

4.1. Presentations: Basic Guidelines

A *presentation* is any situation in which a person or a group has to transmit a message in front of an audience.

A *MS PowerPoint presentation* is a specific type of presentation, which involves the usage of a slide deck crafted with Microsoft PowerPoint. This kind of tool allows presenters to communicate a message through a vast range of mediums, such as images, graphs & charts, audio, and video for a better impact.

Let's define our object. Goals

- Conference presentation (type?)
- Report at a seminar, class
- Defense of diploma, thesis, etc.
- Report (for whom?)
- Presenting a project (idea, business plan)

Let's define our object. Audience

- Faculty Commission
- Educator
- Own group
- Potential Investor, Grantmaker, ...

Face-to-face VS online performance

In-person

- A long-distance presentation
- Space:
 - Speaker
 - Screen
 - Audience



Online

- Presentation nearby
- It's all on the screen:
 - Speaker
 - Screen
 - Audience



Business presentations. Basic types

I. Elevator pitch

The goal is to get the investor interested enough to get an invitation to a second meeting. This type of presentation owes its name to the following fact. In the USA, the offices of the chief executives of large companies are often located on the top floors of skyscrapers. A high-speed elevator reaches these floors in 2-3 minutes. This is the time it takes to describe the main idea of the project and to interest a possible investor.

II. Idea pitch

The purpose is to present a general description of your idea or project.

III. Funding pitch

The purpose is to present a detailed description of your idea or project.

Good presentation

- It helps to listen to the report
- Helps keep listeners' attention
- Provides visibility
- Shows data, evidence

Often the opposite result can be observed:



The main problem is excessive text, a lot of information on one slide.
Example:

sociological explanations of the dynamics of modern societies and the civilizational uniqueness of Russian society

An approach aimed at describing the actual the state of civilizational development and cultural uniqueness of Russian society as a approximating to a greater or lesser extent to one or another ideal type of contemporary (Western, etc.) types of civilizational structure in the world context is well-known and doctrinal.

This approach leads to one-sided images of contemporary Russian society, its history and culture. It ignores uniqueness, specific structural characteristics of the Russian reality, that don't fit into the accepted theoretical Model. As a variation - eclectic looks Russian society, portraying it as "torn," "split," "in-between." "catching up."

Russian society in modern interpretations is a combination of mutually exclusive characteristics attributed to opposite societal and civilizational types: traditional and modern, eastern and western, original and foreign cultural.

What is required is a fundamentally new conceptual approach to the study and assessment of the current stage of civilizational development and cultural uniqueness Russian society at the federal, regional and local levels in the context of changing conditions and institutions of the world and global order.

One slide - one thought, one idea!

Don't read the text!

Main features

- Group discussion of questions related to the research problem.
- Participants: respondents (usually 8-12 people), moderator (discussion facilitator).
- Duration: The optimal time is 1.5-2.5 hours. The length of the discussion is determined by several factors: the number of questions, the number of participants, their degree of activity and competence, and the style of moderating.



Author's
slide

Hard to read text

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Focus Group. Key Features

- Group discussion of questions related to the research problem
- **Participants:**
 - Respondents (usually 8-12 people)
 - moderator
- **Duration:**
 - optimal time 1.5-2.5 hours



Simple slide rules

- Clearly label the title
- Transfer headings by semantic groups
- Think through data visualization
- Avoid distorting images
- Choose backgrounds carefully
- Do not use complex transition effects
- Do not put dots, commas at the end of a list line, etc.

It is recommended to use less text, more vivid images



It's important

When selecting images:

- Be aware of copyright
- Formulate the search query precisely
- Consider recognizability

When used:

- Do not allow distortion of proportions
- Use pruning, means of correction
- Don't increase

Example. Original picture



Example. Picture distortion



Moscow -
capital of the Russian Federation

Population > 12 mln The first

annalistic mention -
1147 г.

