

Designing Effective Presentations

CHBE 303

Kyriacos Zygourakis

Simplicity is the ultimate sophistication.

- Leonardo da Vinci

Preparation

- How much time do I have?
- Who is the audience?
- What's their background?
- What do they expect of me?
- What is my absolutely central point?
- Why does it matter?

**If your audience remembers
only one thing,
what should it be?**

Our lives are frittered away by detail;
simplify, simplify.

- Henry David Thoreau

Design Principles

- Simplicity leads to greater clarity
- Carefully reduce the nonessential
- Good designs have plenty of empty space
- It is possible to be “too simple.”
- Find the most appropriate balance!

Slide Design

- Have only one main idea per slide
- People remember visuals better than bullet points
 - Use bullet point slides sparingly
 - Use a minimum of text (1-7-7 rule?)

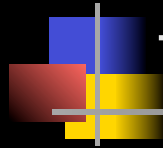
Slide Design

- Create visuals that are simple and guide the viewer's eye
 - Remove visual clutter
 - Avoid 3-D effects
 - Avoid tired, overused software templates
 - Avoid cheesy clip art

Make your story interesting!

**Save the world from
“Death by PowerPoint”**

Example



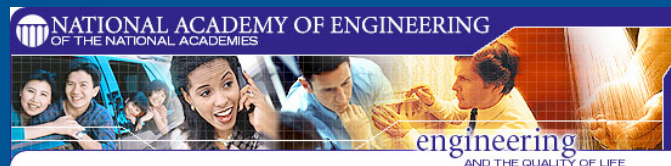
The Purpose of Using Graphics

- In problem solving
 - As part of design
 - As analysis of operating data

- For persuasion and interpretation
 - Dramatize relationships
 - Promote identification
 - Make complex information accessible



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Female Engineering Faculty

According to a 2001 report published by the **National Research Council**:

- 18% of the female faculty are **full** professors,
- 34% are **associate** professors,
- 39% are **assistant** professors, and
- 9% are **instructors** or hold **other** positions.



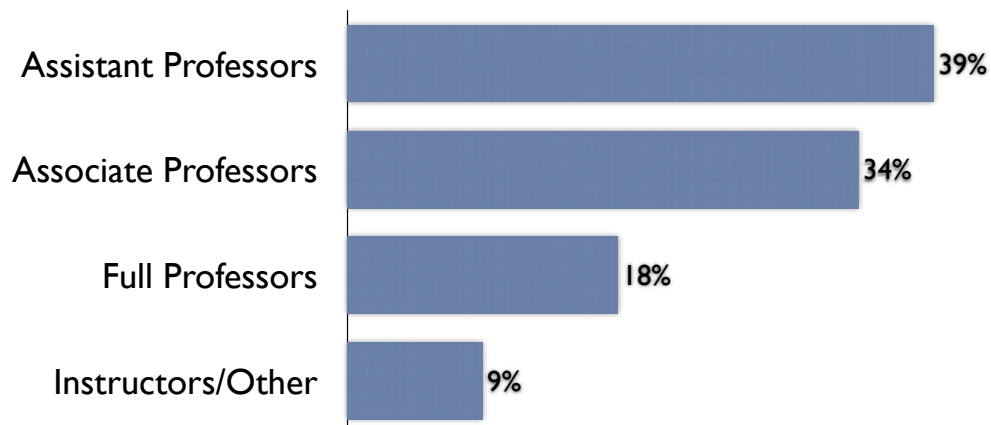


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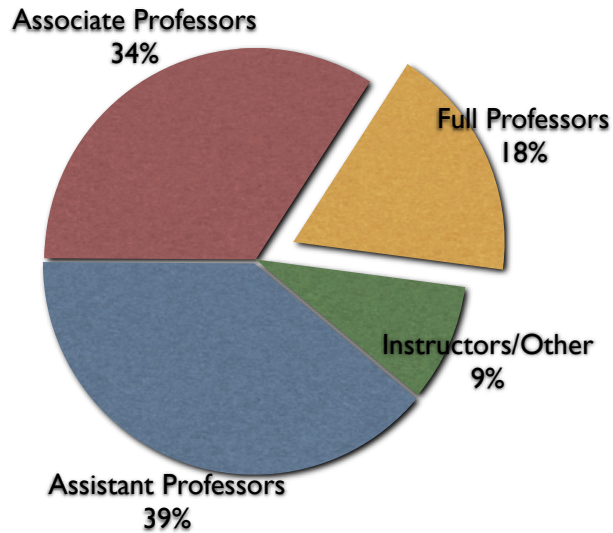
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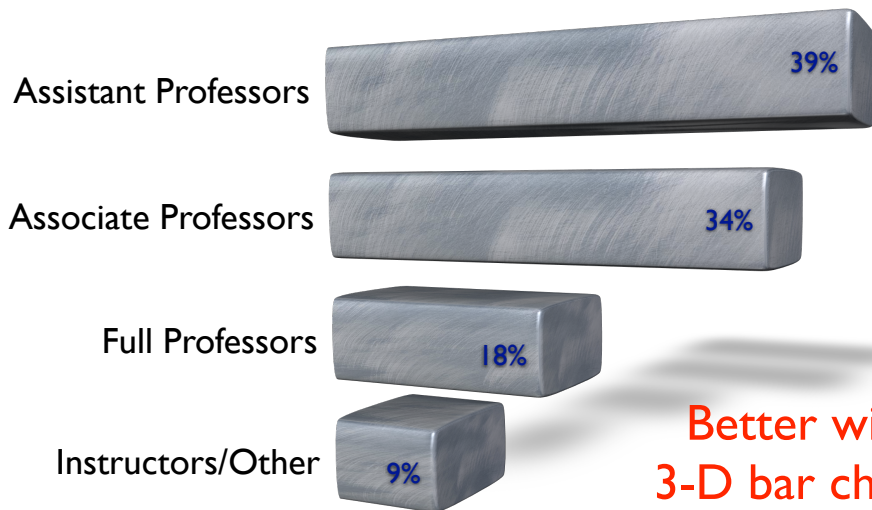
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Female Engineering Faculty



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Female Engineering Faculty



Better with
3-D bar chart?

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