How to Present (Slides)

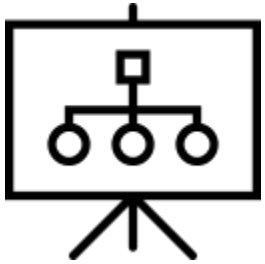
Crypto Seminar WS 20/21

Marc Fischlin

Voice

Slides

(more)



Interaction

Facilities

Appearance

Presentation = visual + auditory + ….

(Slides) (Oral)

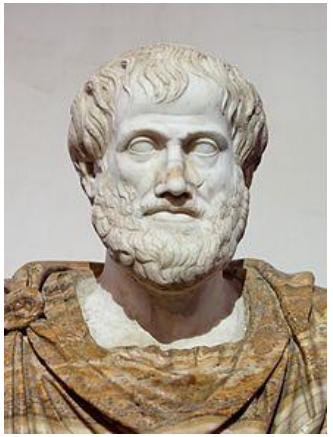
Slides are not meant to stand alone and replace document

techniques:
experiences, stories,…

Pathos

Passion & Emotion

Source: Wikipedia



Aristoteles
(384BC-322BC)

How to present

Ethos

Credibility & Trust

techniques:
confidence, endorsements,…

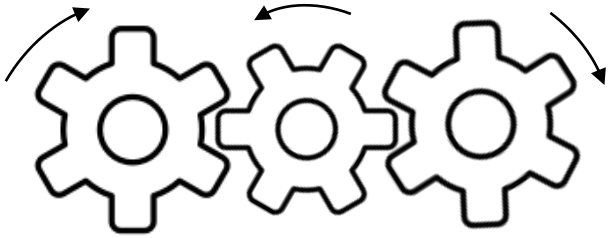
Logos

Logic & Reason

techniques:
structuring, references,…

Text on Slides?

Visual vs. Auditory



pictures

are good to show
relationships, connections, …

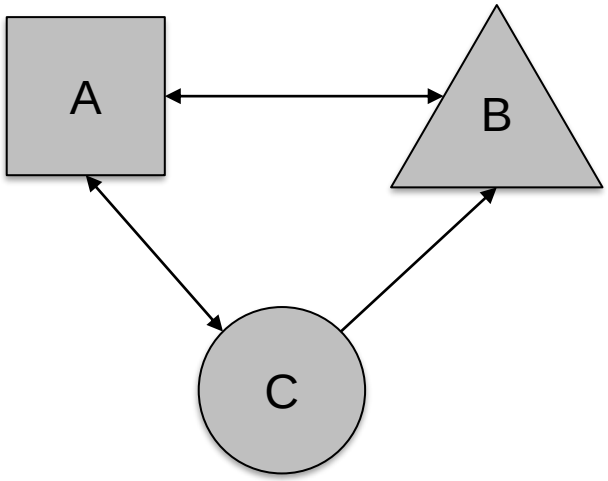
Text

writing/speach

is good to
argue, evaluate, …

Example

taken from Chris Atherton, Visual attention: A psychologist‘s perspective



A has a reciprocal relationship with B and C.

