

Presentation Title

Optional Subtitle

Name

affiliation

It's All Too Much!

- 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. 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.

It's Still Too Much!

- This page still contains too many words for a presentation slide.
 - It's written in point form, but the amount of text makes it difficult both for your audience to read and for you to present each point.
 - Although there are exactly the same number of sentences on this slide as the previous slide, it still looks complicated.
- In short, your audience will spend too much time trying to read this paragraph instead of listening to you.
 - Too much!

Minimalist Slide Structure

- 1-2 slides per minute of your presentation
- Key words and phrases, not complete sentences
- 1-3 points per slide maximum
- Image heavy, minimal text: **why?**

Let Text Breathe with Line Spacing

- 1-2 slides per minute of your presentation
- Key words and phrases, not complete sentences
- 1-3 points per slide maximum

VS

- 1-2 slides per minute of your presentation
- Key words and phrases, not complete sentences
- 1-3 points per slide maximum

Visible and Consistent Fonts

- CAPITALIZE ONLY WHEN NECESSARY
- **Don' t use a complicated font**
- Standard fonts like Times New Roman or Arial
- Different size fonts for main points and secondary points
 - Size 28-point font
 - 24-point font
 - 12-point

Rainbows are Awesome!

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

Consistent and Contrasting Colors

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

Do You Need a Background?

- Simple and light backgrounds
- Use the same background consistently throughout your presentation
- Is a background even necessary?

Do You Need a Background?

- Is a background even necessary?
- What is the purpose?
- How does it contribute to the presentation?

Dominating and Irritating Background

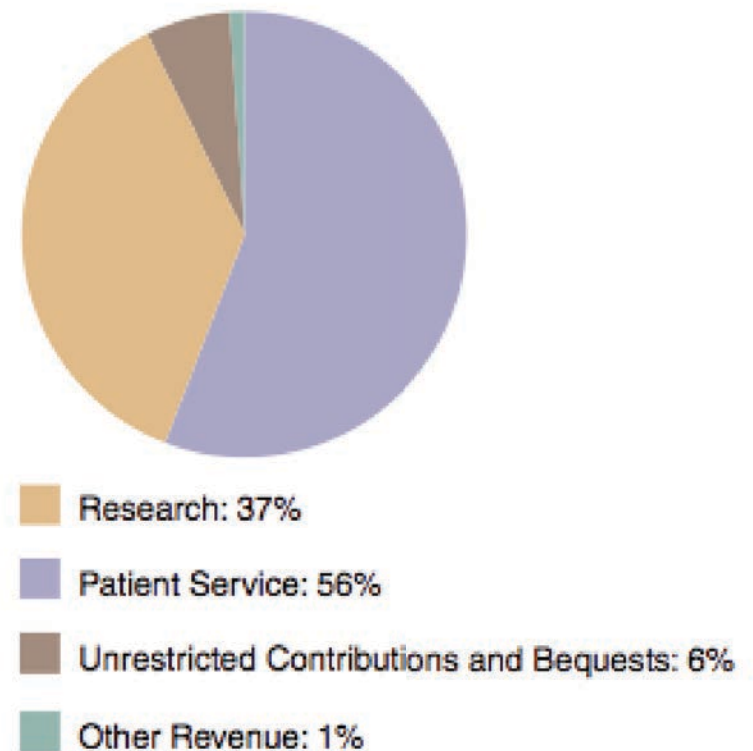
- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use

Communicate Information Visually

For the Fiscal Year Ended Sept. 30	2010
<i>(Dollars in thousands)</i>	
Revenues	
Research	323,749
Patient Service, net	495,484
Unrestricted Contributions and Bequests	50,960
Other Operating	13,025
Total Revenues	\$883,218

