






<i>Good</i>	<i>Bad</i>	<i>Ugly</i>	<i>Effective</i>
			
<p><i>Getting the Most Out of Presentation Software</i></p> <p>Vincent Rhodes, PhD, APR varhodes@gmail.com @varhodes</p> 			

**WARNING:**  
**THIS IS NOT A TYPICAL**  
**PRESENTATION!**

Is PowerPoint **Evil?**



**IS POWERPOINT A TOOL?**















## What Makes Messages Stick?

**Unexpectedness**

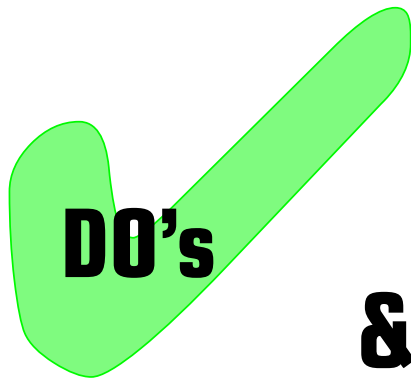
**Concreteness**

**Simplicity**

Garr Reynolds, *Presentation Zen* (p. 77)



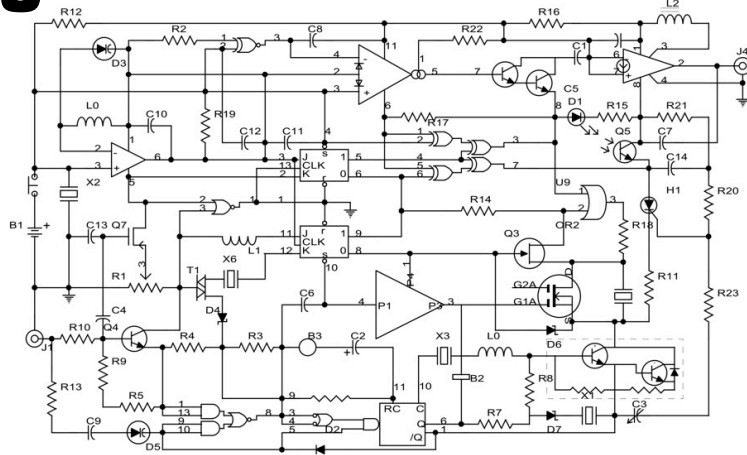
## Write the Speech First



&

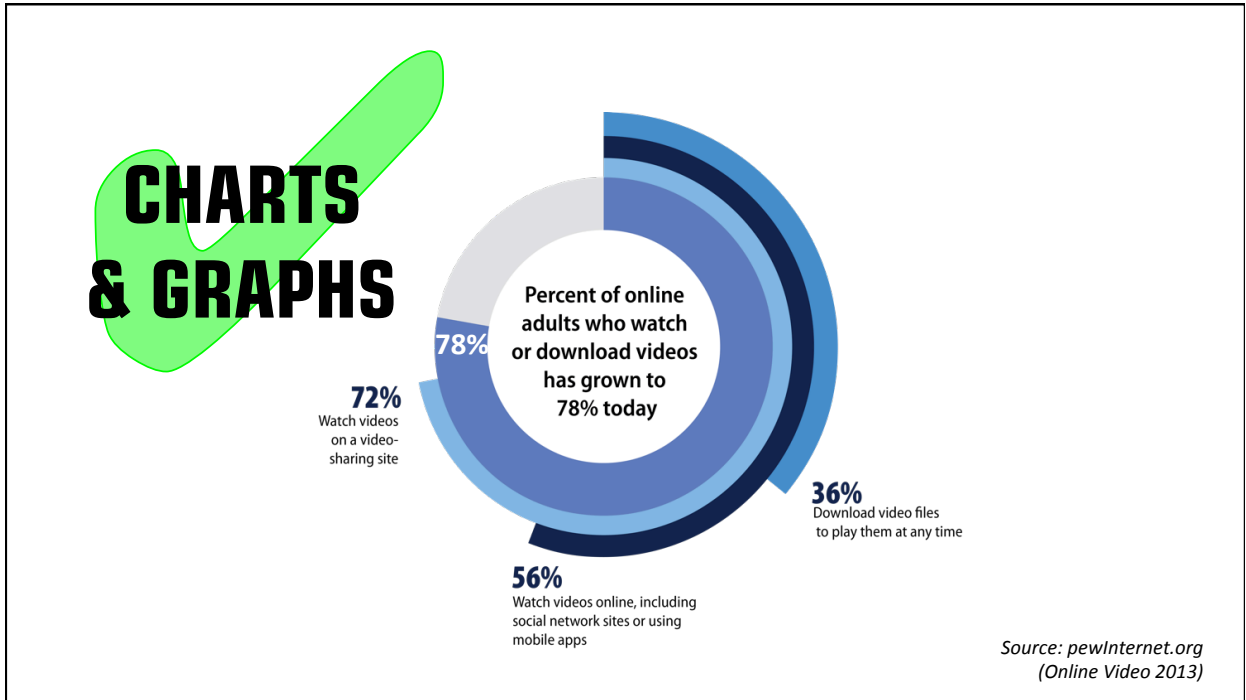


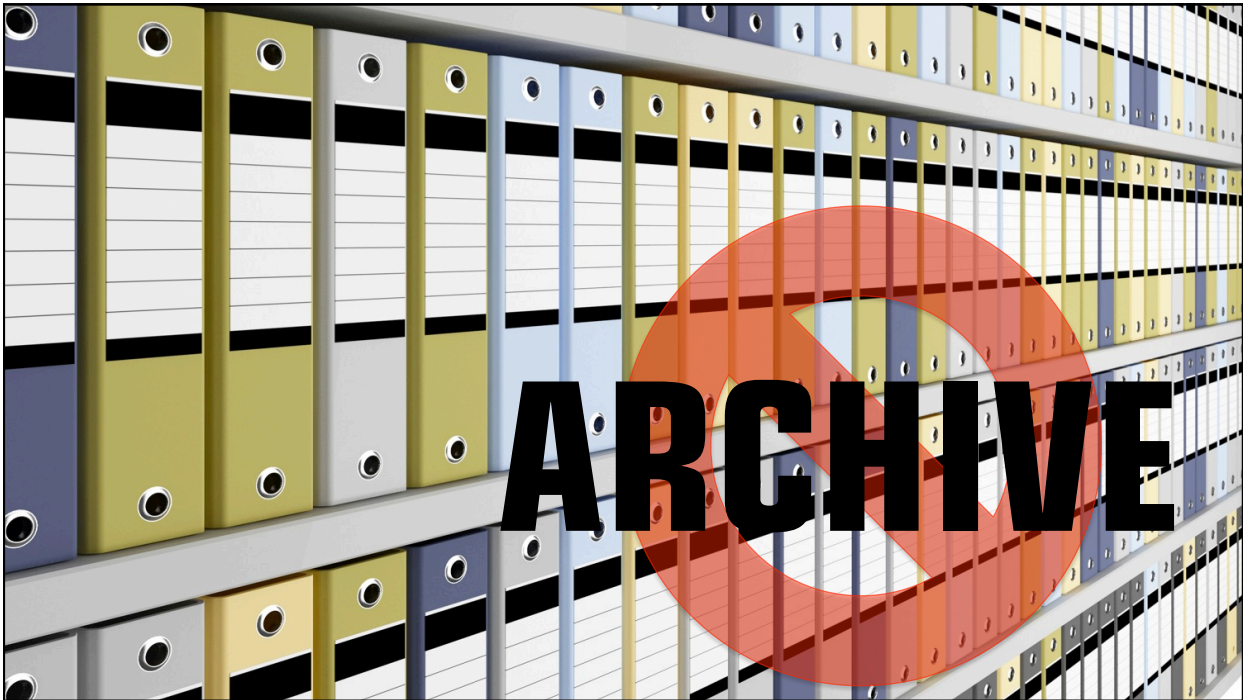
