Creating Great Presentations

W3C Tech Talk 9 March 2016

Molly E. Holzschlag

The Big Picture

- Planning and Process

- Structure and Build

- Design Guidelines

- Asset Resource Guide

- Define

- Research

- Write

- Review

- Revise

Planning & Process

Define

- Define the primary goal of the presentation

  "This presentation will help speakers prepare more successful and attractive slide decks"

- Define the expected audience

  "The audience is Web technologists and technology leaders working with W3C out of The STATA Center at MIT/CSAIL

Research

- Use online and "traditional" methods of researching the topic

- Collect primary, secondary sources (consider tertiary) for content

- Collect and inventory assets:

  - quotes

  - imagery

  - tables, charts, graphs

Write

- Outline and develop narrative

  - Break into 3 sections:

    - Intro

    - Body

    - Conclusion

Review

- Test the story

    - Offer up for feedback to colleagues

    Tip: Presenting at smaller event first can go a long way toward working out kinks and bumps in the narrative and slide deck!

    - Collect feedback and organize into salient points

Revise

Revisions are frequent in presentations, this is expected and normal. It is also:

- **positive**: as it provides valuable feedback

- **negative**: as it can drain time and resources

Revisions should be implemented iteratively at critical points when some aspect of the core message changes.
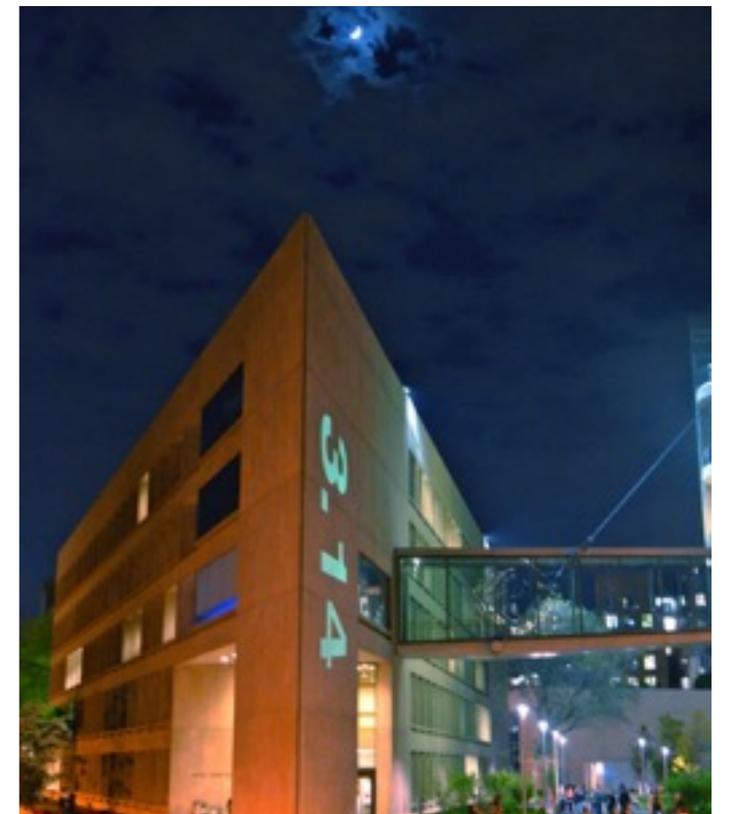
Tip: Place a hard stop prior to the presentation and walk away!

"Every audience has the fundamental right to have their intelligence, time and attention treated with respect"

- Rob Cottingham

- Develop Structure

- Create Slide Outline

- Build Out Deck

- Finesse

Structure and Build

Develop Structure

With the narrative in hand:

- Break narrative and assets into "like" groups

- Use design and memory retention patterns to express groups

- Map narrative to a sequential timeline: Opening, Presentation Content, Q&A, Close

Create Slide Outline

- Tool time! Use the slide development tool of your choice, recognizing that GUI interfaces are valuable for visualizing patterns

- If you are building directly in HTML, those patterns will best be represented by appropriate header, section and content divisions within the narrative

Build Out Slide Deck

Once you have the primary message, general narrative content and supporting assets, it's time to build out structure.

