
- Fonts
- Colour
- Background
- Illustrations
- Spelling and Grammar
- Conclusions
- How to Finish

# Outline & Motivation

- Make your 1<sup>st</sup> or 2<sup>nd</sup> slide an outline of your presentation
  - Ex: previous slide
  - Only place main points on the outline slide
- Introduce the topic of your presentation
- Provide motivation for your presentation right after introduction of the topic, or before
  - If not obvious (i.e. if you chose the subject)

# General Rules

- One idea per slide
- One slide per minute
- Avoid complex formulas / graphs
- Only show what you will discuss
- After two next slides, details are lost – remind the audience if you will use them

## Slide Structure – Good

- Write in point form, not complete sentences
- Include no more than 4-5 points per slide
- Distribute uniformly the text on the slide
- Alignments!

## Slide Structure – Bad

- Write in point form, not complete sentences
- Include no more than 4-5 points per slide
- Distribute uniformly the text on the slide
- Alignments!

## Slide Structure – Bad

This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Alignments are bad!. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you. They will not listen to you!

## Slide Structure – Good

- You may show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep yourself concentrated



## Slide Structure - Bad

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- Do not use distracting animation
- Be consistent with the animation that you use

## Fonts - Good

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
  - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font like Times New Roman or Arial

# Fonts - Bad

- If you use a small font, your audience won't be able to read what you have written
- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
- **Don't use a complicated font**

## Colour - Good

- Use a colour of font that contrasts sharply with the background
  - Ex: blue font on white background
- Use colour to reinforce the logic of your structure
  - Ex: light blue title and dark blue text
- Use colour to emphasize a point
  - But only use this occasionally

## Colour - Bad

- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

## Background - Good

- Use backgrounds such as this one that are attractive but simple
- Use backgrounds which are light
- Use the same background consistently throughout your presentation

## Background – Bad

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use

# Illustrations - Good

- Illustrations rather than words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Illustrations capture the audience
- Always title your illustrations
- Two graphs in one slide only if for comparison