# DIAGRAMS



# PROCESS







# 5

## Tips for Powerful Presentations

1. Trim the text
2. Deliver good design
3. Tame your templates
4. De-clutter your data
5. Manage the motion



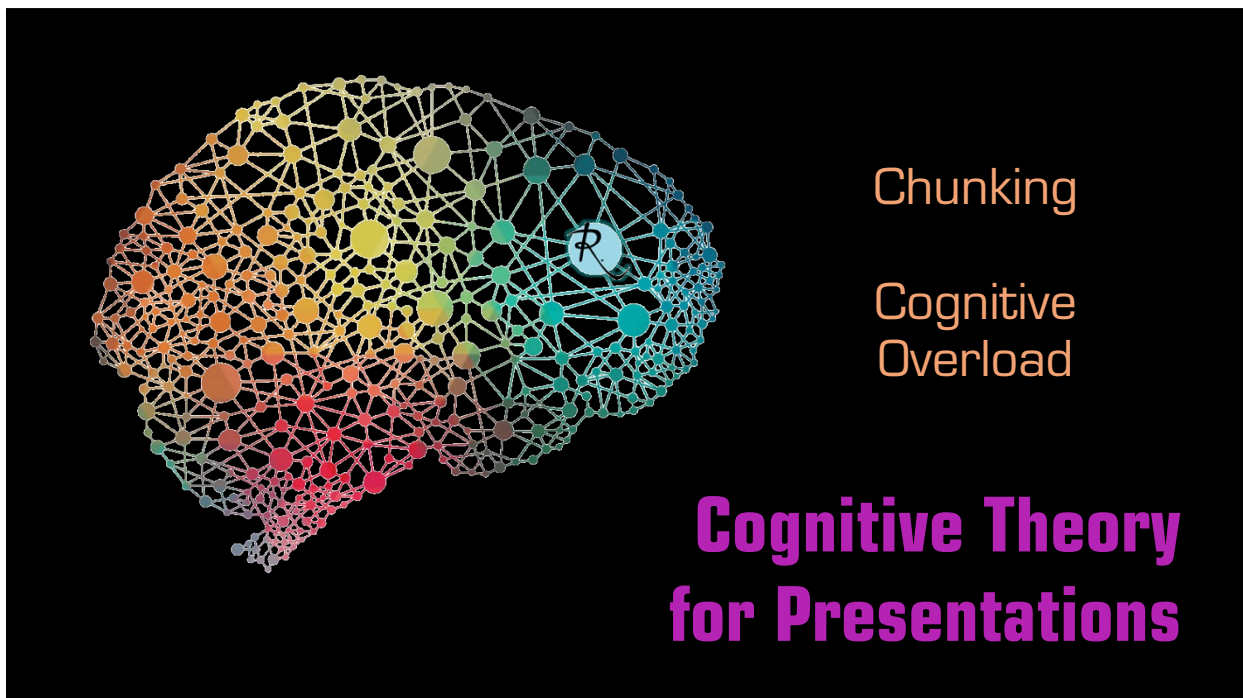
## Too Much Text

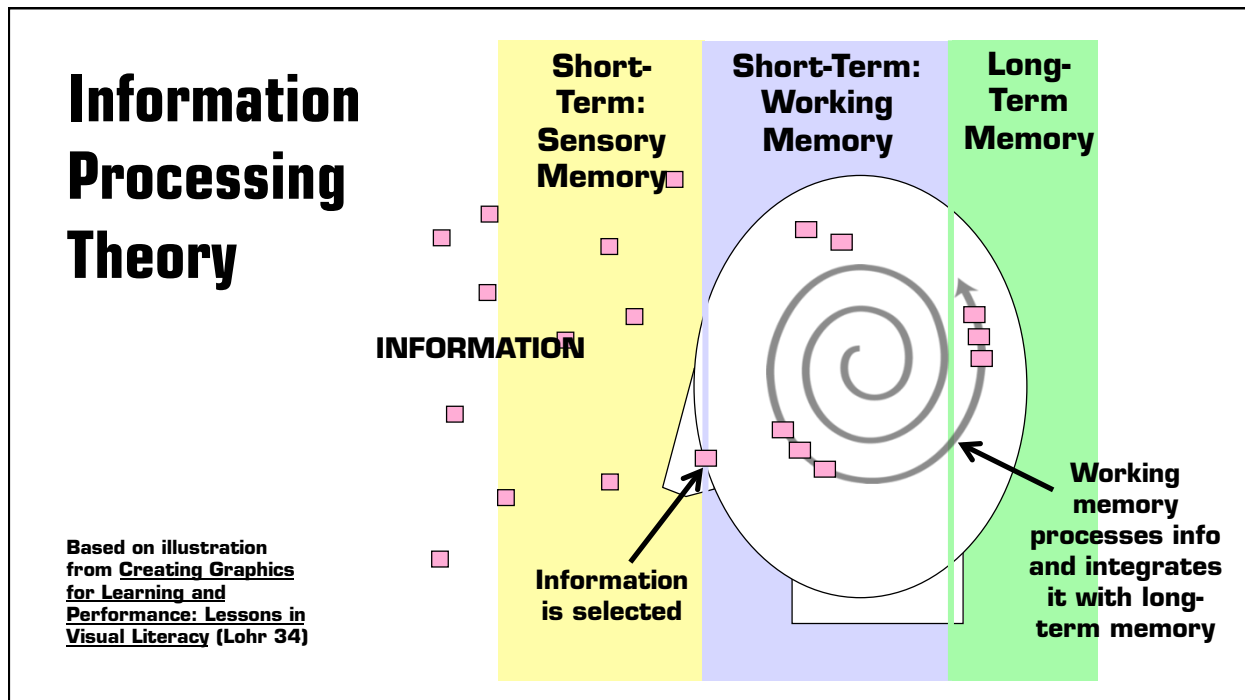
### Why Speakers Write Out Speeches on Slides

- Speaker assumes audience wants to read
- Presentation culture of organization dictates all major/minor points included
- Speaker uses slide as teleprompter
- Organization intends to use slide as archive document

**Traci Nathans-Kelly & Christine G. Nocmeto**

*Slide Rules: Design, Build & Archive Presentations  
in the Engineering & Technical Fields (p.50)*