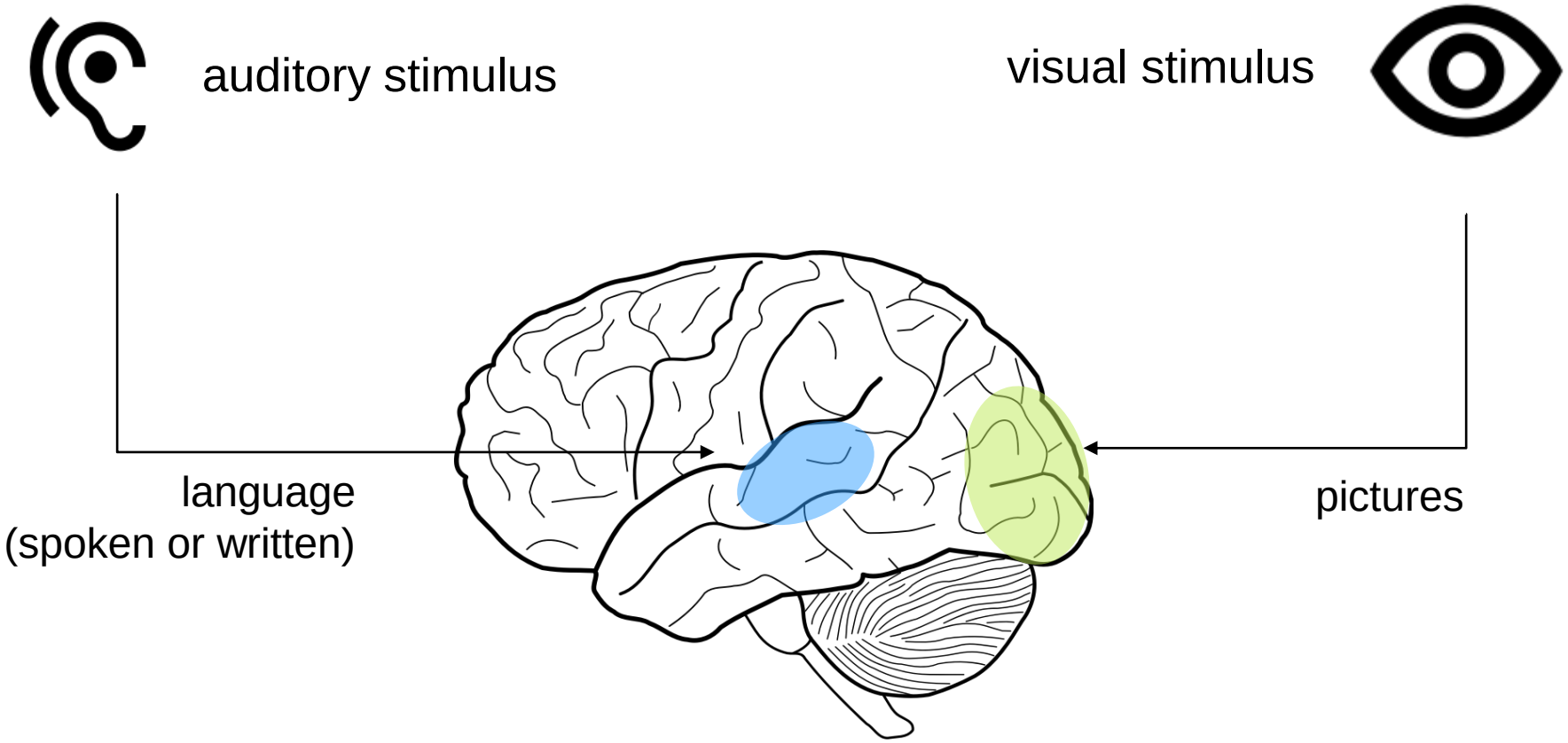
B has a reciprocal relationship with A but only receives from C.

C has a reciprocal relationship with A but not with B, to which it only sends.