Trim if necessary

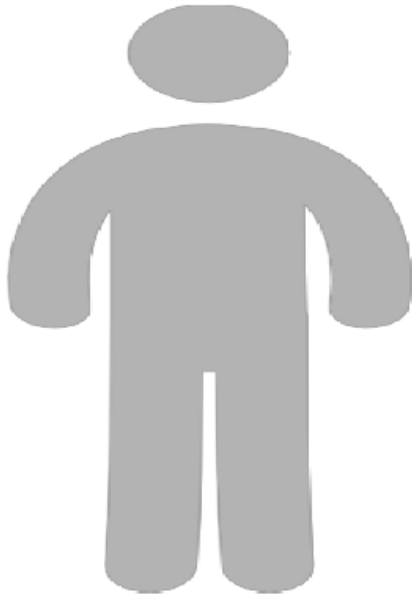


Moscow -
capital of the Russian Federation

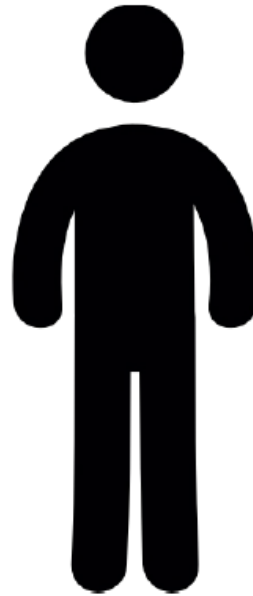
Population > 12 mln The first
annalistic mention -
1147 г.

Distortion of proportions

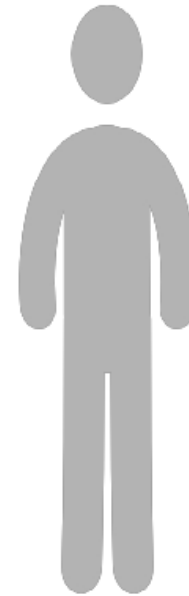
"Fat."



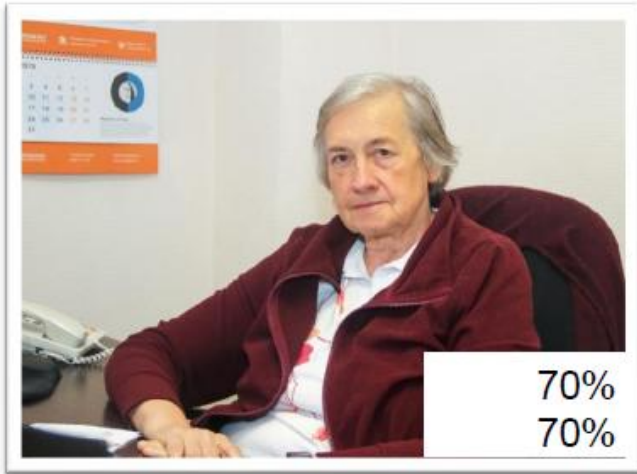
Normal



"Skinny"



Portrait distortion





Institute of Biology

- 5 laboratories and a biological station in Bolshie Koty village (Baikal).
- Since 1923 fundamental research of Baikal and Baikal region ecology, Baikal flora and fauna
- Baikal ecosystem monitoring.

www.isu.ru/deps/nij_bio

Format Picture

Size

Height: 11,31 cm

Width: 8,48 cm

Rotation: 0°

Scale Height: 105 %

Scale Width: 105 %

Lock aspect ratio

Relative to original picture size

Best scale for slide show

Resolution: 640 x 480

Original size: Height: 10,8 cm Width: 8,09 cm

Position

Click to add notes

Tables

Top 10 according to global rankings: THE, QS and ARWU, 2013.

HEI	THE	QS	ARWU
California Institute of Technology	1	10	6
University of Oxford	2	5	10
Harvard University	3	3	1
Stanford University	4	15	2
Massachusetts Institute of Technology	5	1	4
Princeton University	6	9	7
University of Cambridge	7	2	5
University of California, Berkeley	6	22	3
University of Chicago	9	8	9
Imperial College London	10	6	21

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Rules

General:

