

# Presentations: Guidelines

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# *Slides*

# SLIDES I

- ▶ Simple layout
  - ▶ Contents graspable quickly
  - ▶ Not too colorful (too confusing)
- ▶ Clear structure
  - ▶ Self-explanatory
  - ▶ Overview slides tend to require too many explanations
- ▶ Take the audience by your hand
  - ▶ Assume you're the only one who understands
  - ▶ In fact, that's true nearly always

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# SLIDES II

- ▶ **Consistent coloring throughout**
  - ▶ Use same color / style for highlighting or definitions, for example
- ▶ Pictures better than long texts
  - ▶ Picture + annotation is usually the better illustration
  - ▶ Avoid too large, complex pictures though
- ▶ Dynamic illustration of algorithms is good
  - ▶ Use overlay style for example
  - ▶ Careful with interactive elements

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# SLIDES III

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- ▶ Avoid gimmicks if unnecessary
- ▶ Make sure you don't have typos
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# *Content*

# CONTENT I

- ▶ Logic structure
  - ▶ Introduction, Content, Conclusion/Summary
    - ▶ “Tell what you are going to tell. Tell. Then tell what you told.”
  - ▶ *Why – What – How*
    - ▶ Introduction: *Why*; Content: *What* and *How*
    - ▶ Everyone can follow ‘*Why*’
    - ▶ Many can follow ‘*What*’
    - ▶ Little can follow ‘*How*’
- ▶ Focus on most relevant points
  - ▶ Feel free to neglect minor points
  - ▶ Develop a *take-home message*

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# CONTENT II

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  - ▶ Tell only things you understand
  - ▶ You may “lie” to an extent that avoids confusing details, exceptions etc.
- ▶ Say “Thanks” in the end

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# *Personal Conduct*

# PERSONAL CONDUCT

- ▶ **Talk loud and slowly**
- ▶ Look into the audience
  - ▶ Try to look at several people
  - ▶ Try to keep in touch in general
- ▶ Do not read from your slides
  - ▶ That's just considered terrible behaviour
  - ▶ Better use hand notes
- ▶ Rehearse, rehearse, rehearse!
  - ▶ The audience will think that you have been on stage several times before
  - ▶ So, you will look and feel very competent!

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*Thank you for listening!*