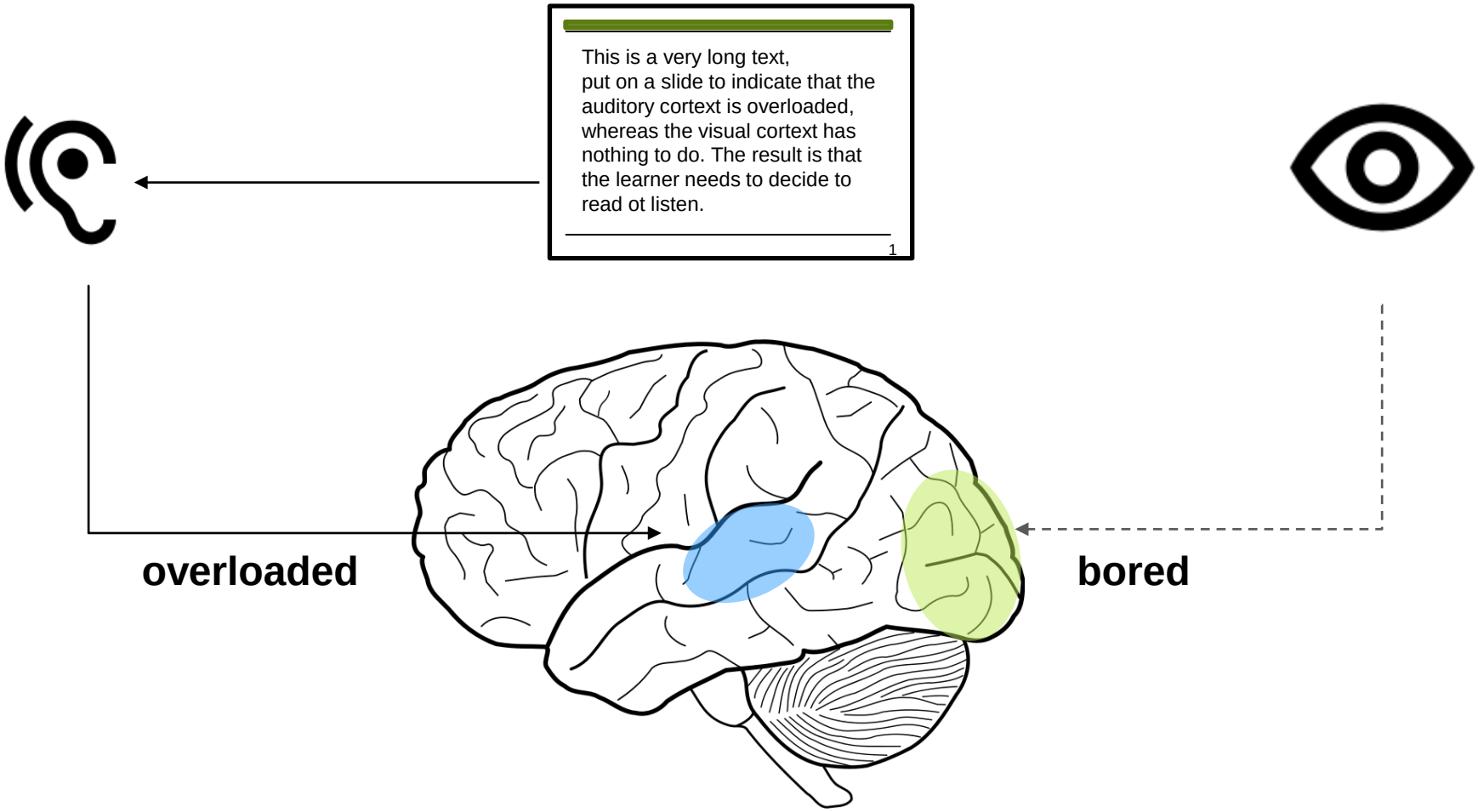
extraneous cognitive load

Stimulus

taken from Chris Atherton, Visual attention: …



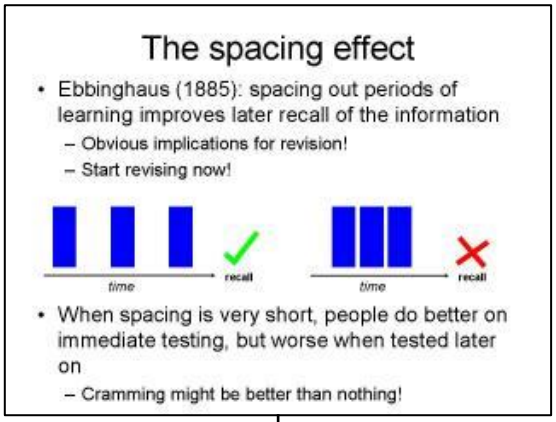
brain likes audiovisual input


This is a very long text,
put on a slide to indicate that the auditory cortext is overloaded, whereas the visual cortext has nothing to do. The result is that the learner needs to decide to read ot listen.
1
overloaded
bored

Less is More

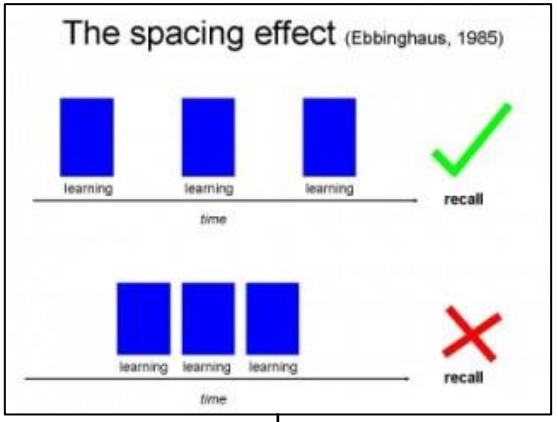
taken from [Chris Atherton, Visual attention:…]