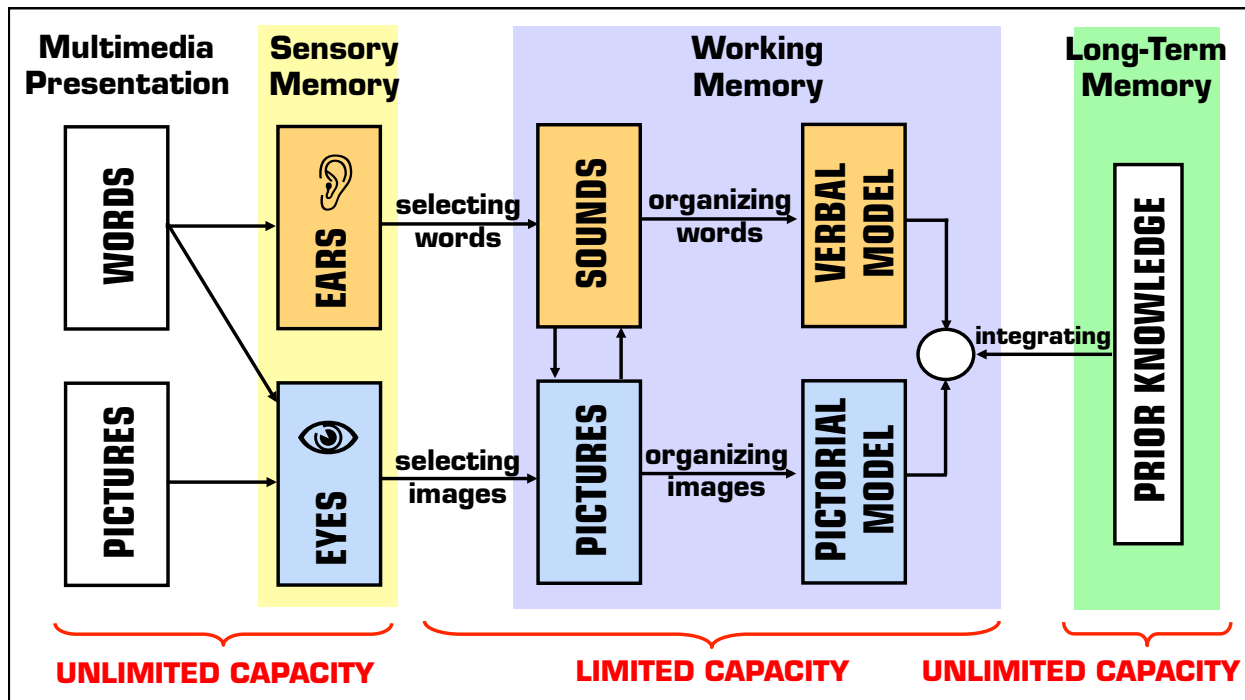
## “Chunking” Information

**3125856383**

**312 585 6383**  
**3-1-2 585 6383**

**The magic number 7, +/- 2**

From a 1956 paper by George A. Miller (*The Magical Number Seven, Plus or Minus Two: Some Limits on our Capacity for Processing Information*)



## A Thought on Reading Slides

- Can you read this on the screen?
- Of course you can.
- You can also hear me reading these same words to you.
- But, you'll have more difficulty processing them and moving them into your memory because of cognitive overload.

*Don't forget Mayer & Moreno's (2000) research*



## Mayer & Moreno Suggest:

1. Present verbal and visual information simultaneously so they can be processed at same time.
2. Limit the load placed on any one memory system by avoiding the need to split attention between multiple sources of similar content



Put text to be read in notes section of a slide in the presentation *(BUT NOT on slide itself!)*

Insert a slide including the brief text into your presentation but use the HIDE SLIDE feature so that it DOES NOT appear during the speech

**Too Much Text**  
**Why Speakers Write Out Speeches on Slides**

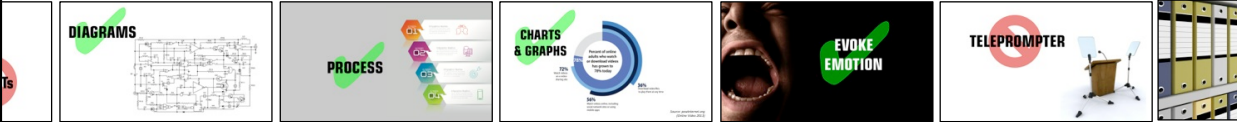
- Speaker assumes audience wants to read
- Presentation culture of organization dictates all major/minor points included
- Speaker uses slide as teleprompter
- Organization intends to use slide as archive document

Traci Nathans-Kelly & Christine G. Nocmeto  
*Slide Rules: Design, Build & Archive Presentations in the Engineering & Technical Fields (p.50)*

**Information Processing Theory**

# Creating a Better Archive

**Hidden Slides in Slide Sorter**



**Using Slides/Visuals**

<p><b>DO use for:</b></p> <ul style="list-style-type: none"> <li>✓ • Diagrams</li> <li>• Outlining process</li> <li>• Charts &amp; graphs</li> <li>• To evoke emotion</li> </ul>	<p><b>DO NOT use for:</b></p> <ul style="list-style-type: none"> <li>⊘ • Teleprompter</li> <li>• As an archive document</li> </ul>
--	--

**Condense Info in Archive to Save Paper**

“B” key = black screen  
 “W” key = white screen



## Find a Strong Visual Metaphor



one big image  
per big idea

### Determining the Right Visual

- Is the information included in the graphic suitable for purpose of the talk?
- Is the information included suitable for a graphic?
- What sort of graphic makes the most sense?

**Traci Nathans-Kelly & Christine G. Nocmeto**

*Slide Rules: Design, Build & Archive Presentations  
in the Engineering & Technical Fields (p.111)*

# Overall Theme: Hitting Home Runs in Media Relations

**On the receiving end**  
*(reactive media relations)*

Calls from local, regional & national media  
Attempts to localize stories  
"Help A Reporter Out" (3x/day)



**Pitching the Story**  
*(proactive media relations)*

Regular pitches to media  
EurekAlert  
EVMS News Vehicles




**Our Own News Vehicles**

- EVMS Magazine
- Making the Rounds (e-newsletter)
- Web Site
- Speeches
- Donor Solicitations
- Coming Soon: Video & Social Media