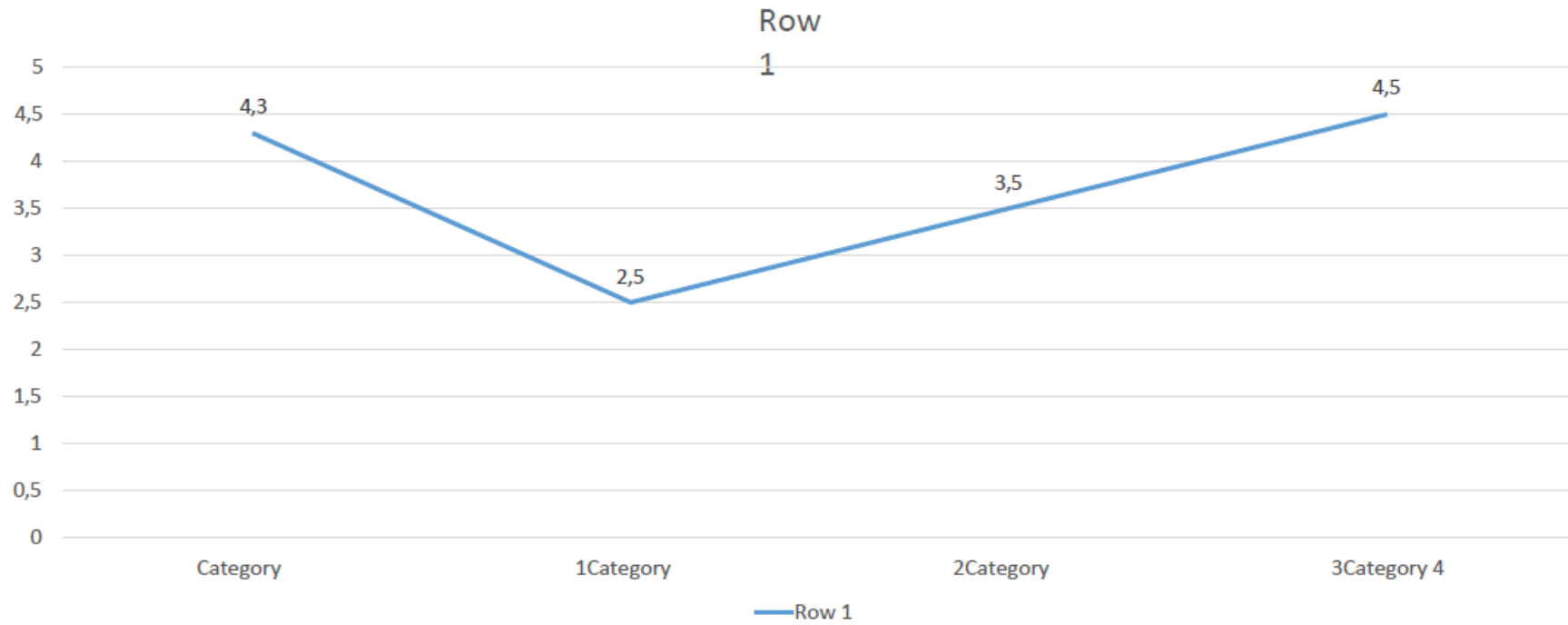
- Minimize the text as much as possible
- Highlight

Formalization:

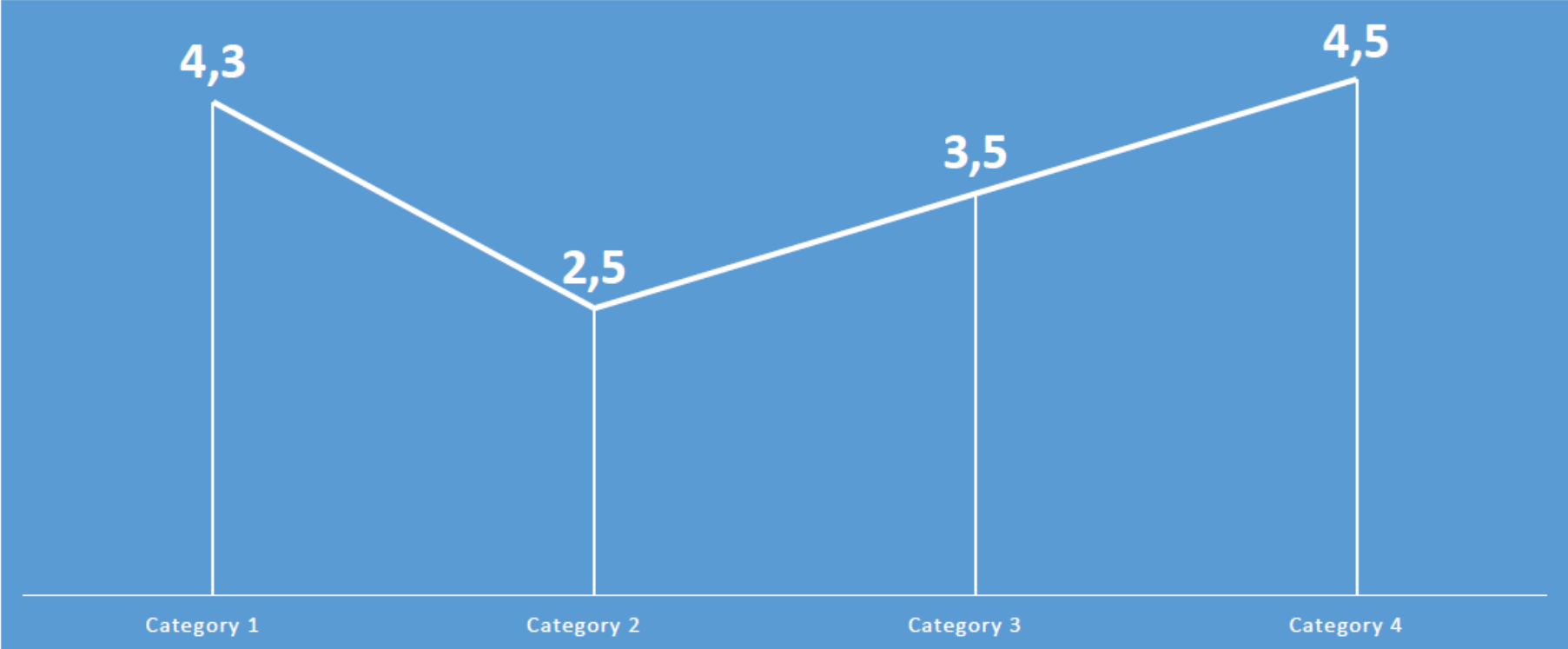
- Highlight the header
- Check the fields
- Ensure data alignment
- Do not align text width-width-wise
- Ensure that data columns are the same width where possible
- Make the first column wider