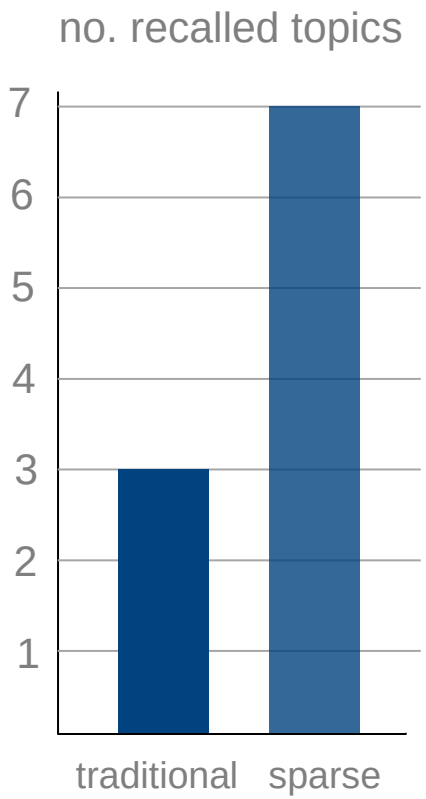
traditional slides



same spoken text

sparse slides

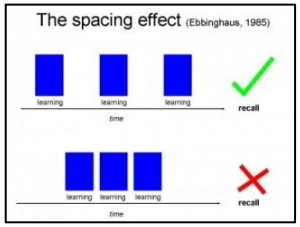


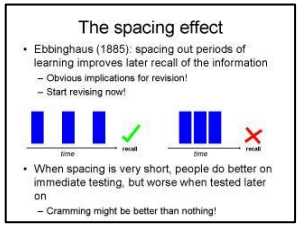


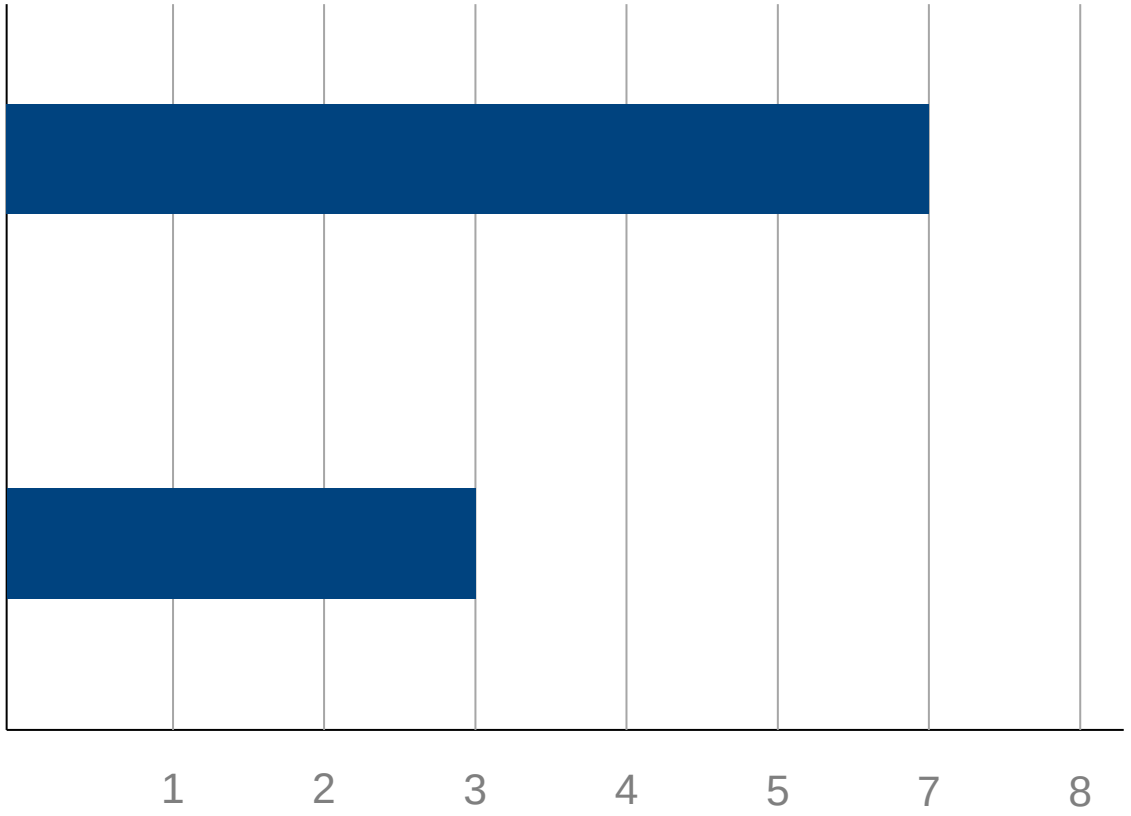
better learning results

worse learning results

Learning Effect depends on Slide Style







Slides: Dos and Don’ts

Slide Style: (general) Dos