How We Can Help with the Media



**Hitting a Home Run**



**Helping the Team Win**



## Selecting Strong Images

# Pixel Power

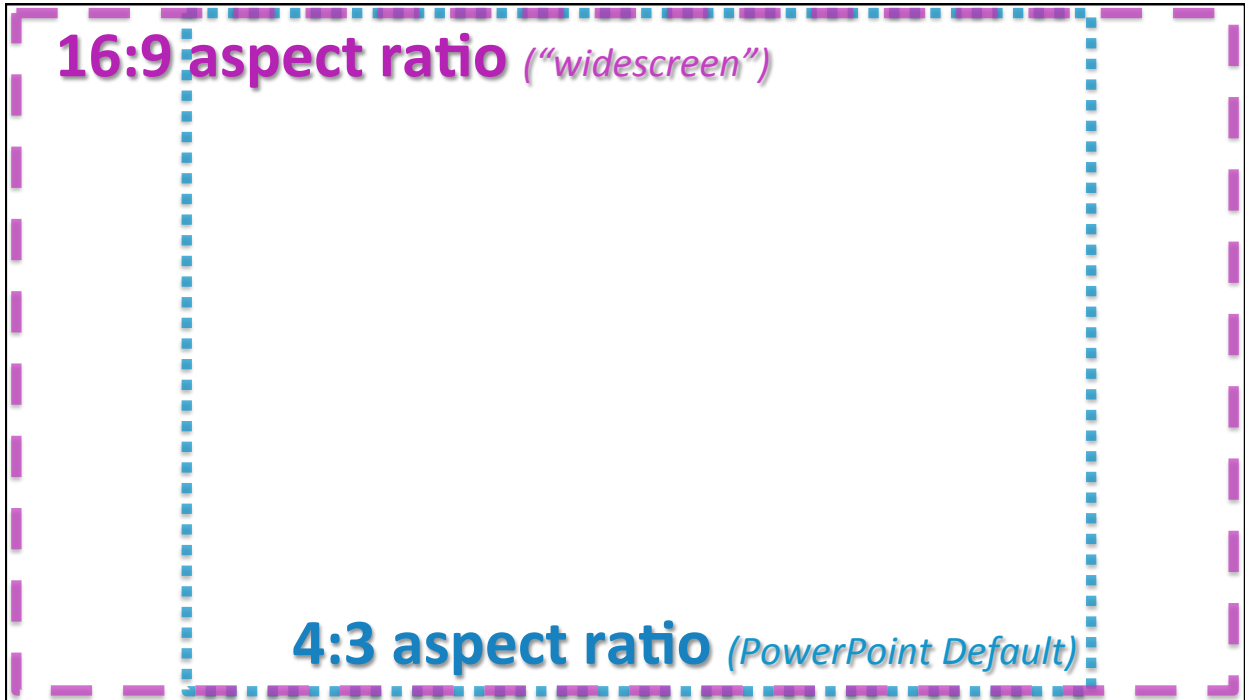
	<u>screen</u>	<u>print</u>
minimum:	72 dpi	120 dpi
maximum:	100-120 dpi	300+ dpi

formats: .jpg & .png

# Vector Versatility

scales to any size  
format: .eps

$y = \frac{x^2}{2} + \frac{1}{4}x^3 - 5x + \frac{1}{5}$     $y = \frac{x^2}{2} + \frac{1}{2}x - 5$   
 $y = x(x^2 + 4x^2 + x - 2) = x^2 + 4x^2 + x^2 - 2x$     $y = 4x^2 + 12x + 2x - 2$   
 $u = \frac{2}{x^2} + \dots - 3$     $y = -\frac{6}{x^2} + 5 + \frac{1}{4}$   
 $y = 3\sqrt{x}$     $y = \frac{2}{x} + \frac{1}{x^2}$   
 $y = \ln 3 + 3$     $y = \ln 3 + 3 \cdot \ln 3 = (\ln 3)^2 + 3$   
 $y = (x^2 + 1) - (5x - 3) = 5x^2 - 3x^2 + 5x - 3$     $y' = 15x^2 - 6x + 5$   
 $y = (4x^2 + x - 1) \cdot \frac{1-x}{2} = \frac{1}{2}(-4x^2 + 3x^2 + 2x - 1)$     $y = \frac{1}{2}(-12x^2 + 6x + 2)$   
 $y = -6x^2 + 3x + 1$     $y = x(\cos x + 1)$     $y = 1(\cos x + 1) + x(-\sin x) = \cos x - x \sin x + 1$   
 $y = \frac{2}{x+1}$     $y = -\frac{2}{(x+1)^2}$   
 $x_0 = ?$     $y(x_0) = 1$     $y = 6x^2 - 4x + 1$     $6x^2 - 4x + 1 = 0 + 1$     $6x^2 - 4x = 0$     $x = 0$   
 $x_3 = \frac{2}{3}$     $A(0, -1)$     $B(\frac{2}{3}, -\frac{17}{27})$     $y = \frac{3x}{2} = (\frac{3}{2})^2$     $y = (\frac{3}{2})^2 \cdot \ln \frac{3}{2}$     $y = \ln(-x)$     $y = -\frac{1}{2}$   
 $x_0 = ?$     $y(x_0) = 3$     $6x^2 - 4x + 1 = 3$     $6x^2 - 4x - 2 = 0$     $3x^2 - 2x - 1 = 0$     $x_1 = 1$   
 $x = -\frac{1}{3}$     $A(1, 0)$     $B(-\frac{1}{3}, \frac{44}{27})$     $y = \lg x - 2x$     $y = \frac{1}{x} \cdot \frac{1}{\ln 10} + 2$     $\int \frac{dx}{x} = \ln|x| + C = 1$   
 $x = 1 - 0,1$     $t_0 = 3$     $x(t) = -(0,1)$     $\ln 0,1$     $x(3) = -(0,1)$     $(-\ln 10) = \ln|0,1| = 0,0023$   
 $x(t) = 2 \left(1 - \left(\frac{1}{3}\right)^t\right)$     $x(t) = -2(3)$     $f(x) = \frac{\ln x}{x}$     $x_0 = 1$     $f = \frac{\ln x}{x}$     $x(3) = 2 \cdot 3 \ln 3 = \frac{2 \cdot 3 \ln 3}{27} = \frac{2 \ln 3}{9} = 0,0814$   
 $f = x^2 \ln x$     $y = 2x \ln x + x^2$     $\frac{1}{x} = 2x \ln x + x$     $y(1) = 1$     $\lg a = y(1) = 1$     $\lg a = 1$   
 $\int dx = x^2 = 2 - (-1) = 3$   
 $\int_0^4 \sqrt{x} dx = \frac{2}{3} x^{\frac{3}{2}} \Big|_0^4 = \frac{16}{3}$   
 $y = 2 \sin x$   
 $y = \sin x$   
 $\int \frac{dx}{x^3} = -\frac{1}{2} x^{-2} = -\frac{1}{2x^2}$   
 $\int x \sqrt{x} dx = \int x^{\frac{3}{2}} dx = \frac{2}{7} x^{\frac{7}{2}} \Big|_0^4 = \frac{2}{7}$   
 $y = \sqrt{x}$



**Image  
Coherence**

The complex block contains the text 'Image Coherence' on the left. To the right, there are four images arranged in a 2x2 grid. The top-left image shows a doctor in a white coat talking to a patient. The top-right image shows three people sitting on a grassy lawn in front of a modern building. The bottom-left image is an aerial view of a city with a harbor. The bottom-right image is a cartoon illustration of a person standing at a signpost with three arrows pointing in different directions (red, green, yellow) against a night sky with stars.