- Plan slide structure to known design patterns (odd number memory patterns 1-3-5-7)

- Plan content blocks within the structure of slide sets using similar patterns
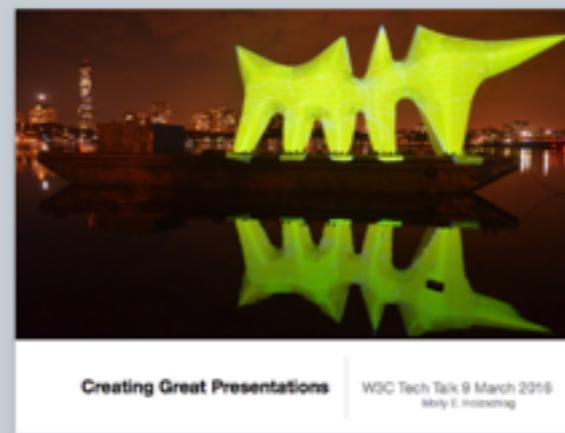
Intro
  Slide Set

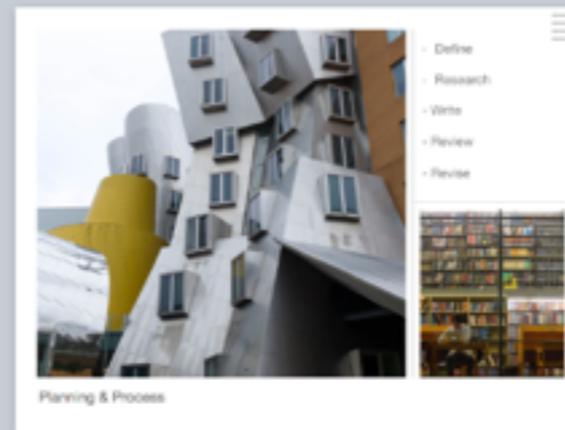Body
  Slide Set

Conclusion
  Slide Set

Q&A

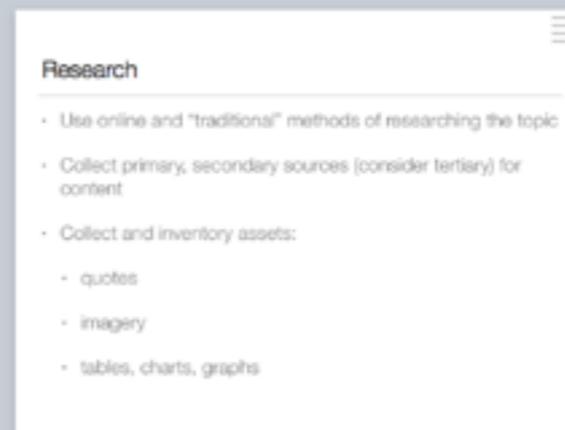Blank (end)

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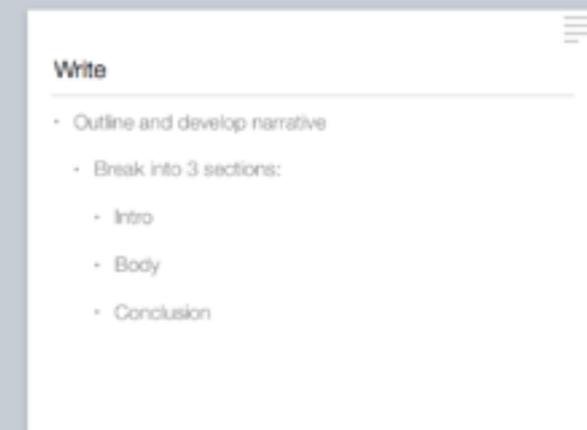Revisions should be implemented iteratively at critical points when some aspect of the core message changes
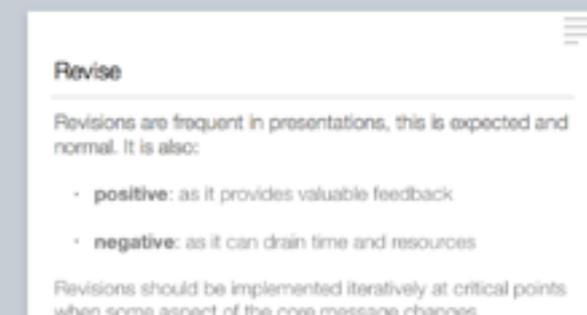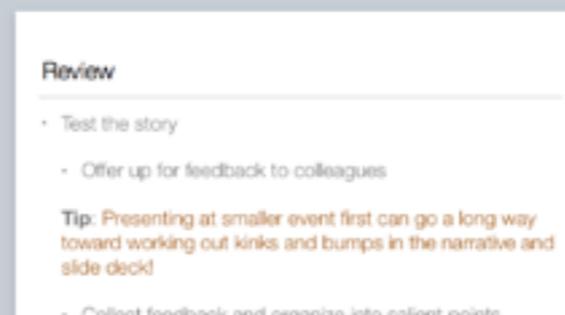
Topic Slide