large font

sans-serif

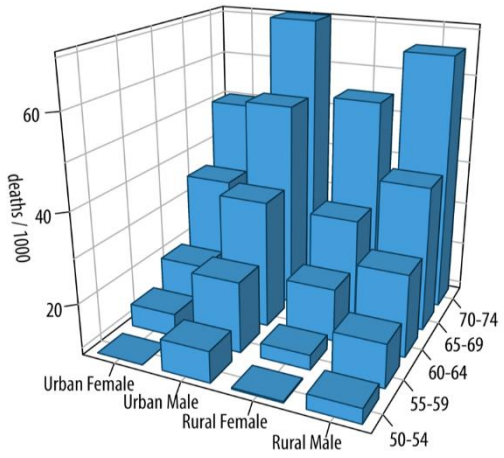
light background, dark text color

use
text
sparsely

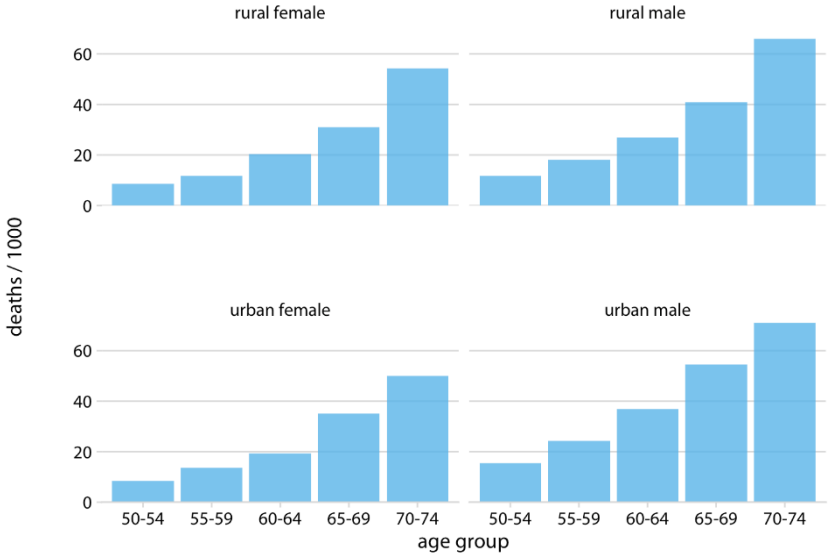
split.....slides

Slide Style: (cognitive load) Dos

reduce extraneous cognitive load



vs.



Source: *Claus O. Wilke*: Fundamentals of Data Visualization

Slide Style: Do or Don‘t?

Distracting information in footer?