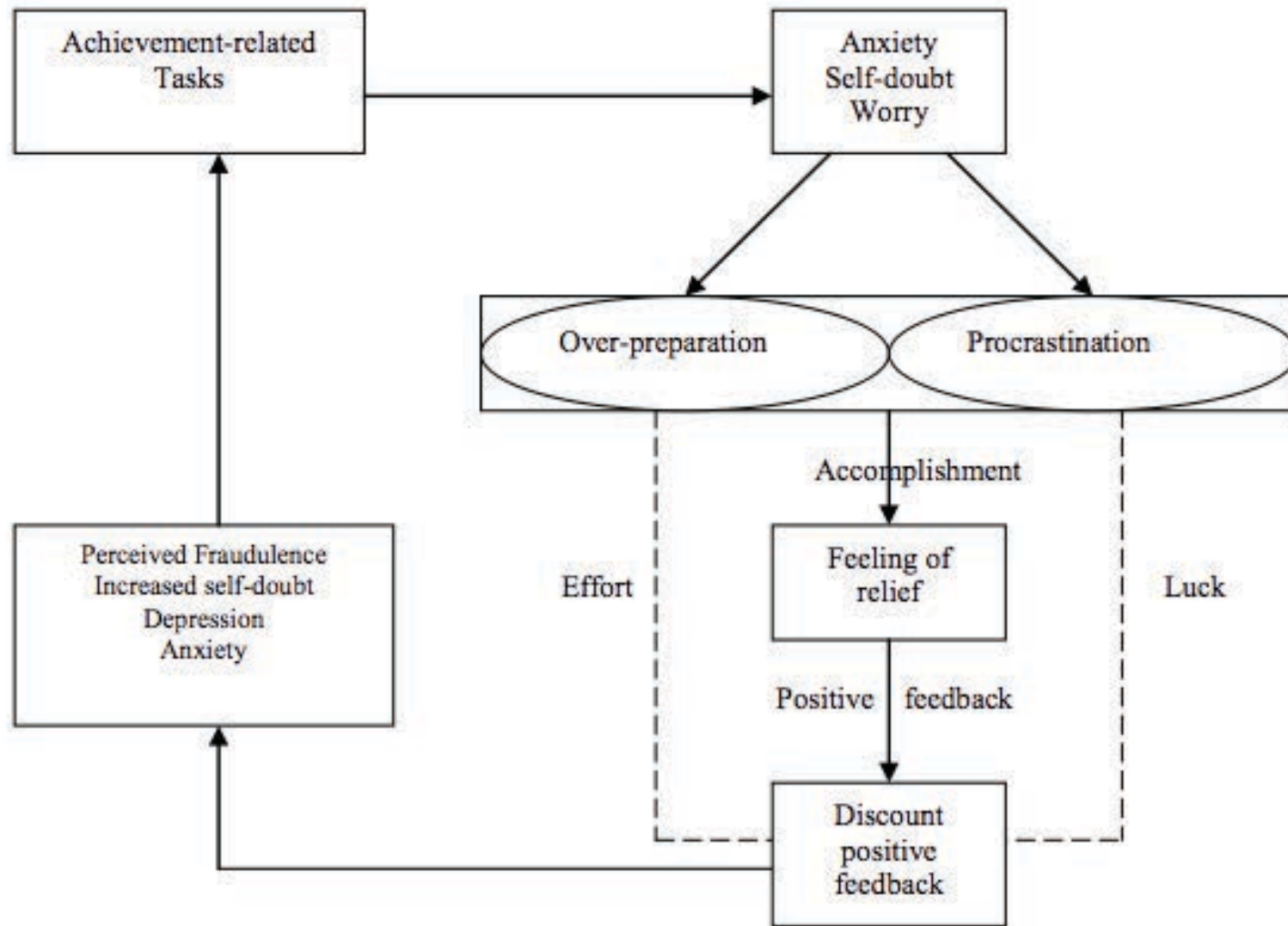


Fiscal Year 2010 Income



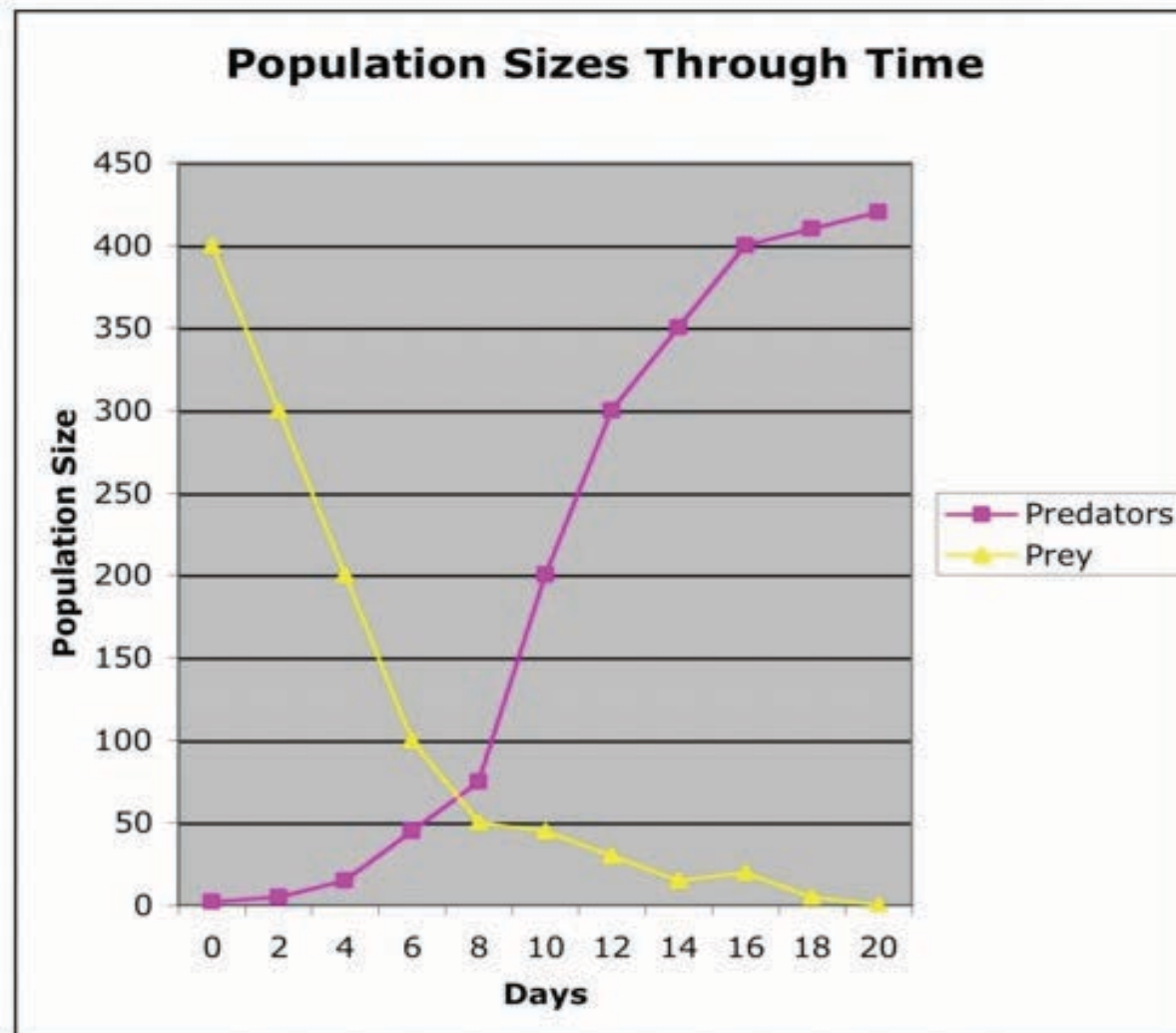
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“Imposter Cycle” (Clance & Imes, 1985)



