

Electronic Presentation Guidelines for Authors

APEC

About this Presentation

- View this presentation first as a slide show, then view the note pages for more detail
- View --> Notes Page for important info!
- Use a good virus checker
- Confidentiality of information not guaranteed

(Your Session # Here, e.g., TH1D-3)

Place the Title of Your Paper Here

Author Names should go next

Company or Institution Logo

Your Company or Institution Name Here

Your Address

Your City, State, (Country) Zip Code

Outline

- After your title slide, your next slide should be your Outline Slide
- Briefly tell the audience what you are going to cover
- Cover only the main points on the outline

Motivation

- After your Outline slide, your next slide should be your “Motivation” Slide
- Briefly tell the audience WHY you are doing your research. WIFM – Your audience is asking “ What’s In it For Me?”
- Sell your audience on why your topic is important and of interest to them... Answer the WIFM...
- Generate interest in your topic...

Pros & Cons

- After your Motivation slide, your next slide should be your “Pros & Cons” Slide
- Briefly enumerate for the audience the good points AND any problem areas encountered in your research. Be candid and up-front.
- This will encourage the audience to pay attention to *you*, rather than work out the drawbacks *for you*, during your talk...

Style Guidelines

- Short phrases, not long sentences
- Use Arial, or similar sans serif font
 - This line uses the Helvetica font
 - The rest of the document uses Arial
- 36 Point Titles *or larger!*
- 28 point text *or larger!*
- Do not use fonts smaller than 28 point, so people in the back of the auditorium can read your slides!

Special Fonts or Symbols

- Watch out for:
 - Wingdings
 - MS Line Draw
 - Monotype Sorts
 - Scientific symbol fonts
 - Asian language fonts
- Can embed TrueType fonts in file

Style Guidelines (cont)

- Roughly one slide per 1 or 2 minutes of talk
- Each slide should have a title
- 9 lines max on a text slide
- 7 words max per line
- In “File->Page Setup...” window specify:
 - Slides sized for: “On Screen Show”
 - Slide orientation: *Landscape*
- ***High contrast: Light lettering/lines on a dark blue background***

Presentation Files Should be

- *One file per speaker*
- *File totally self contained*
- *No links to:*
 - *Other files*
 - *The internet*
- *Nothing fancy – fancy might not work*
- *Watch out for Murhpys laws*

Recommended Presentation Flow

- *Title slide*
- *Outline slide (of your talk, not your paper)*
- *Motivation*
- *Pros and Cons*
- *Detail slides (ie slides #5 and up) go here*
- *Conclusion slide*
- *Backup slides??*

Use a blank slide to focus attention on speaker

Contrast

- *High contrast* very important
- Use *light lines/text on a dark background*
 - Foreground: White, yellow, light cyan
 - Background: Dark blue
 - Caution: Red, orange or blue lettering and lines become unreadable when projected

Display Speed

- Slides should display instantly
- Do not distract the audience with slow transition effects
- Avoid overuse of slow graphics, fonts and special effects

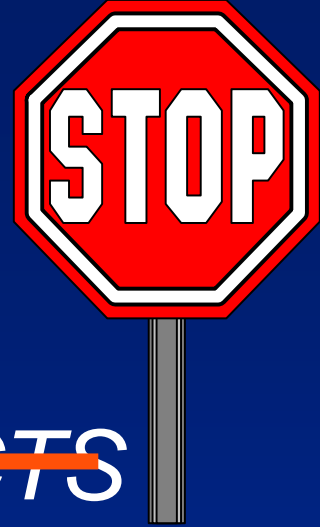
Transitions Between Slides

- Special animation when changing from one slide to another
- Usually highly distracting to audience
- *Don't do it!*
- Default settings should be:
 - Effect: No transition
 - Speed: Fast
 - Advance: On mouse click

Transitions Between Lines

- Optional, and can be highly effective
- Focus attention on a specific line of a slide
- Dim previous lines
- Make transitions be instantaneous
- Use sparingly

Sound Effects



- ~~DO NOT USE SOUND EFFECTS~~
- Sound effects slow down slide transitions
- Noise from projection computer may distract audience