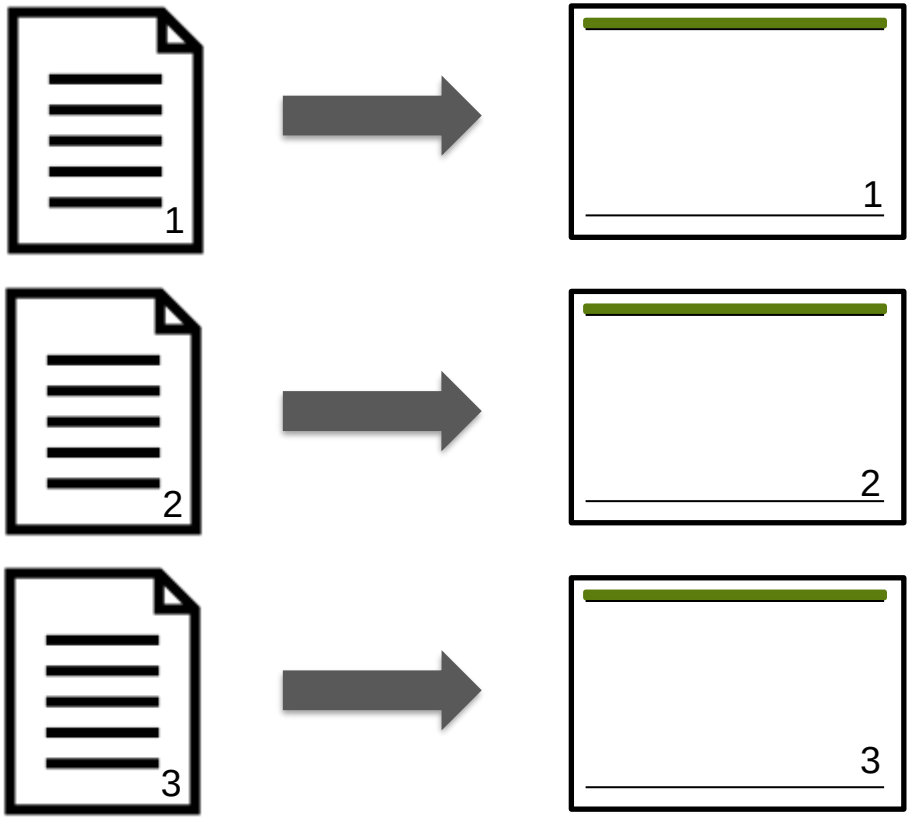
Paper to Slides: Don‘t

paper

presentation

skip & skim

more details



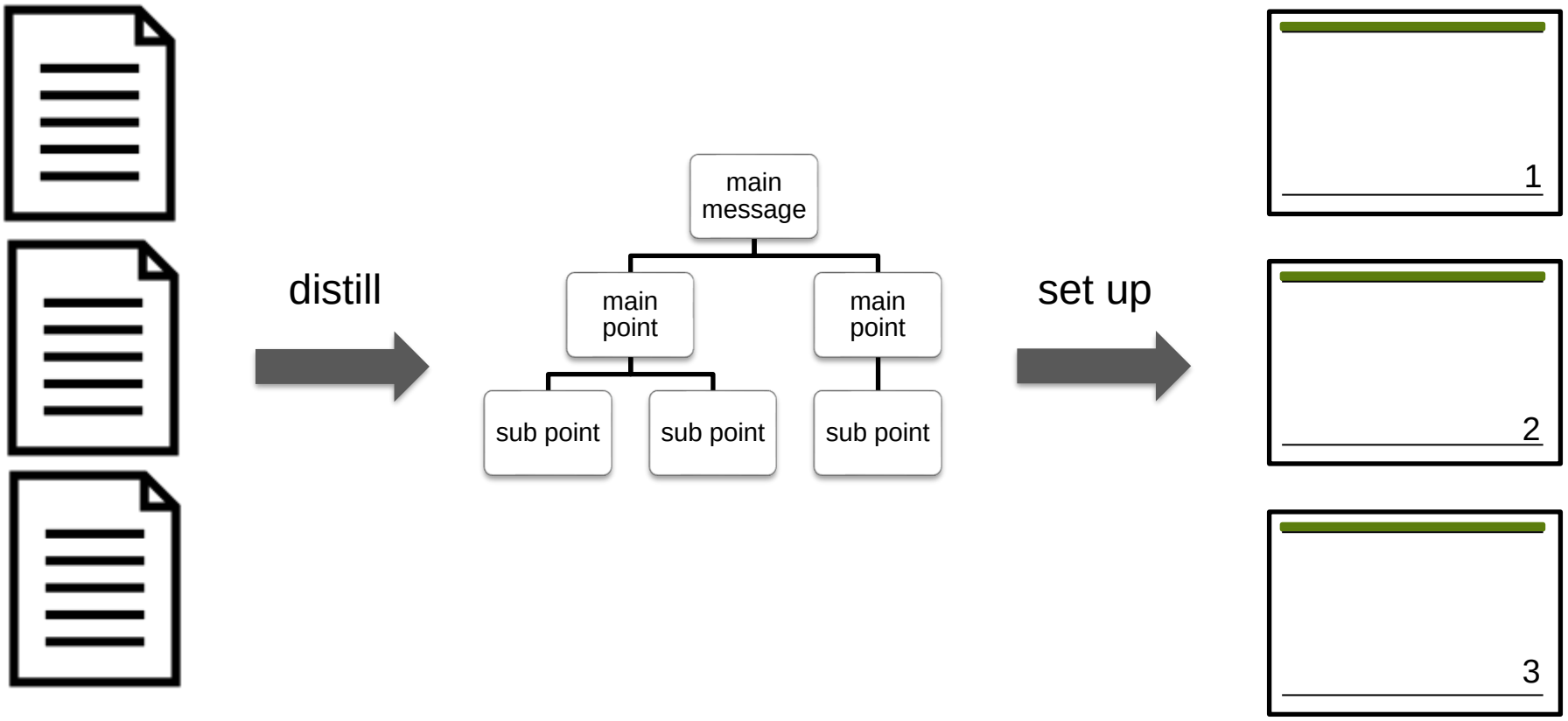
inherently sequential

nonverbal communication (visual, vocal, animations,…)