Narrative Slide
Narrative Slide
Narrative Slide
Impact Slide
Summary Slide

Close Topic Slide

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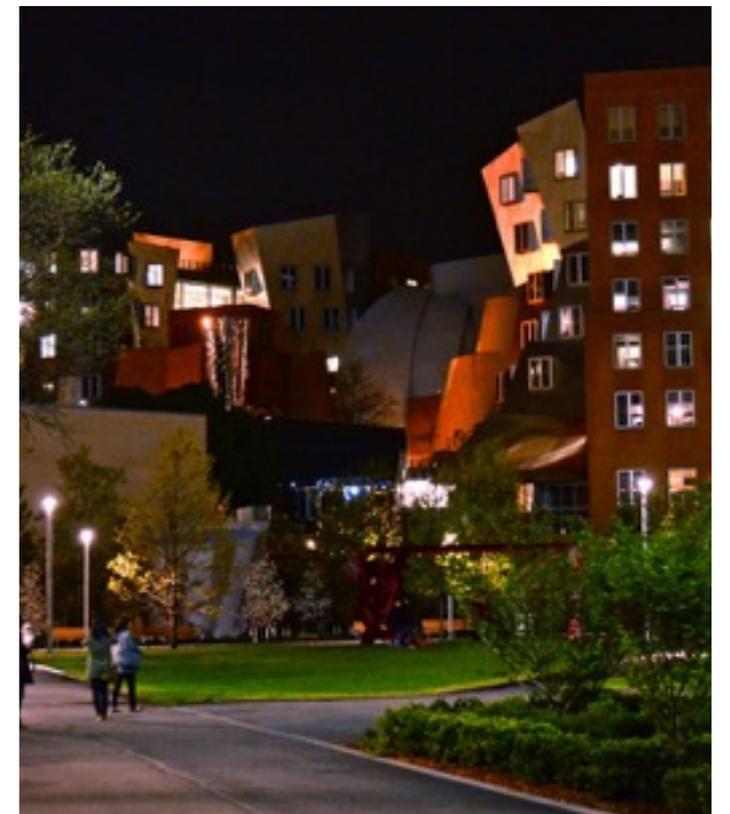Molly E. Holzschlag

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- Slide Types

- Text

- Code

- Tables, Charts, Graphs

- Imagery

Design Guidelines

Design Guidelines

- Slide Types

- Text

  - Content

  - Ancillary

- Charts,Graphs & Tables

- Imagery

  - Photos

  - Illustrations

  - Iconography

Slide Types

- Title and opening

- Content slides

- Impact

- Summary

- Transition (or close)

Text

- At least 1 word per content slide

- Titles are ideally 1-3-5 words

- At least 1-3–5 bullets for content slides

- A little text and a lot of white or visual space is a preferred balance

  - Audience should be listening to speaker

  - Slides do not tell the story - you do! :-)

Code

- Successful demonstrations of code rarely occur on a slide!

  - If you must use a slide to demo code, keep code samples as short and concise as possible

  - Always call out code as different from text using conventional methods

    - Monospace font

    - Differently colored font

- Consider a link out to an HTML document which you can load in browser and demo via the browser instead of the slide deck

- Consider alternative and accessible sources for all sample code - and all your content (plain text, PDF, HTML etc.)

Tables, Charts, Graphs

The 3-5-7 memory guide applies to tables, charts and graphs used as impact and support assets.

- More than seven pie slices begin to confuse

- More than 5-7 table rows and columns are similarly problematic

- More than 3 colors in a chart or table can also become difficult to follow and remember

Imagery

Three main types of imagery combine to make up a successful presentation

- Demonstrative

- Impactful

- Iconographic

Asset References

- Fair Use

- Image Searches

- Collected Resources

Fair Use

- Follow known "fair use" guidelines for all content

- When in doubt (say it with me) Leave it out!

- Suggest: Use own art wherever possible - your photos and doodles might be just the thing to add that special "sparkle"

- Rely on public domain and CC resources - be sure to follow the CC requirements (We all can forget that precious attribution! Let's try not to!)

Image Searches

- The Open Web y'all built is really useful for stuff like image search

- Google and other search providers have become the superpower resources for images

- Many search providers offer extensive search capabilities, including ways to specify for Creative Commons, Public Domain and other licensing options - use them!

Asset Resources

- Daniel Davis' Page

- W3C Marketing and Communications Support Documents

- Photos of MIT/Cambridge courtesy Chris Devers

- Photos of STATA Center courtesy Mattia Panciroli

- CC BY-NC-ND 2.0

- https://www.flickr.com/photos/dtpancio/

- https://www.flickr.com/photos/cdevers/

Questions & Answers