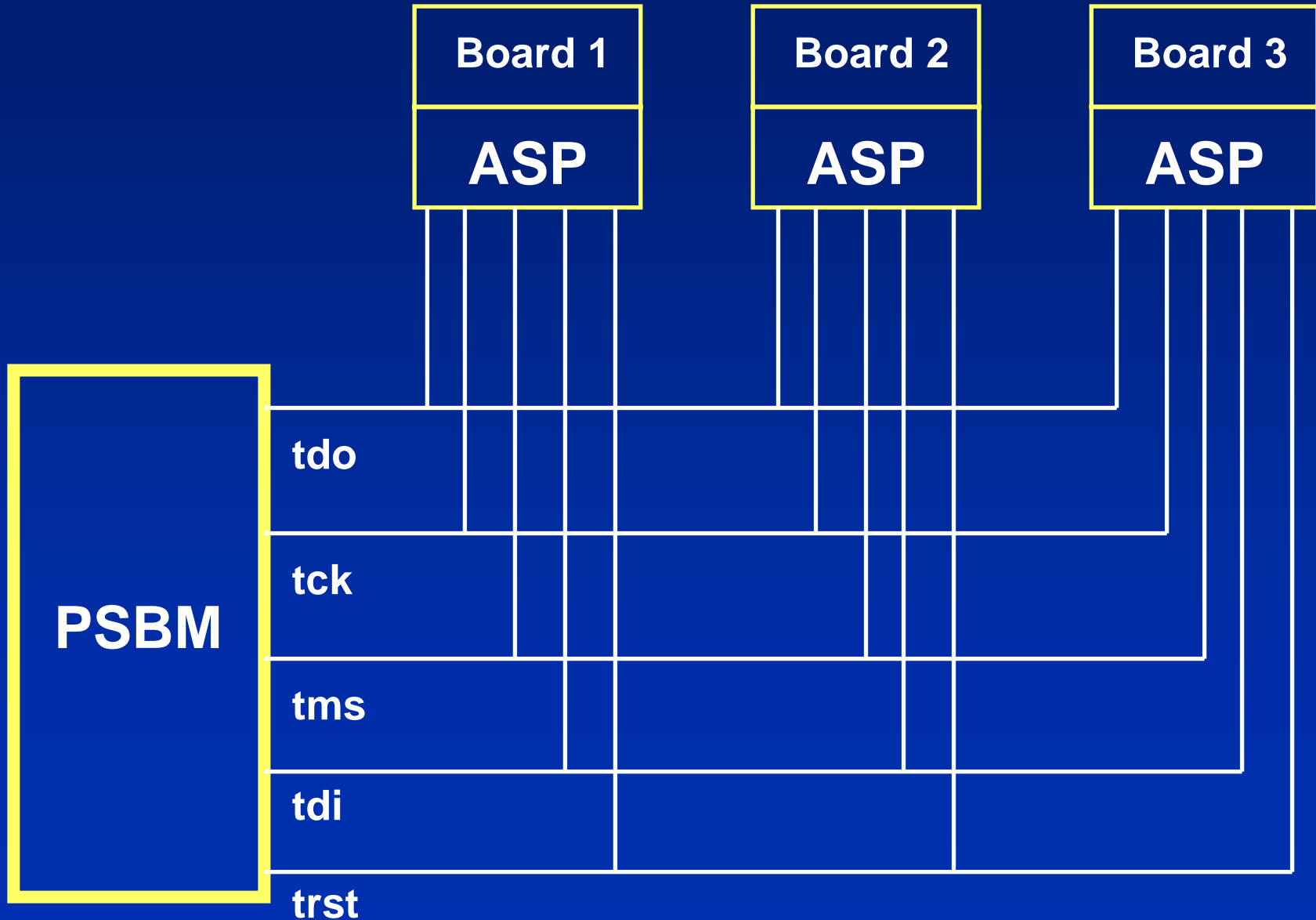
Borders

- *Borders are discouraged!*
- They reduce the amount of space available for your text and data
- They slow down the slide display

Diagram slides

- Keep diagrams simple
- Easy to view
- Make text readable with large font
- Use all space in rectangle
- See View --> Notes Page
- Example follows:

