Using PowerPoint Effectively

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PUTS MEMES IN POWERPOINT
CLASS LOVES IT!

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Those who fail to prepare, prepare to fail

- Develop a clear **story**
- Keep to 3-5 **key** points (1 minute/slide)
- **Connect** your main themes
- Stick to the **time** limit
- Go **full circle** with your message
Target your audience

- Peers / General public / Managers / School children / Government officials?
- Modify your presentation accordingly

Individual  Civic leaders  Community group  Environmental group  General public
Use color modes correctly

**Red Green Blue**
- Transmitted light
- Best for presentations, websites
- Mixing colors results in white
- Absence of color results in black

**Cyan Magenta Yellow black**
- Printed ink
- Best for printed products
- Mixing colors results in black ink
- Absence of color results in white (or the background color)
Raster versus Vector images
Create a rough outline

1. Problem
2. Examples
3. Solution
4. Benefits
5. Case Studies
6. Call to Action
Develop a consistent style and format

Click to edit Master title style

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
      » Fifth level
Choose easy to read fonts

<table>
<thead>
<tr>
<th>Serif fonts</th>
<th>Sans serif fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Arial</td>
</tr>
<tr>
<td>Garamond</td>
<td>Calibri</td>
</tr>
<tr>
<td>Palatino</td>
<td>Helvetica</td>
</tr>
</tbody>
</table>
Think about your colors

• Use color carefully, especially **red** and **green**
• Contrast between the background and text or graphics is important
• Improper use of color can alienate your audience

- Brown
- Dark green
- Black
Graph formatting makes all the difference
Graph formatting makes all the difference

![Graph showing photosynthetic efficiency (Fv/Fm) as a function of duration of treatment (h) at different temperatures (20°C, 16°C, 12°C). The x-axis represents the duration of treatment (1, 3, 6, 12, 18 hours), and the y-axis represents the photosynthetic efficiency (Fv/Fm) as a difference from ambient. Error bars indicate variability.]
Format maps to include more information
Use the right resolution image

• Resolution is different for different media
  – printed products need 300 dpi
  – presentations and websites need 96 dpi

• Ensure your graphics are clear and manage file size
Avoid jargon and acronyms

• Jargon sounds good but means what?
  • Double-blind randomized controlled trials

• Acronyms need to be introduced:
  • BAC = Bank of America Corporation
    = Blood Alcohol Content
    = Buffalo Athletic Club
    = Boston Architectural College
    = Baltimore Aircoil Company

• IDSFA = It Doesn’t Stand For Anything
Active titles summarize key points

**Inactive titles:**
- Barriers to EBM
- Impacts of low rainfall
- Combined water quality index

**Active titles:**
- Communication identified as a barrier to implementing EBM
- Lack of rain resulted in high salinities
- A combined index of water quality shows degradation downstream

![Graph showing Communication identified as a key barrier for implementing EBM](image)

![Map showing Lack of rain resulted in higher salinities](image)

![Map showing A combined index of water quality shows degradation downstream - towards ROCR](image)
Slides are free!

Use animation to guide your audience.
Key natural processes affecting nearshore conditions
Key natural processes affecting nearshore conditions

**Thermal stratification**
The thermocline acts as a physical boundary that stops the warmer surface water (epilimnion) from mixing with the deeper, colder, nutrient-rich waters (hypolimnion).
Key natural processes affecting nearshore conditions

**Upwelling events**
Occasional upwelling events bring colder, nutrient-rich waters up into the warmer surface waters.
Key natural processes affecting nearshore conditions

Sediment resuspension
Wind and wave action, currents, and vertical mixing all stir up and redistribute sediments in Lake Tahoe, making the water turbid.
Key natural processes affecting nearshore conditions

Sunlight
As sunlight enters the water column, it is either absorbed or scattered depending on the amount of suspended sediments and algae in the water.
Key natural processes affecting nearshore conditions
An animated map sequence can be effective
An animated map sequence can be effective

20 Jan 2000
~0.8 km²
An animated map sequence can be effective
An animated map sequence can be effective
An animated map sequence can be effective.
Using movies can be impressive yet deflating
Tips for presenting

• Preparation is essential
  – Rehearse
  – Write it out
  – Words for between slides
• Arrive early to check equipment
• Introduce yourself and provide some background
• Face the audience and speak slowly and clearly
• Be enthusiastic
You’re not reading a speech

- Text can be used to:
  - *Remind* you of the key points of the talk
  - *Provide* the audience with information to interpret graphics
You’re not reading a speech

- Text should NOT be used to:
  - Distract audience from your words
  - Replace the need for you to talk

Presenting your talk

- Preparation is essential
  - Practice your presentation at least twice before giving it to your audience: once in front of colleagues for review purposes, and another to practice the timing
- Arrive early to check equipment and greet audience
  - Make sure you are familiar with the projector and remote control, and quickly go through your presentation to make sure everything is displaying properly
- Provide appropriate background
  - Don’t assume that your audience is familiar with your field. Stick to the principle of “don’t dumb it down, raise the bar”
- Thoughtful transitions between points keeps your audience focused on your theme
  - Linking transitions maintains your storyline
- Orient the audience to each slide
  - Explain axes, graphs, units, photos, diagrams before explaining what it all means
- Be enthusiastic and pace yourself
  - People are often nervous giving a presentation and can easily forget to say something important, or speak too fast and lose their audience
- Assess your audience and situation and respond if necessary
  - Some audiences need more background than others, and sometimes the event will be running late so you may need to skip slides
Orient the audience to each slide
Tips for dealing with nerves

• Nerves are good!
• Adrenaline helps you to focus and give a better presentation
• Don’t prepare to fail
• Anticipate the questions
• Understand the weaknesses of your work
• Ask a previous speaker a question in question time
Summary

- Be prepared!
- Aim to impart a few key points
- Invest time to make your presentation visually appealing
- Use effective visual elements and active titles