

How to Make a Slide Set

(achieving an efficient technical/scientific communication)

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Motivation

**All channels
need to be matched**

(your slides talk about you)

Outline

- Title, Outline and Motivation
 - General Rules
 - Slide and Slide Set Structure

 - Fonts, Colors, Background
 - Illustrations, Images
 - Spelling and Grammar

 - Conclusions
 - How to Finish
-

Outline – Part 1

- Title, Outline and Motivation
 - General Rules
 - Slide and Slide Set Structure
-

Title, Outline and Motivation

- Non-trivial, attractive, clear title
- Your 1st and/or 2nd slide(s)
- Any premise?

General Rules

- One concept per slide

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- One concept per slide
 - One slide every minute for technical presentations
-

General Rules

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 - One slide every minute for technical presentations
 - One slide every 20 seconds for visionary presentations
-

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General Rules

- One concept per slide
 - One slide every minute for technical presentations
 - One slide every 20 seconds for visionary presentations
 - Avoid complexity
 - Slides should support you
 - After two next slides, they are forgotten
-

General Rules

- One item at a time
 - audience will concentrate on you
 - audience will not read ahead
 - will help you

 - Animations distract!
-

Slide Structure (good)

- Only keywords
 - Itemisation
 - No more than 6 items/lines
 - Uniform
 - Alignments
-

Slide Structure (bad)

Do not write complete sentences, rather use keywords. If you write the full sentences the listener will have two options: to listen to you, or to read. Your slide set will become your worst competitor.

Do itemise, because this will help to better organise in the listener's brain the contents you are trying to provide, and will give the impression of a very precise and concise mental attitude.

Do not include too many items in one slide to avoid staying too long on the same slide, and because you would need to adapt the font to a very small size.

Imagine your slide as a picture: the content should be somehow uniformly distributed in space.

Alignments are also extremely relevant to give the impression of a precise attitude.

Slide Set Structure

- Premise – Motivation – Outline

Slide Set Structure

- Premise – Motivation – Outline
 - Objectives?
-

Slide Set Structure

- Premise – Motivation – Outline
 - Objectives?
 - Body
-

Slide Set Structure

- Premise – Motivation – Outline
 - Objectives?
 - Body
 - Achievements
-

Slide Set Structure

- Premise – Motivation – Outline
 - Objectives?
 - Body
 - Achievements
 - Conclusions
-

Slide Set Structure

- Premise – Motivation – Outline
 - Objectives?
 - Body
 - Achievements
 - Conclusions
 - Your Message
-

Outline – Part 2

- Title, Outline and Motivation
 - General Rules
 - Slide and Slide Set Structure

 - **Fonts, Colors, Background**
 - **Illustrations, Images**
 - **Spelling and Grammar**
-

Fonts, Colors, Background (good)

- Font:
 - at least 18 pts
 - simplicity
 - size adapted to levels
 - avoid CAPITALISATION

Fonts, Colors, Background (good)

- Font:
 - at least 18 pts
 - simplicity
 - size adapted to levels
 - avoid CAPITALISATION
 - Colors:
 - contrast
 - emphasis
-

Fonts, Colors, Background (good)

- Font:
 - at least 18 pts
 - simplicity
 - size adapted to levels
 - avoid CAPITALISATION
 - Colors:
 - contrast
 - emphasis
 - Background:
 - simplicity
 - dark over light
-

Fonts, Colors, Background (bad)

- Font:
 - at least 18 pts
 - simplicity
 - size adapted to levels
 - avoid CAPITALISATION
- Colors:
 - contrast
 - emphasis
- Background:
 - simplicity
 - dark over light

Illustrations, Images

- Illustrations: attention
 - Title, labels, caption
 - Two illustrations only if they are related
 - Present it!
 - Images: dynamism
-

Spelling and Grammar

- Be aware of typos
- Use an consistent grammar
- Be careful with bad cut-and-pastes cut-and-pastes

Proof your slides!

Outline – Part 3

- Title, Outline and Motivation
 - General Rules
 - Slide and Slide Set Structure

 - Fonts, Colors, Background
 - Illustrations, Images
 - Spelling and Grammar

 - **Conclusions**
 - **How to Finish**
-

Conclusions

- (Only) one slide
 - Strong
 - Personalised
-

How to finish

Your Message

Conclusions (for this presentation)

- Simplicity
 - Order, precision
 - Personality
 - Attract the audience on you
-

**Communications skills are relevant
as much as technical skills are
for your career**

**and people will remember you mostly (not only!)
for them**



**Good
Luck!**



Any Questions?

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