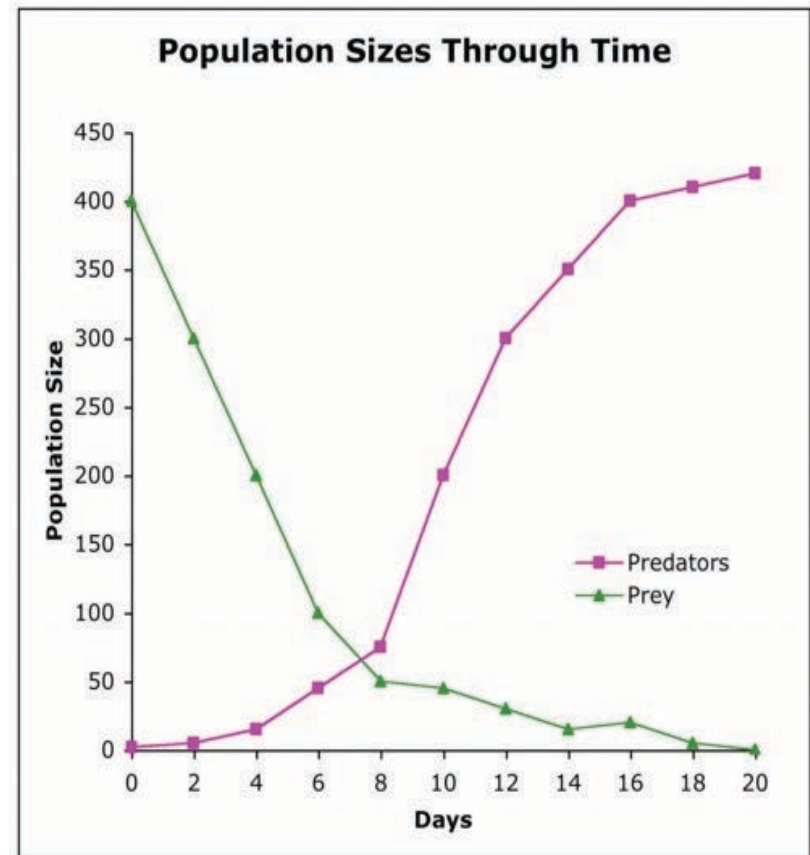
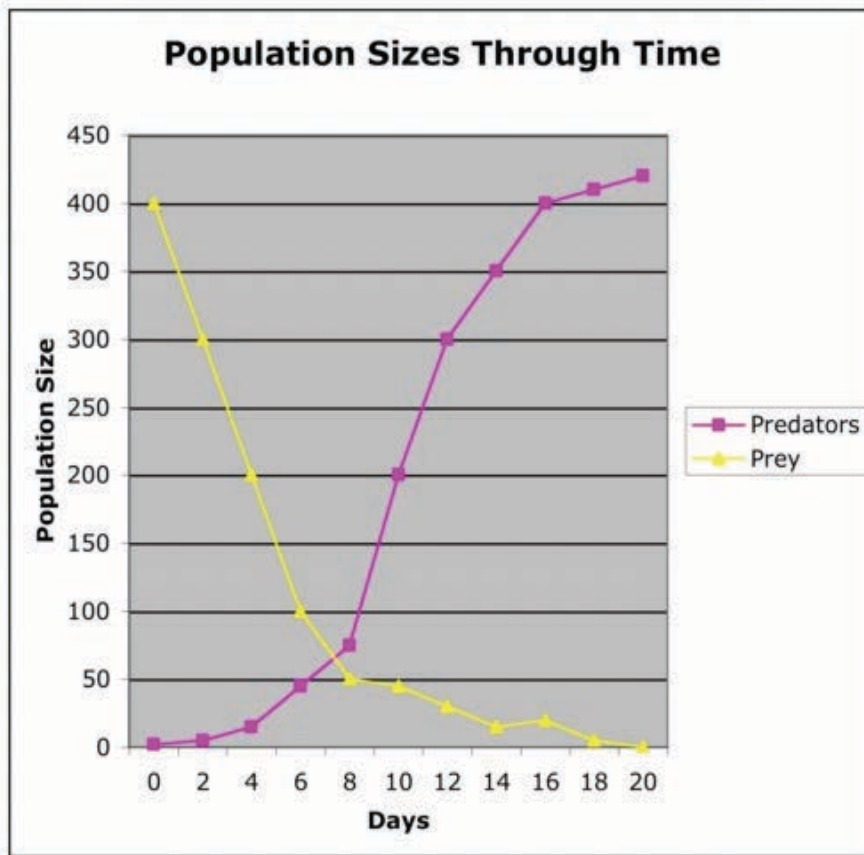
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Audience-Focused Graph Design