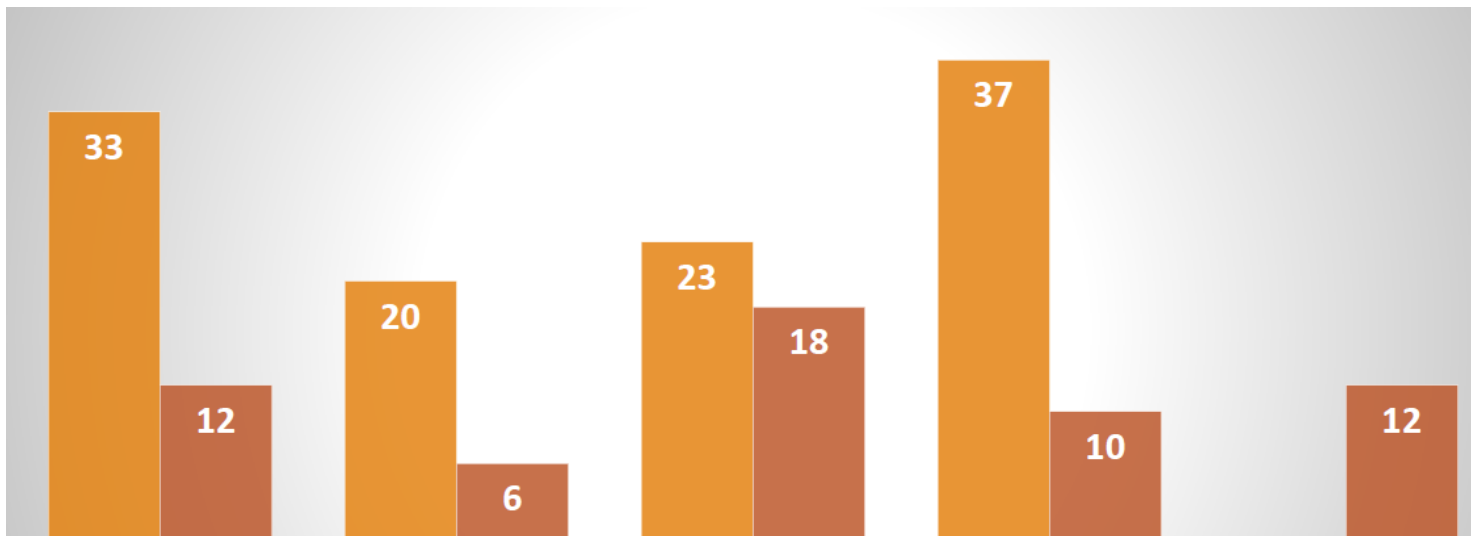
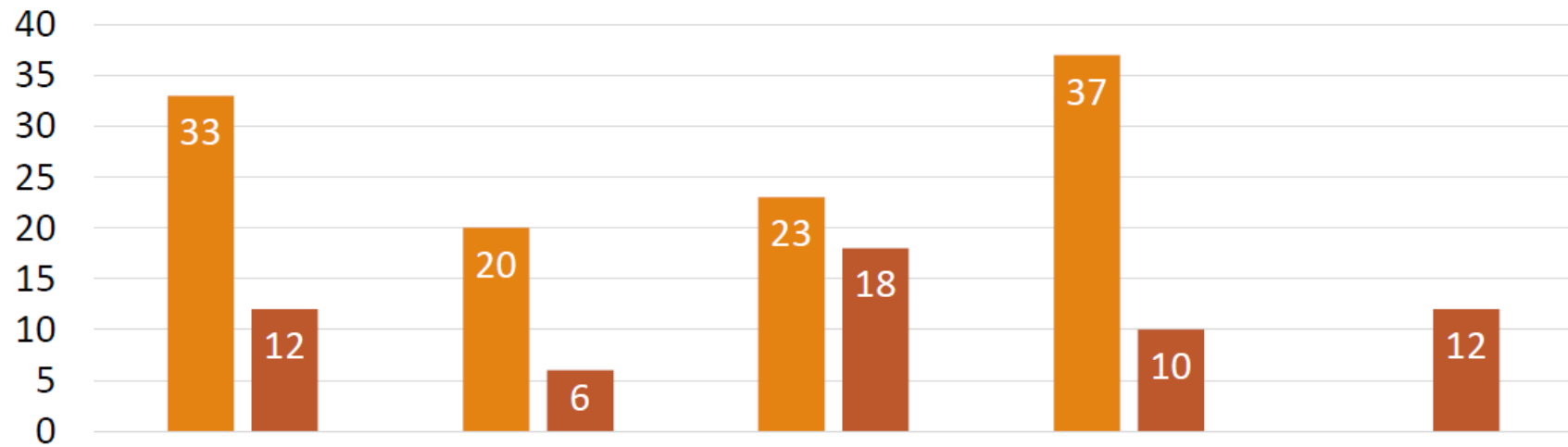
Diagrams