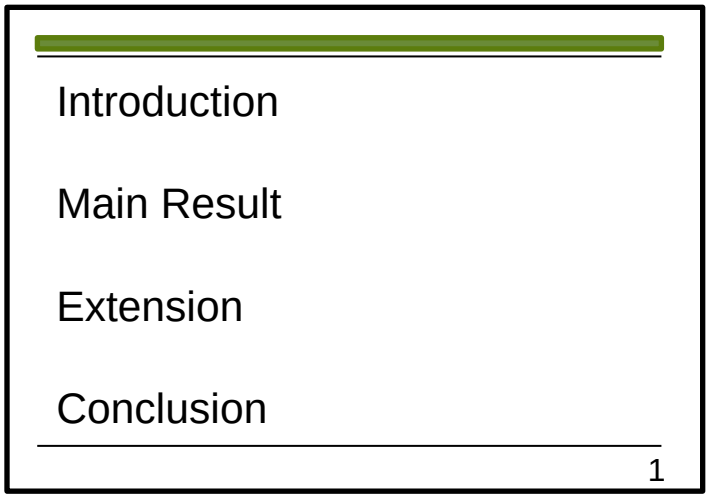
interactions

focus on few aspects

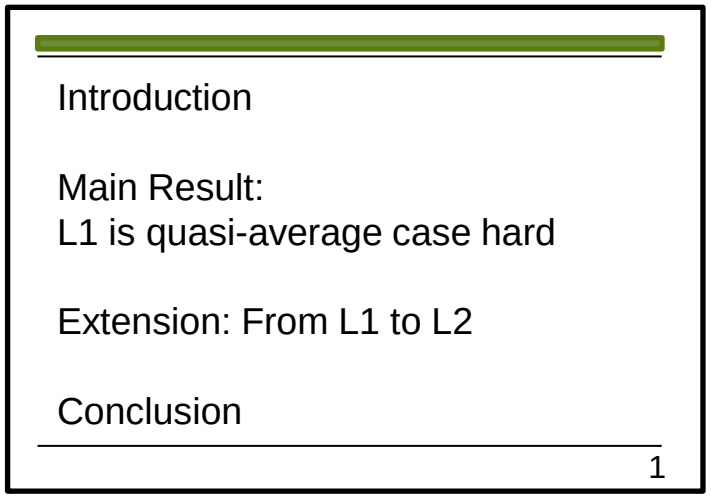
Paper to Slides: Dos



The Overview Slides: Don‘ts



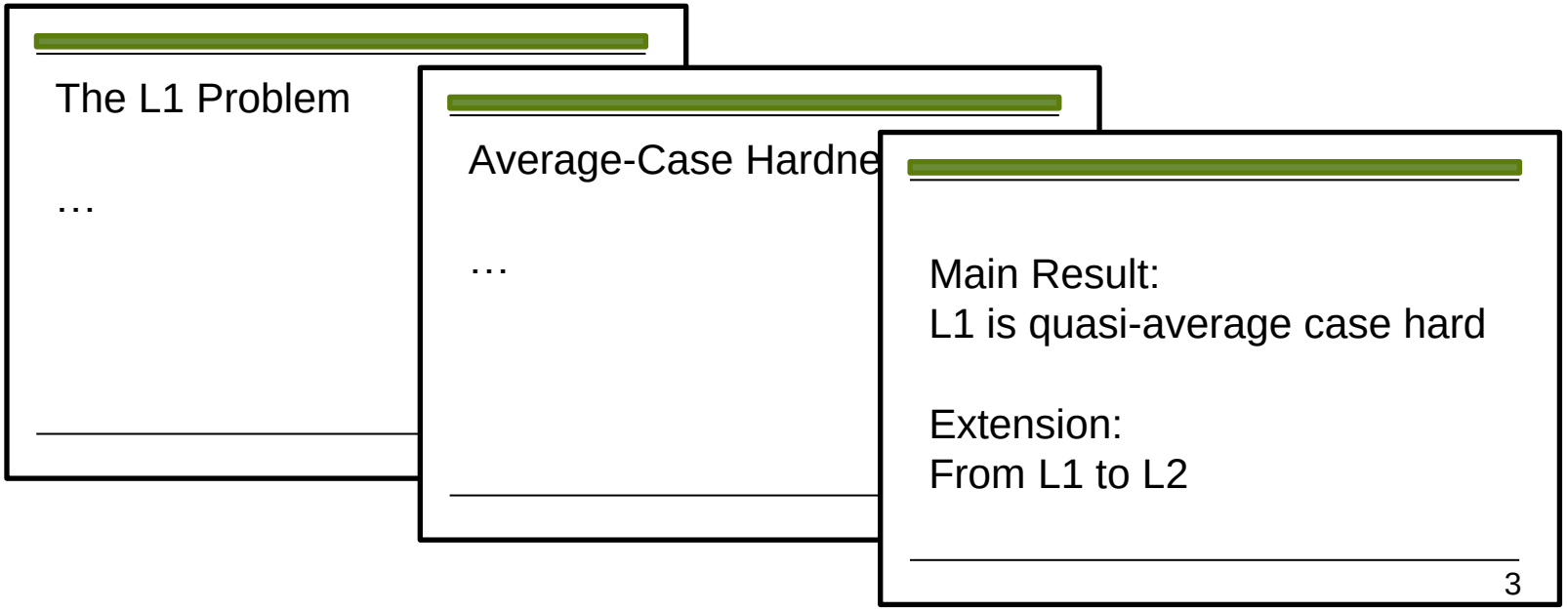
or



redundant

incomprehensible

The Overview Slides: Dos



1-3 slides introduction

Bullet Points: Don‘ts

- A bullet is a projectile and a component of firearm ammunition that is expelled from a gun barrel during shooting.
- The term is from Middle French and originated as the diminutive of the word *boulle* (*boullet*), which means "small ball".
- Bullets are made of a variety of materials such as copper, lead, steel, polymer, rubber and even wax.
- They are available either singly, as in muzzle-loading and cap and ball firearms, or as components of paper cartridges, but much more commonly in the form of metallic cartridges.

Source: **https://en.wikipedia.org/wiki/Bullet**

Bullet Points: Dos (if necessary)