**Rule of  
Thirds  
Photo  
Example**

**Rule of  
Thirds  
Slide  
Example**



## Image Resources

### Pay Sites

- **ThinkStock:**  
[www.thinkstock.com](http://www.thinkstock.com)
- **Dreams Time:**  
[www.dreamstime.com](http://www.dreamstime.com)
- **Fotolia:**  
[www.fotolia.com](http://www.fotolia.com)
- **Shutter Stock:**  
[www.shutterstock.com](http://www.shutterstock.com)

### Free Sites

- **Morgue File:**  
[www.morguefile.com](http://www.morguefile.com)
- **Flickr Creative Commons:**  
[www.flickr.com/creativecommons](http://www.flickr.com/creativecommons)
- **Everystockphoto:**  
[www.everystockphoto.com](http://www.everystockphoto.com)

*Find a Visual Metaphor: Use these sites as search engines!*

**Consider Video**



## Coping with Backgrounds



Format Picture >>

Recolor >>

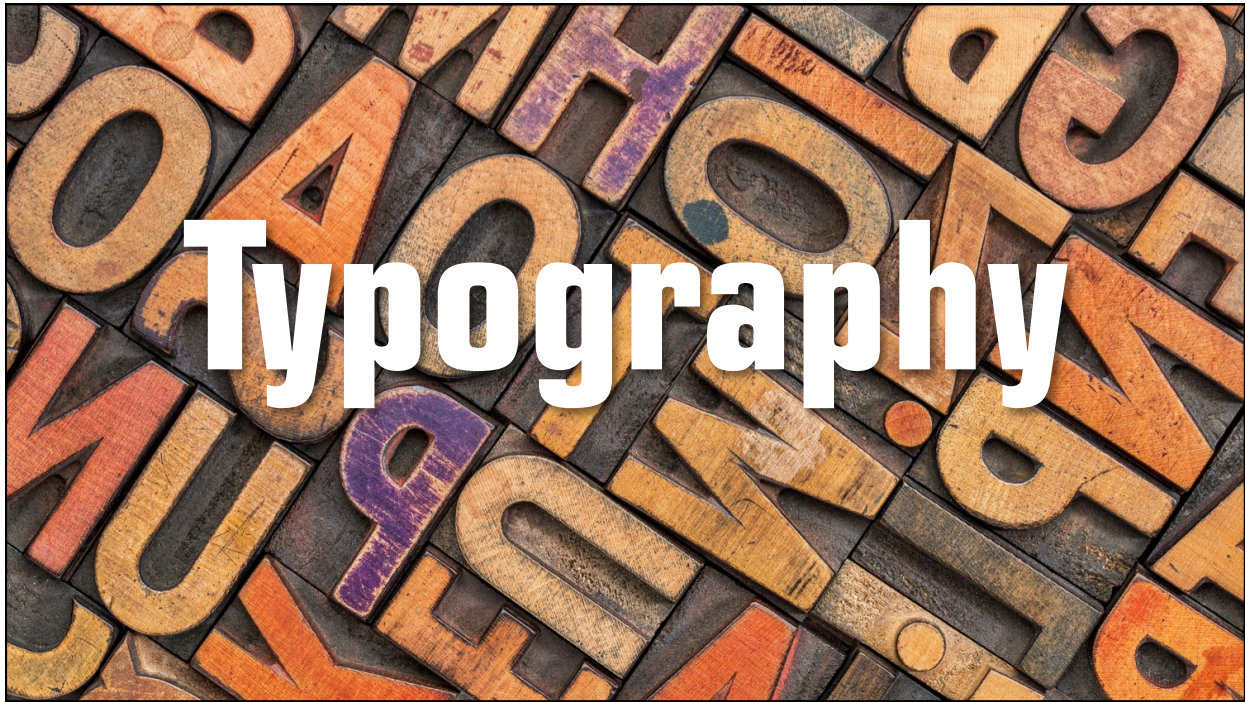
Set Transparent  
Color >>

CLICK ON COLOR  
TO REMOVE

## White Space

# Negative Space





## Types of fonts

- **Serif:** Has tiny strokes (or serifs) at the tip of each letter
- **Sans Serif:** Has no serifs
- *Cursive:* Looks like handwritten script
- *Novelty:* Adds flavor and character



**Can Your Text be Read?**

## **Checking for appropriate font size**

- **Rarely should use any size less than 24 points**
- **In the venue:** Stand in the back of the room at your venue and view all slides
- **Guy Kawasaki's rule: Divide the oldest investor's age in half to get minimum font size**

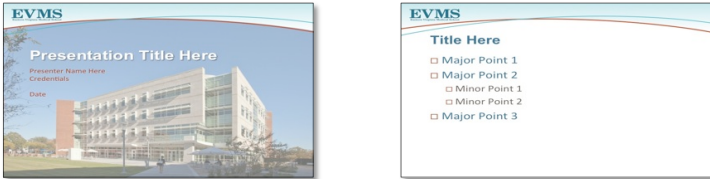
Tip **3**



# Tame Your Templates



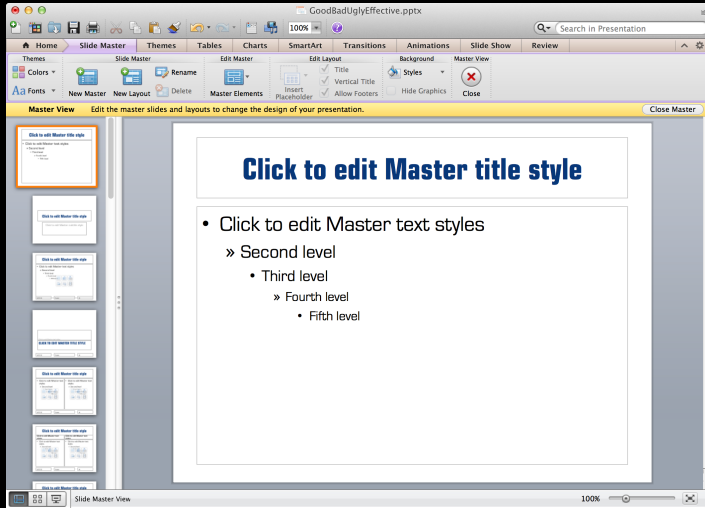
# Branded Templates or DIY?