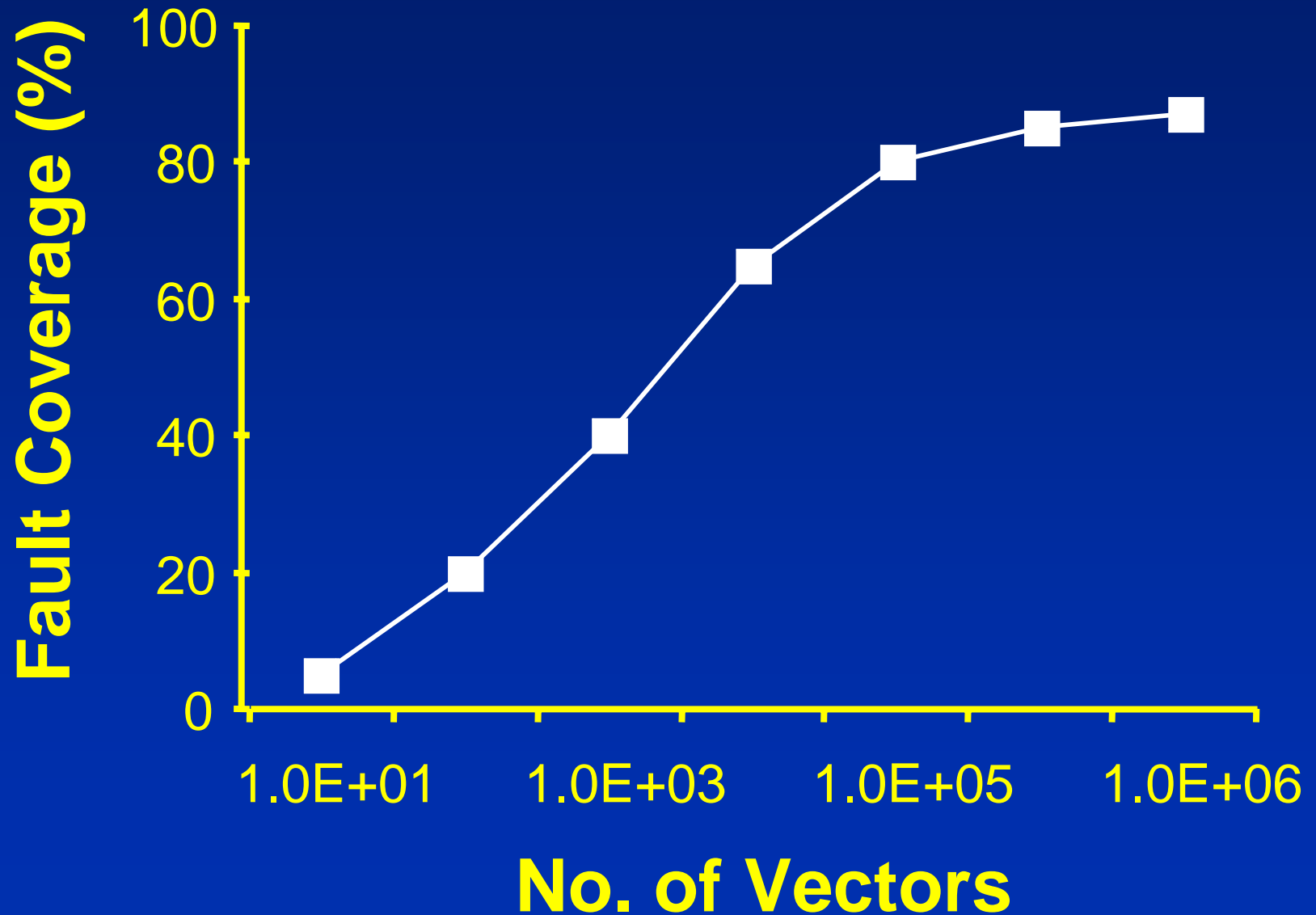
Diagram (see View-->Notes Page)



Presenting Data - Graphs

- Use graphs, not tables
- Keep graphs simple
- Eliminate or subdue distracting grid lines
- Use large font sizes *including the numbering on the axes!*
- Example follows:

