

Bachelor Class 2015
Giving Presentations

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LIACS & LUMC

What

- Oral presentation of your project in 10 minutes
- 5 minutes for questions
- 7 class sessions for presentations
(5 or 6 students per session)

When

- First 6 presentations will be April 1.

Why

- Communicating your work to colleagues.
- A once-in-a-lifetime opportunity to think about the Dos and Dont's of delivering a good presentation.
- Develop good habits.

Where

- room 174

Who (as authors)

- you
- your advisor
- your reader

Who (as audience)

- your classmates, colleagues
- for practice: your friends, your family

How

- Presentation Design
- Slide Design
- Delivering the Talk

Presentation Design

Do: Know the rules before you break the rules.

- title of the project
- authors and affiliations
- introduction: context and research question
- methodology
- results (current results)
- conclusion / next steps
- acknowledgements

Presentation Design

Do: Know the rules before you break the rules.

- title of the project
 - authors and affiliations
 - introduction: context and research question
- beginning**
- methodology
 - results (current results)
- middle**
- conclusion / next steps
 - acknowledgements
- end**

Presentation Design





Do: Motivate, motivate, motivate and don't forget to motivate.

- What is the background story?
- What is your contribution?
- motivate why this problem is interesting
- motivate why the problem is hard
- motivate why the solution makes sense
- motivate why an experiment is insightful
- include references but with a specific purpose

Presentation Design

Do: Consider the difference between science & art

- Doing research versus communicating the results.
- Telling a story versus technical documentation.
- Technically exhaustive versus artistic tention.
- Good communication is finding a cleaver balance

	great scientific results	poor scientific results
great communication		
poor communication		

Presentation Design

Note: Surprisingly little of your hard work will be in the presentation. That's ok. It's necessary !

- You have to make hard (surprising) choices.
- Hard choices take lots of time.
- A well designed presentation will require many hours and many revisions.

Hence, start now !

- this week, find 5 minutes to sketch outline.
- next week, find 30 minutes to make your first slides.
- ask for help / advice.

Presentation Design

Don't: be seduced by the powers of jargon

- its very dangerous to assume others are familiar with your jargon.
- language can be clear and precise without being overly technical.

Slide Design

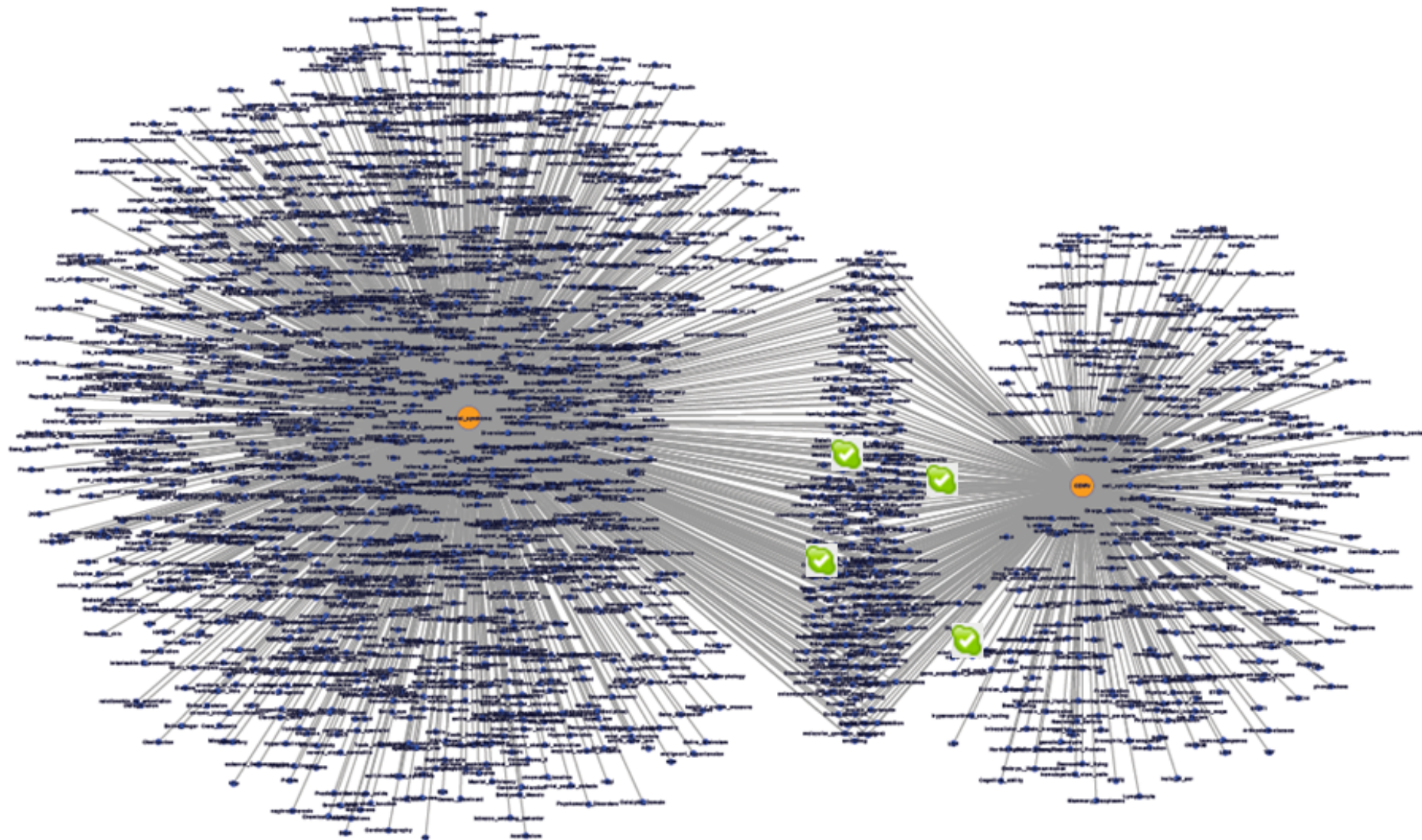
Your presentation is your voice, not your slides.