*You might try creating your own templates*

***PLEASE, avoid using the stock templates in PowerPoint!***

# Use the Slide Master



View >>

Master >>

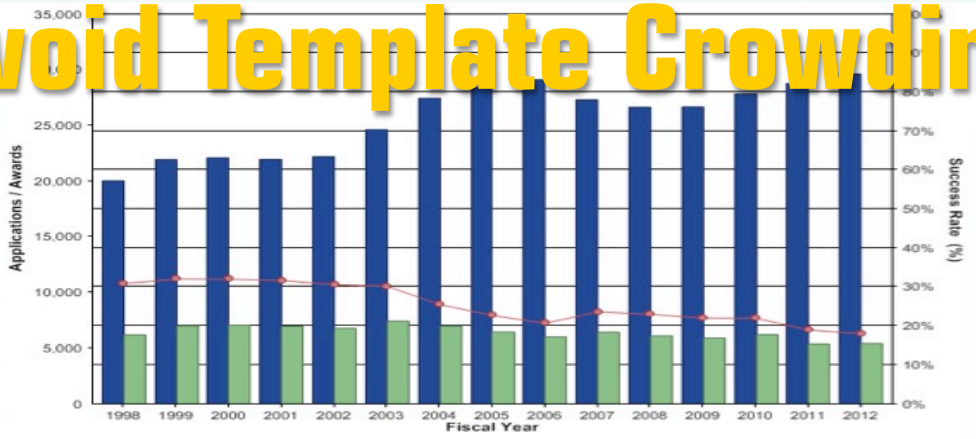
Slide Master >>

Choose which template to alter

## EVMS

R01-Equivalent grants  
Applications, awards, and success rates

# Avoid Template Crowding



Source - NIH

EVMS Template Example

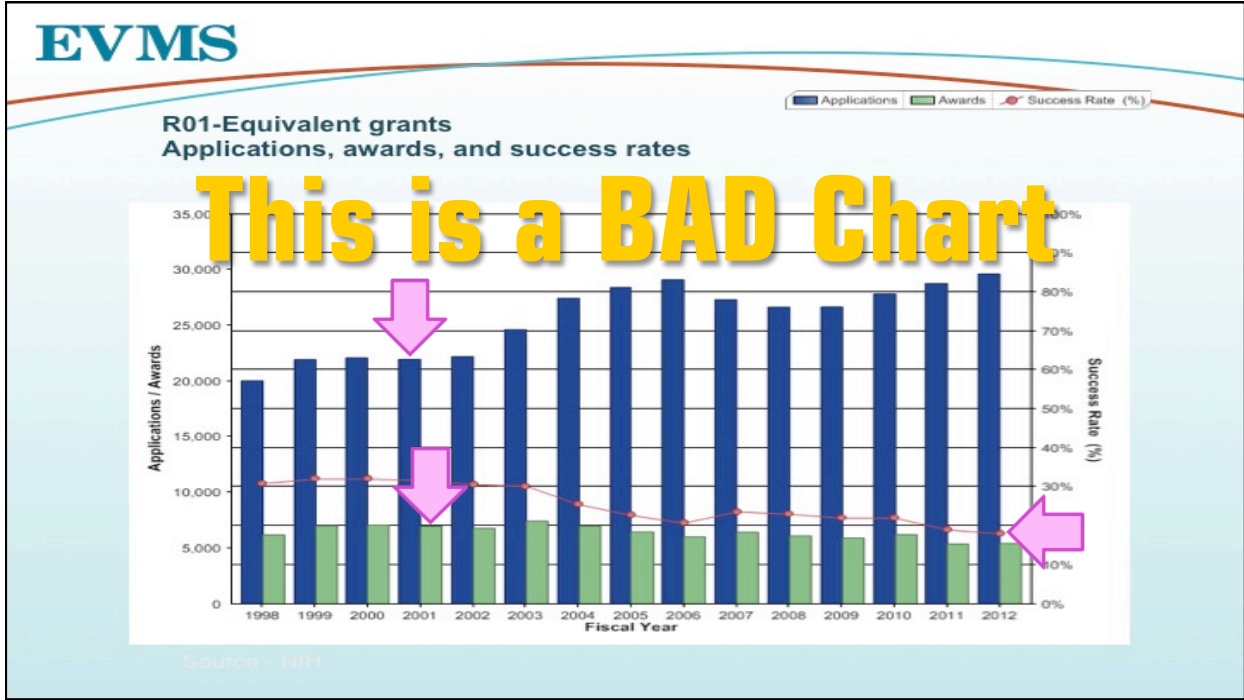




## Present Data in Clearest Way Possible

- Tell the truth
- Get to the point
- Pick the right tool for the job
- Highlight what's important
- Keep it simple

**Nancy Duarte**  
*slide:ology (p. 65)*



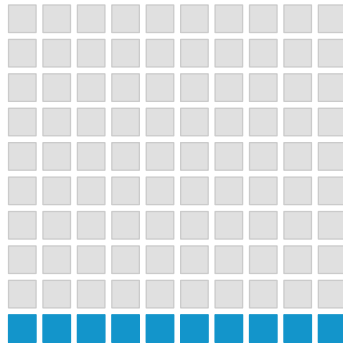
# Do you need a chart, graph or table?

**73.4 %**  
of speechwriters  
fantasize about  
killing their speakers  
during the writing &  
rehearsing process

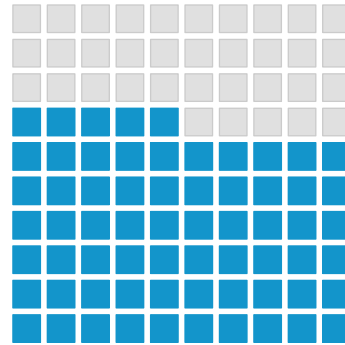
*This is NOT a real statistic... Although it sometimes feels like it might be true!*

# The Picture Superiority Effect

*memory retention after 3 days*



**10%** *Text or  
Audio Only*

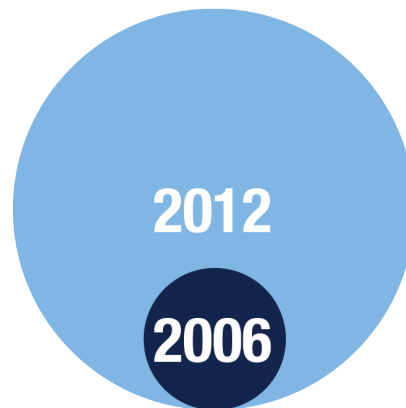


**65%** *Text +  
Picture*

Randy Krum, *Cool Infographics* (p. 22)

# Simplify, Simply, Simplify!

**800%**  
increase in  
number  
of online videos  
watched in just  
**6 years**



*Source: comScore Video Metrix, December 2012*

# Simplify, Simply, Simplify!

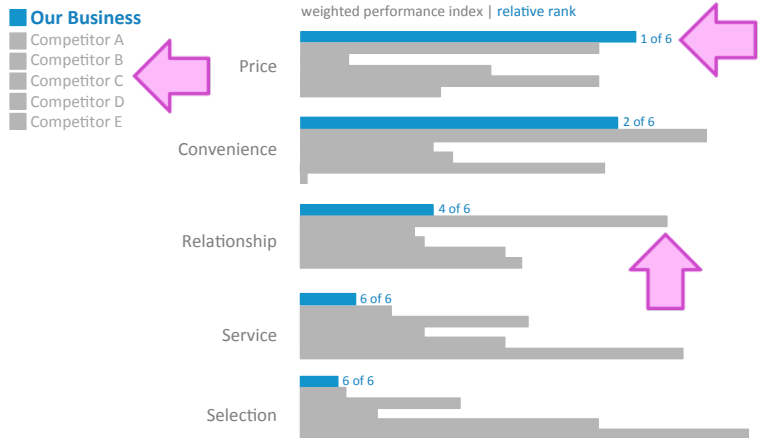
## 2012 Store Openings



Randy Krum, *Cool Infographics* (p. 261)

# Simplify, Simply, Simplify!

## Performance Overview

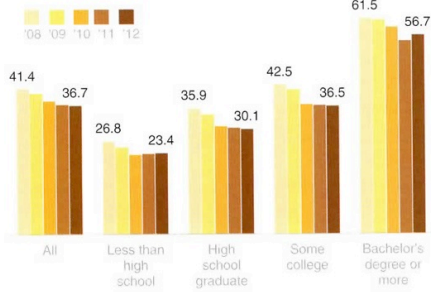


Cole Nussbaumer Knaflic, *Storytelling with data: A data visualization guide for business professionals* (p. 88)

# Limit Colors (Use for emphasis)

New Marriage Rate by Education

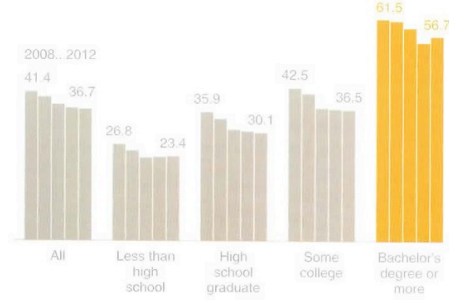
Number of newly married adults per 1,000 marriage eligible adults



Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.  
Source: U.S. Census  
Adapted from PEW RESEARCH CENTER

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.  
Source: U.S. Census  
Adapted from PEW RESEARCH CENTER