Fault coverage vs. No. of Vectors



Some Bad Examples

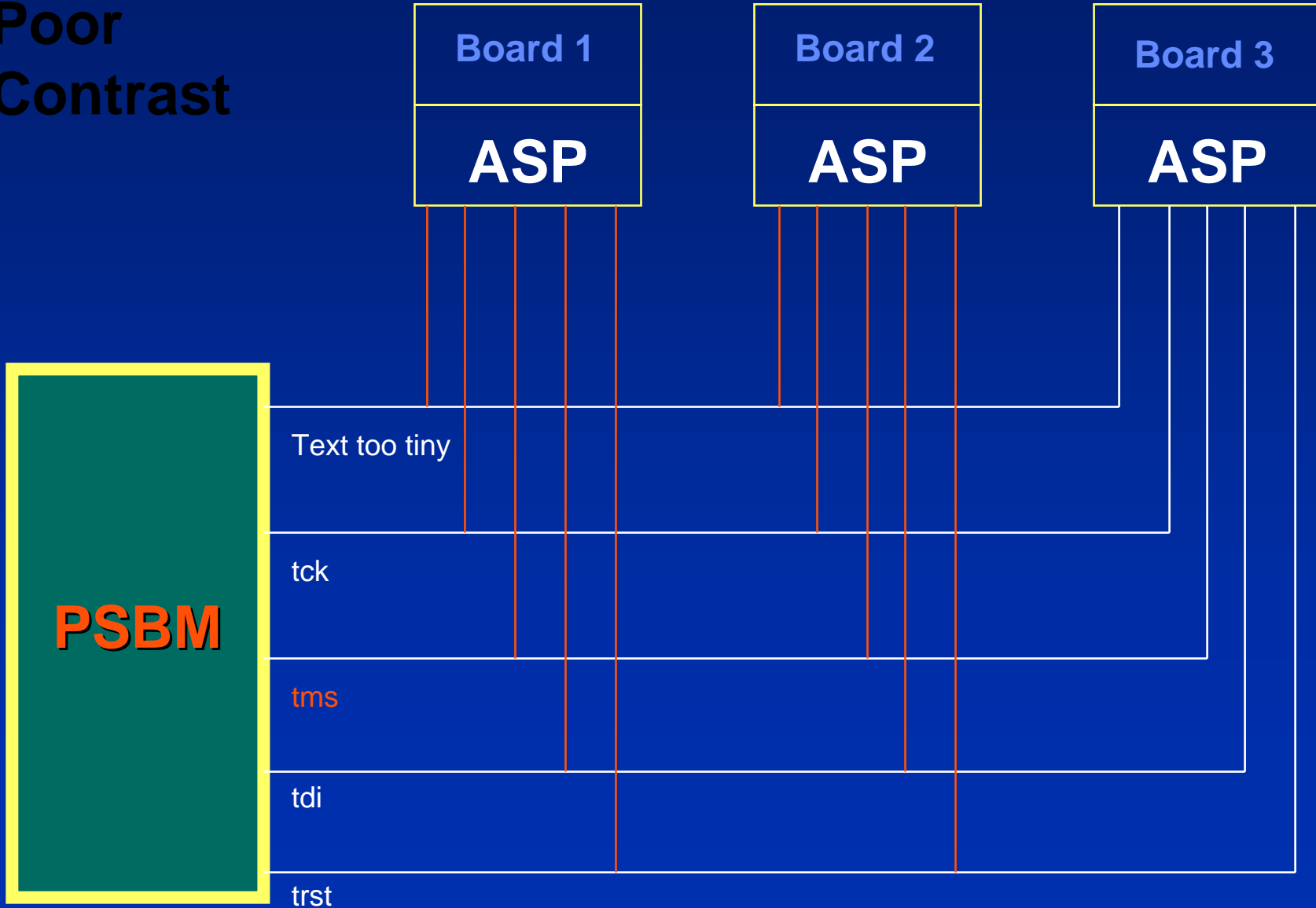
- The next three slides show examples of bad practices that should be avoided:
 - Bad slide layout
 - Improper color use
 - Sound and transition effects gone mad

(Press the “Enter” key to continue)

- *This slide has no title. Titles help guide the audience through the talk. All slides except photographs should have a title.*
- *The type on this slide is too small. It’s readable here, but when projected, only the presenter and maybe those in the front rows will be able to read it. Those in the back will be completely lost.*
- USE OF ALL CAPITAL LETTERS OR ITALICS also makes slides difficult to read. **Use dark backgrounds; not light!**
- This slide would be easier to follow if indentations were used.
- Don’t design your slides to stand alone. They are a guide to your presentation. If they were understandable by themselves, we could just publish them and forget about presentations! Your slides support what you say: They don’t replace it.
- This slide has too many words and too many points. Keep your slides under nine lines.

Bad Color Usage

Poor
Contrast



How to Annoy The Audience (Press Enter)

- Misuse sound
- Overuse transition effects
- Focus the audience on your slides, not the speaker
- Try to use every feature PowerPoint has to offer

Conclusion

- Keep your slides simple
- Use large fonts for high visibility
 - 36 pt for titles
 - 28 pt for details
- High contrast colors
- Highlight, don't detail