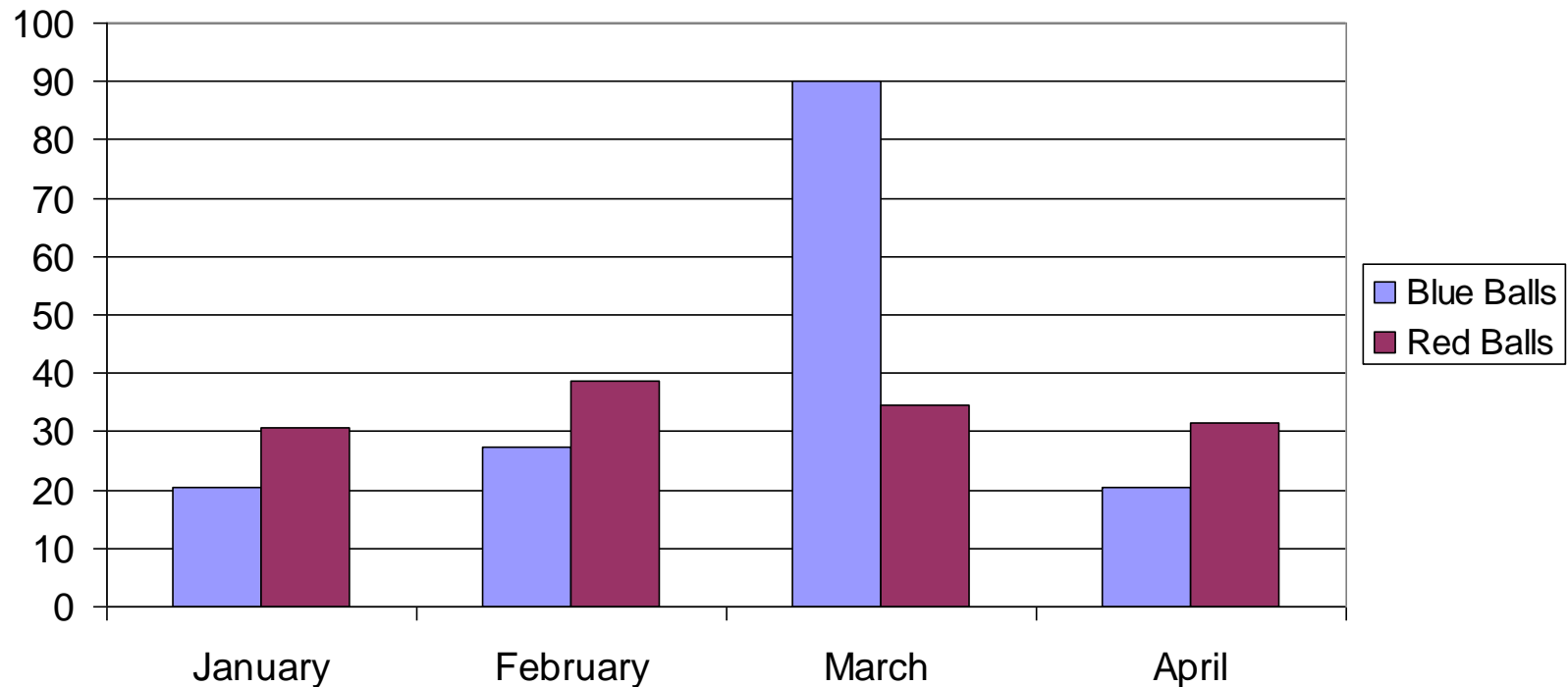


# Illustrations - Bad

	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

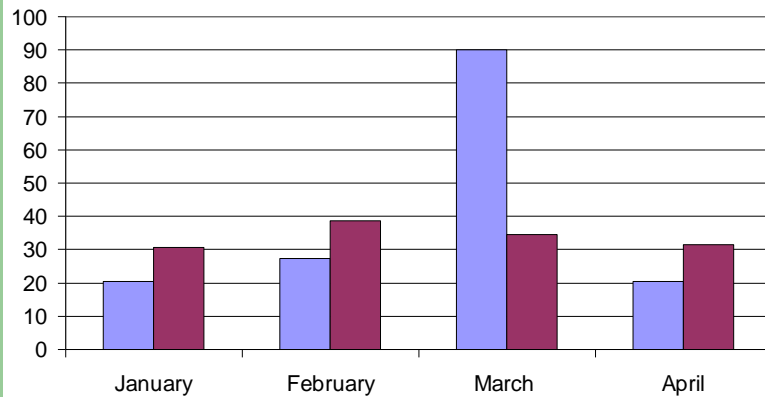
# Illustrations - Good

## Items Sold in First Quarter of 2002

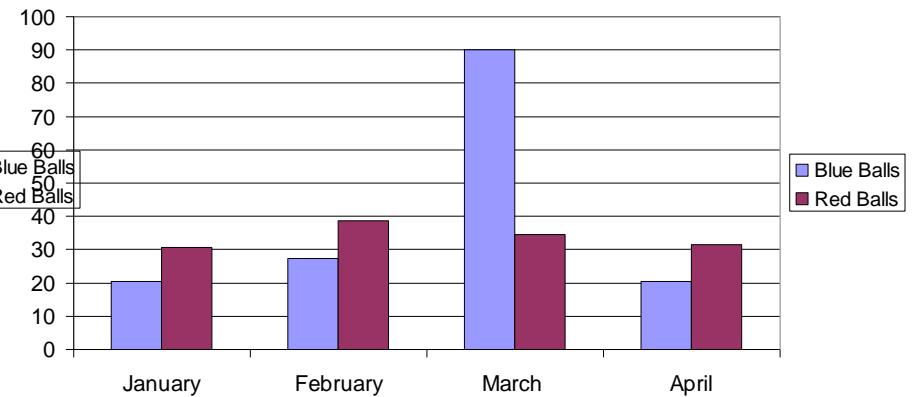


## Illustrations - Bad

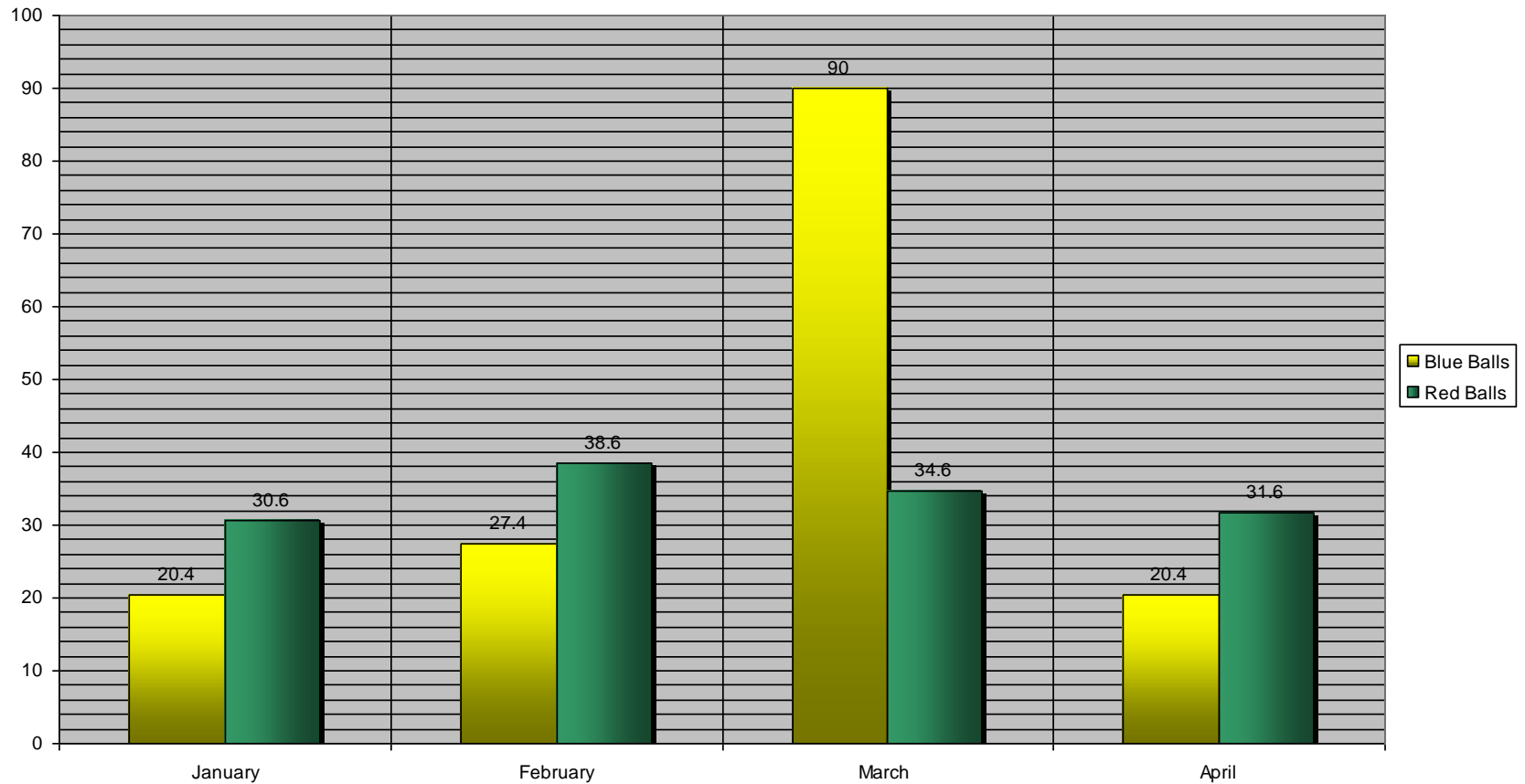
Items Sold in First Quarter of 2002



Items Sold in First Quarter of 2002



## Illustrations - Bad



# Spelling and Grammar

- Proof your slides for:
  - speling mistakes
  - the use of of repeated words
  - grammatical errors you might have make
- If English is not your first language, please have someone else check your presentation!

# Conclusions

- Include one (only one) slide of conclusions
- Use an effective and strong closing
  - Your audience is likely to remember your last words
- Use a conclusion slide to:
  - Summarize the main points of your presentation
  - Suggest future avenues of research

# Conclusions

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- Simplicity
- Order and precision
- Personality
- Attract the audience to yourself, not your slides

## How to Finish

- End your presentation asking for questions:
  - Invite your audience to ask questions
  - Avoid ending a presentation abruptly
- Or, provide a clear statement – your message!
  - to emphasize what your main message was!
- Do not close your presentation file



## My Message

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Communications skills will be  
as relevant to your career  
as your capacity is