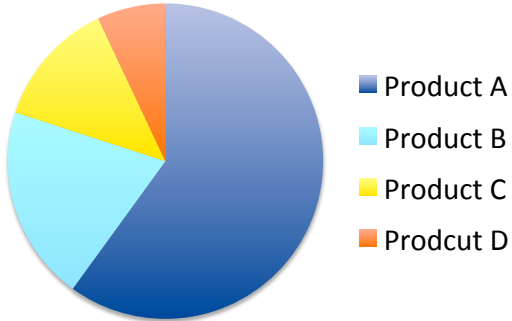
Cole Nussbaumer Knaflic, *Storytelling with data: A data visualization guide for business professionals* (p. 130-131)

Know What You Want to **HIGHLIGHT**

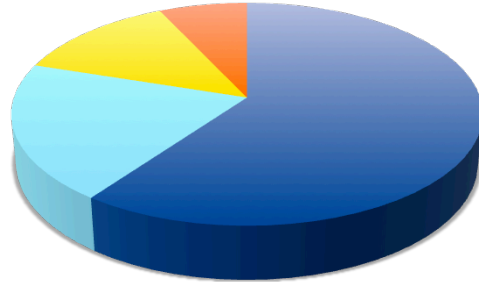


# Avoid 3D Distortions

Sales

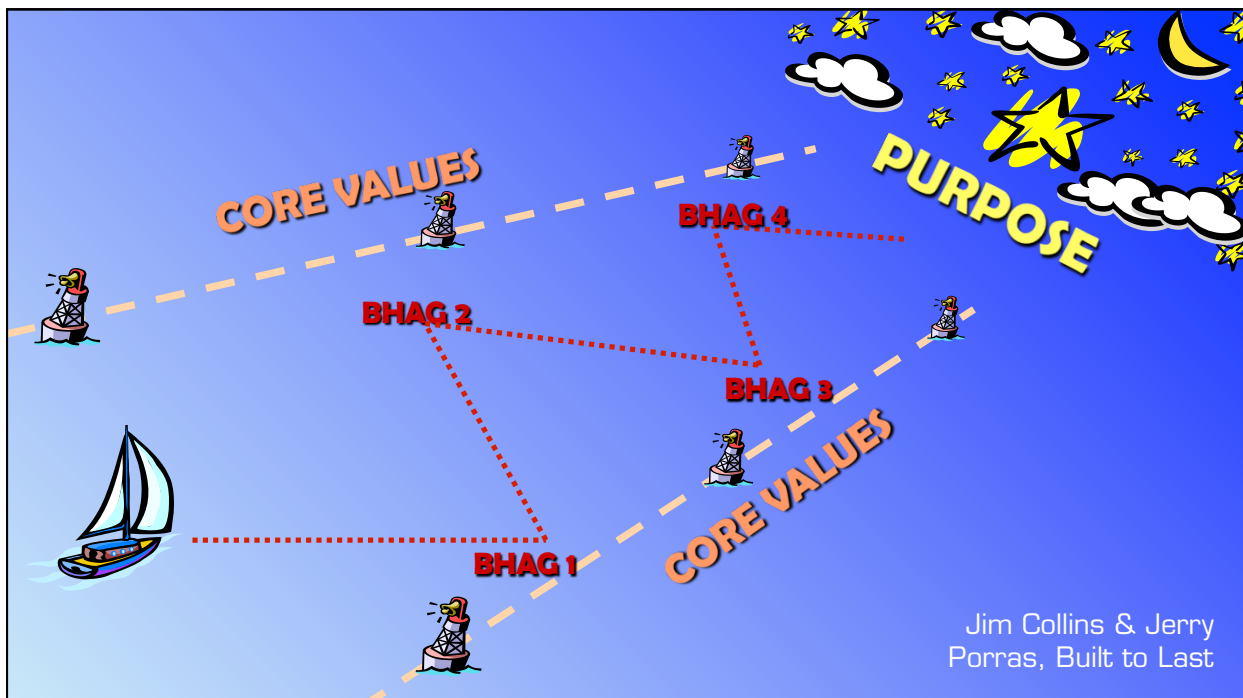


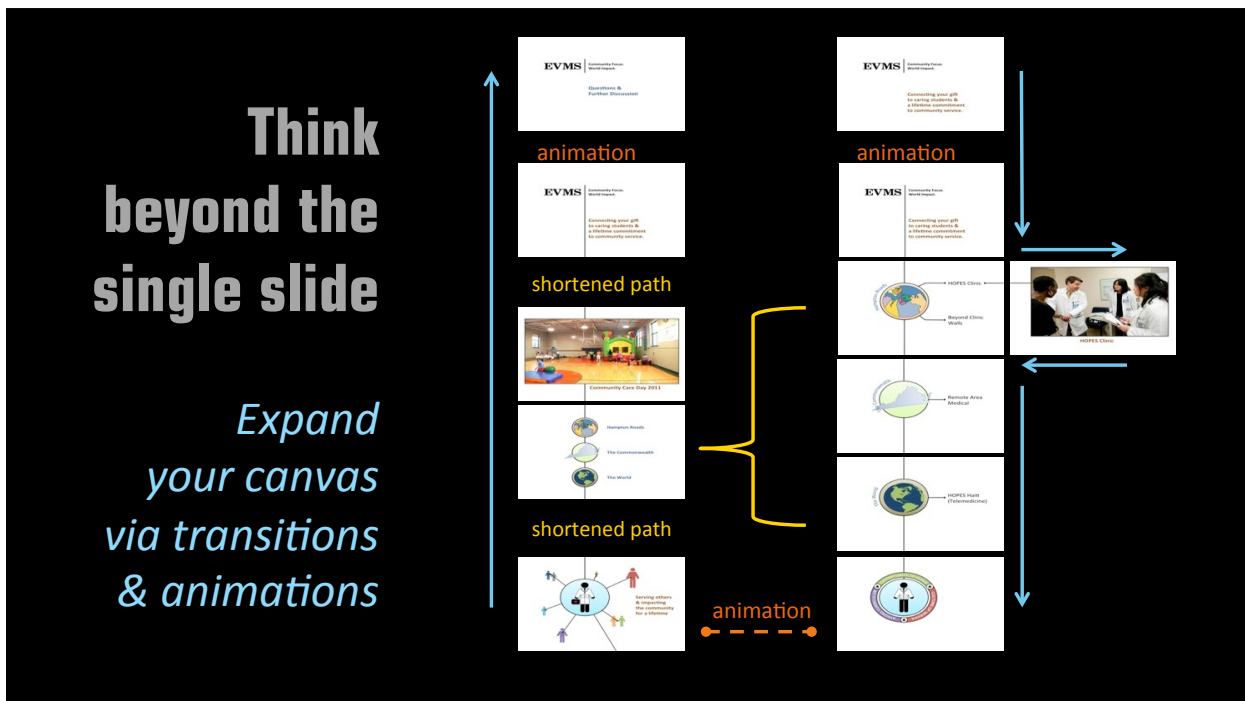
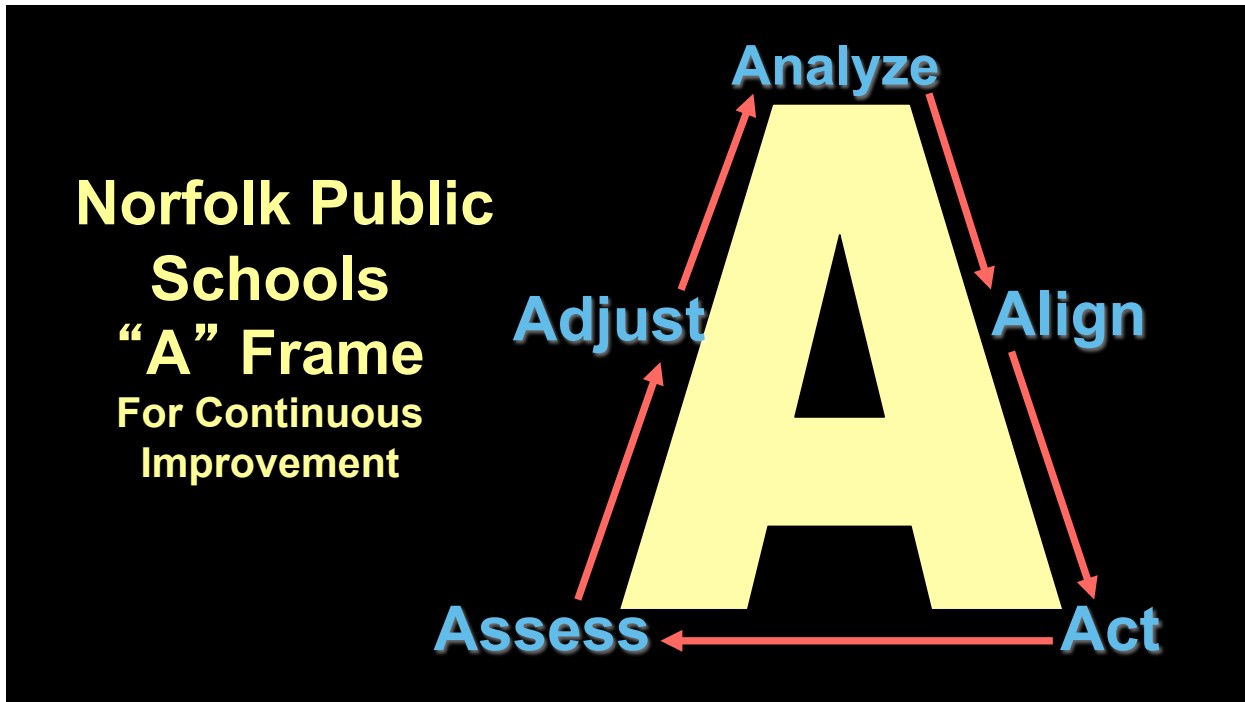
Sales