Line graph



Line graph in presentation

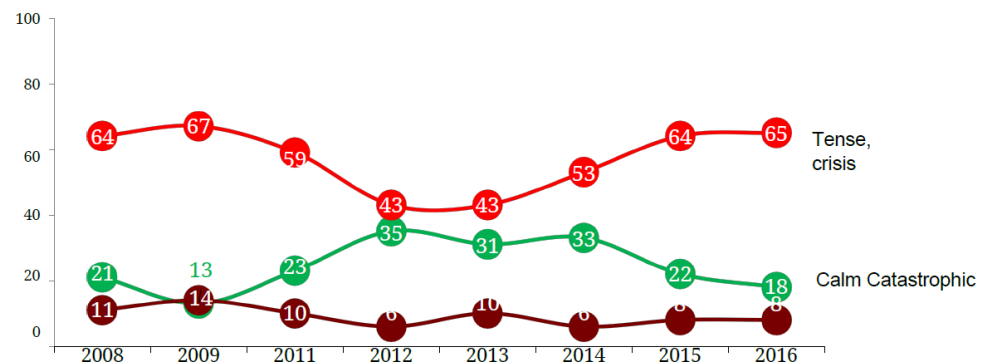




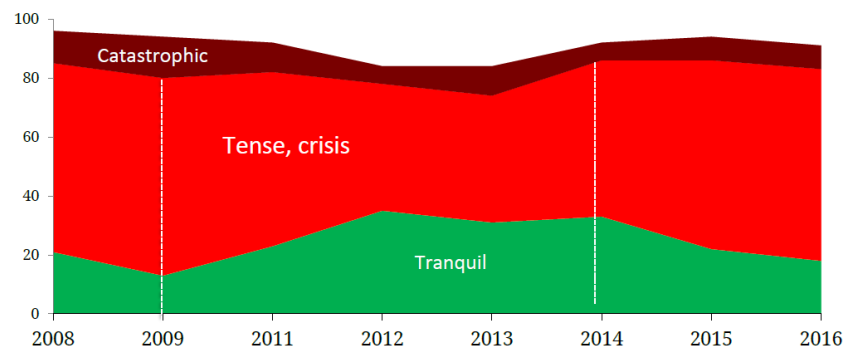
Rules

- Minimize the text as much as possible
- Increase font size
- Choose a design
- Remove unnecessary diagram elements
- Capitalize the indicators
- Do not use the % symbol in data captions or the "d." designation on the time scale
- Don't put dots

Dynamics of people's assessments of the situation in Russia, 2008-2016. %



Dynamics of people's assessments of the situation in Russia, 2008-2016. %



Animation

- Reasonableness
- A lot of effects is bad

-
- You can't always use

Online Features

- Slide proximity => you can use a smaller font
- Speaker in a small window => you need to provide slide changes



Loss of time and attention when launching a presentation

Typical questions

- What can you put on the slide?
- How many slides should there be?
- How long does it take to slide?
- I can't draw, what should I do?