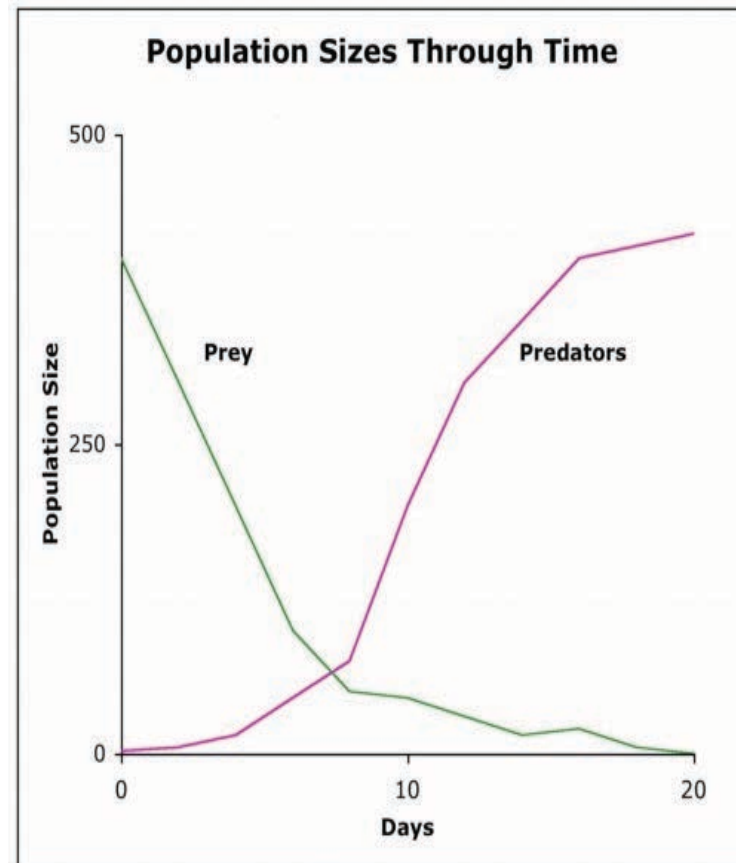
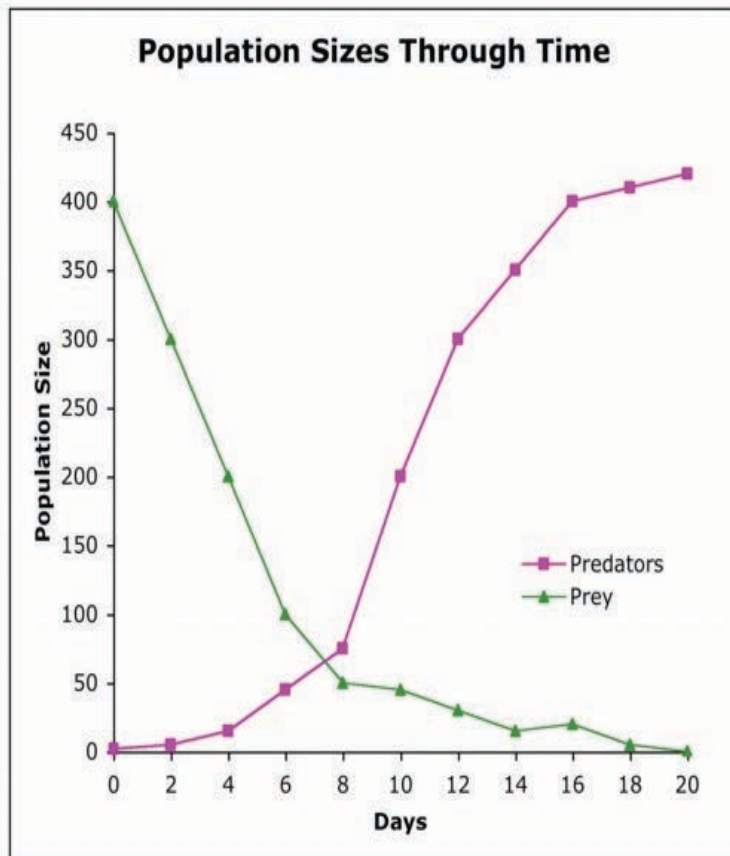
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Example Improved



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Example Improved Again



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Grid lines: Does the audience care about the exact data points?

Legend: Why make the reader look back and forth?