- use sparsely — less than 1 out of 5 slides
- succinct phrases — avoid full sentences
- avoid line breaks — at most 6-9 words
- limit number of items — at most 5 points
- only for coequal items — no inference

Try to do without bullet points!

Copyright: Don‘t

§60a Urheberrechtsgesetz:

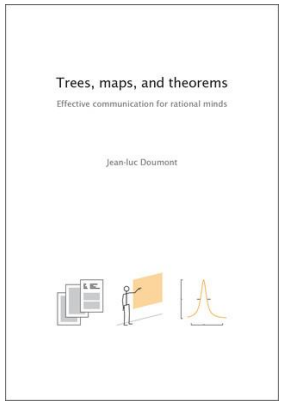
Can use parts of other works
for illustration purposes
at educational institutions
for restricted audience

Copyright in Science (in German)

Your favorite cartoon character here

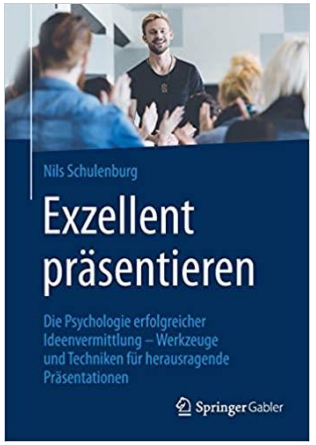
Example: Image of Minions not admissible,
unless presentation is about, say, cultural impact of Minions

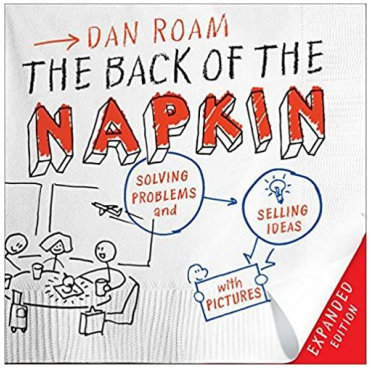
Literature



Trees, maps, and theorems
Jean-Luc Doumont
Principiae, 2009

Exzellent präsentieren
Nils Schulenburg
Springer Gabler, 2017





The Back of the Napkin
Dan Roam
2009

Blah blah blah
Dan Roam
Marshall Cavendish International, 2012