BETTER PRESENTATIONS

DESIGN

	Visualize	Unify	Focus
Theory	Organize your thoughts and plan your presentation in a process that works for you.	Consider how your presentation will hold together and how it might differ from your written report.	Move your conclusion to the front and hook your audience right away to focus their attention on your content.
Color	Color matters—use it carefully and strategically to highlight important parts of your presentation.	Be consistent with your use of colors throughout your presentation.	Use color to draw your audience's attention to specific parts of your slides.
Type	Your audience will immediately be influenced by the text on your slides. Consider your choices carefully.	Be consistent with your use of type. Select one to two fonts to use throughout your presentation.	Use larger text to allow your audience to see the items quickly and easily, so they can return to the job of paying attention to you.

BUILD

	Visualize	Unify	Focus
Text	When possible, convert your text to visuals; people are more likely to remember and recognize visuals.	Maintain consistency in your text slides across your presentation by using similar layouts and structure.	Use good hierarchy and the layering technique to direct the audience's attention to where you want it.
DataViz	Tap into the brain's preattentive visual processing by using elements such as colors, lines, shapes, and markings to highlight and show your data.	Link your text and your visuals; for example, integrate your legends directly into your graphs.	Help your audience better see the data by minimizing or eliminating nonessential elements including gridlines, tick marks, and data labels.
Image	Use large, high-quality (high-resolution) images that fill the entire slide space.	Be consistent in your use of images across your presentation.	Link text and images so that they draw the audience's attention to the important parts of your slide.
Scaffolding	Large visuals—possibly simple text—can act as simple markers to break or introduce sections in your presentation.	Use similar colors, fonts, images, and icons to help guide your audience through your presentation.	Scaffolding slides help you guide and focus your audience's attention as you transition from one section to another.

GIVE

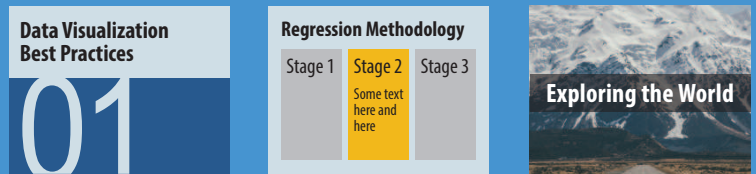|	Visualize	Unify	Focus
Presenting	Incorporate relaxation strategies such as exercise and meditation to help calm your nerves.	Pull your content, delivery style, and any stories you might tell into a consistent theme.	Practice, practice, practice. Dedicate some focused time on rehearsing your presentation.
Nitty Gritty	Try to know what kind of screen or projector you will be using, whether it's 4:3 or 16:9.	If you need to use handouts, make sure their appearance (and content!) are consistent with your slides and what you plan to say.	Know what adapters or inputs your computer might require and try to find out what is necessary for the room in which you are presenting.

BETTER PRESENTATIONS

Structure
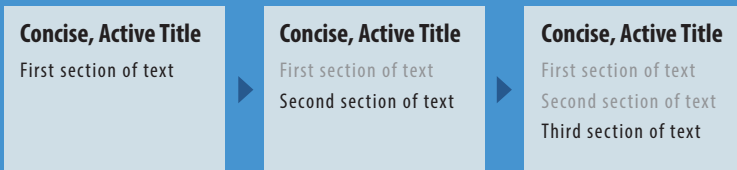Open with a hook and close by emphasizing the main findings.

Introduction
Previous Literature
Data
Methods
Results
Conclusions

+

The Lede
Important Details
General & background info

=

Hook & preview
Methods, data & details
Conclusions & takeways

Design and Divide in Sections
Guide and focus your audience's attention.

Data Visualization Best Practices
01

Regression Methodology
Stage 1 | Stage 2 — Some text here and here | Stage 3

Exploring the World

Layering Text
Present each point on its own to encourage focus.

Concise, Active Title
First section of text

▶

Concise, Active Title
First section of text
Second section of text

▶

Concise, Active Title
First section of text
Second section of text
Third section of text

Layering Graphs
Sequentially build the graph by adding one series one at a time.

Title ▶ Title ▶ Title

Images: Organize
Organize your images to achieve a unified look.

Nutrition Programs

Images: Full Screen
Consider the person at the back of the room.

Tell Stories ▶ Tell Stories

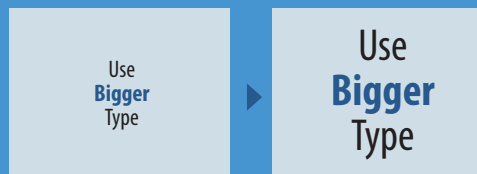## Images: Avoid stock
Avoid images that are too small or of poor quality.

Text: Big
Your slides should look more like a billboard.

Use **Bigger** Type ▶ Use **Bigger** Type

Text: Use Sans Serif
Sans serif fonts are usually thicker and easier to see.

Serif ❌ ▶ **Sans Serif** ✅

Text: Hierarchy
Make the most important points large and bold.

Main Title
Sub Title
Body text is written here below in a block

▶

Main Title
Sub Title
Body text is written here below in a block