## Text Animations

- For the love of all the presentation gods, PLEASE don't use crazy text animations just because you can. It's distracting... and, often, **annoying**.
- I mean it. PLEASE don't do it.
- Pretty please?







# An Alternative to Slides



[www.prezi.com](http://www.prezi.com)

Example: <https://prezi.com/ryubgjhbuca/prezi-demo-economic-impact/>

Tutorial: <https://prezi.com/zz2cnpnxgzj/presenting-outside-the-box-2016/>

# PowerPoint vs. Prezi

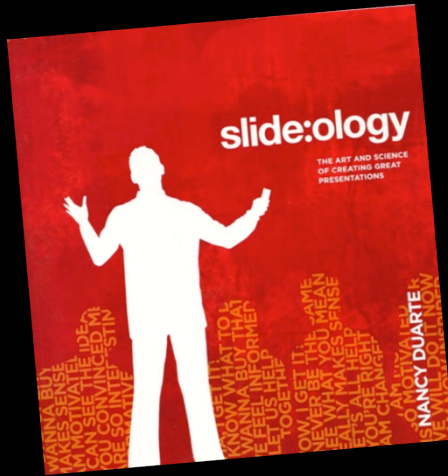


<< Slide-based

Canvas-based >>

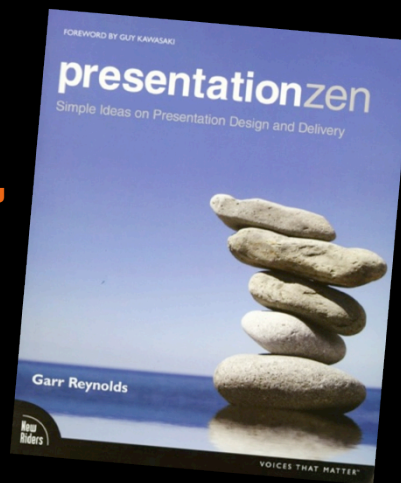


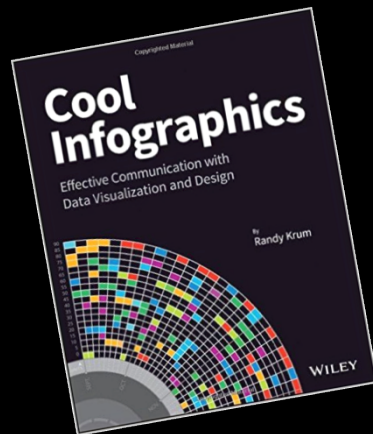
# Suggested Reading



**Nancy Duarte,**  
*slide:ology*

**Garr Reynolds,**  
*Presentation Zen*

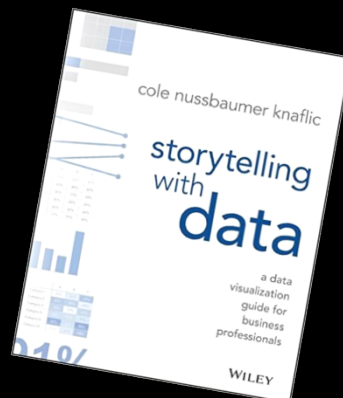




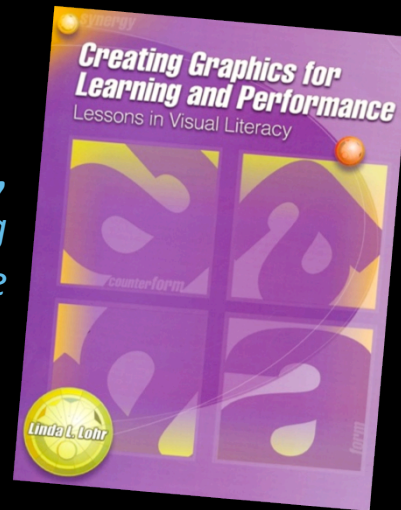
**Randy Krum**

*Cool Infographics: Effective Communication with Data Visualization and Design*

**Cole Nussbaumer Knaflic**  
*Storytelling with data:  
A data visualization guide for  
business professionals*

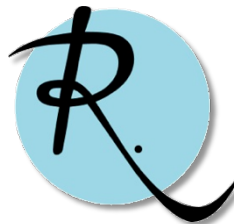






**Linda L. Lohr,**  
*Creating Graphics for Learning  
and Performance*



## *Questions*

Vincent Rhodes, PhD, APR  
varhodes@gmail.com  
@varhodes



<i>Good</i>	<i>Bad</i>	<i>Ugly</i>	<i>Effective</i>
			
<p><i>Getting the Most Out of Presentation Software</i></p> <p>Vincent Rhodes, PhD, APR varhodes@gmail.com @varhodes</p> 