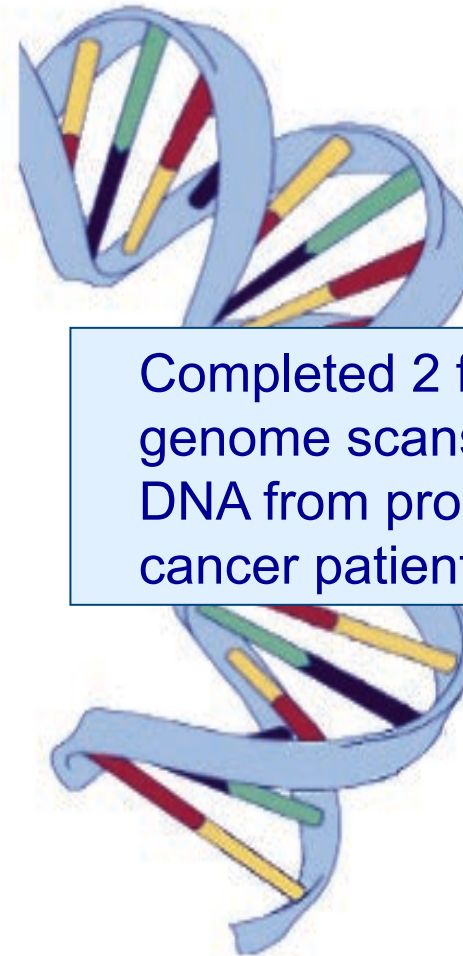
Axes: Is the labeling between major tick marks unnecessary?

Do You Need a Header?



Dr. Levi Garraway

Photo of Dr. Levi Garraway © Source unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <http://ocw.mit.edu/help/faq-fair-use/>



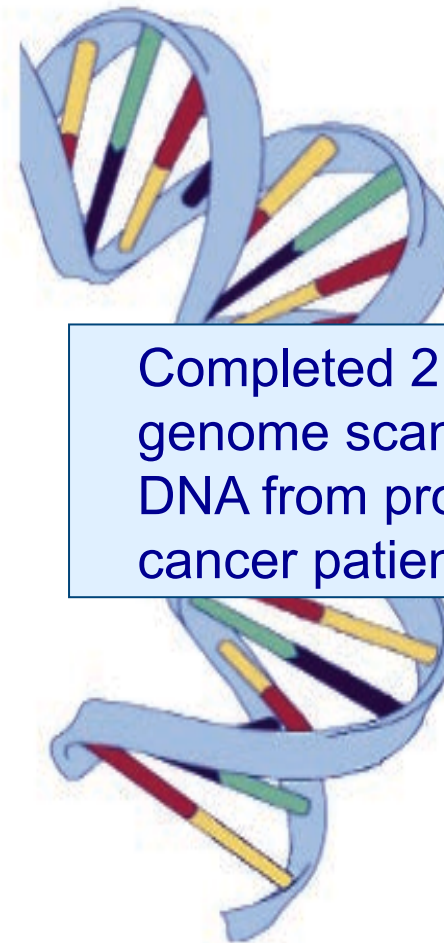
Completed 2 full genome scans with DNA from prostate cancer patients

Diagram of genome scans © Source unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <http://ocw.mit.edu/help/faq-fair-use/>



Dr. Levi Garraway

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Completed 2 full genome scans with DNA from prostate cancer patients

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Spelling and Grammar

- Proofread your slides for:
 - spelling mistakes
 - the use of of repeated words
 - grammatical errors you might have make
- Have someone else review your slides!

How To Conclude?

Audience will remember your last words

- Reiterate the main point(s) of your presentation
- Suggest future avenues of research (if applicable)
- Communicate challenges/concerns to target the Q&A

Effective and strong closing line

- Avoid ending a presentation abruptly
- What are the magic words?

“Thank You”

Hedging your Claims



Image source: Pixabay

(Note: The image's licensing information stated: "Free for commercial use / No attribution required")

Hedging: to evade the risk of commitment by leaving open a way of retreat; to minimize risk.

Why Hedge in an Article for the Public?

“Immunotherapy has been shown to slow tumor growth in mice, and researchers believe that this therapeutic approach ~~can~~ *may one day* help treat people suffering from cancer.”

Common Hedge Words

nouns	adverbs	verbs
supposition	presumably	appear
idea	probably	postulate
speculation	possibly	suggest
conjecture	apparently	seem
possibility	not unlikely	may be
inference	seemingly	speculate

from *Successful Scientific Writing*, 2nd. Ed.

Matthews, Janice R. and Robert W. Matthews. *Successful Scientific Writing: A Step-by-Step Guide for the Biological and Medical Sciences*. Cambridge University Press, 2005.

Why Avoid Excessive Hedging?

“Scientists do not know the cause of the degenerative change, but *potentially* one cause *may* be an infection by a *possible* parasite that *might* be ingested through certain foods.”



“Hey, wait your turn!”
One hedge word per sentence, please.

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21W.035 Science Writing and New Media: Communicating Science to the Public
Fall 2016

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