Slide Design

Don't: be seduced by the powers of Power Point

- Slides are bullet points not a script
- Balanced composition... justify your content
- Avoid clutter... 'less is more'
- Logos, styles, clip-art
- Slides intended to be read
- Slides intended to make an impression

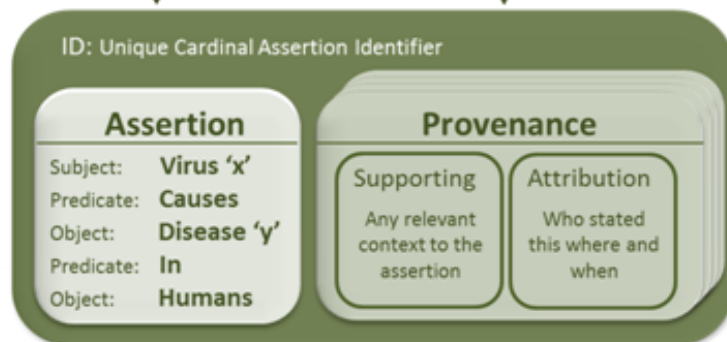
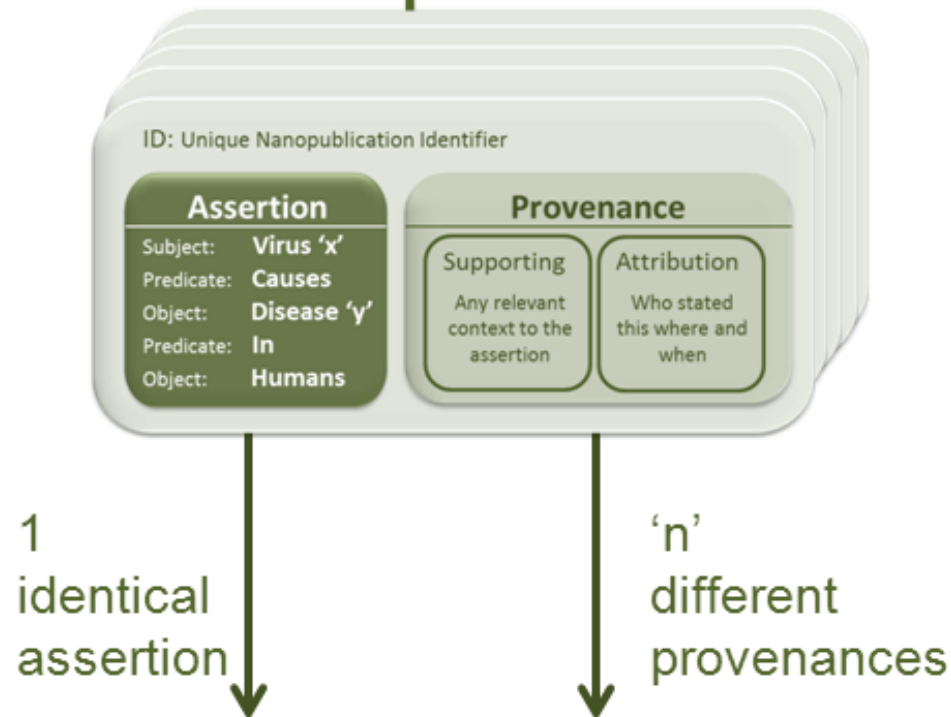
The LS concept web: $2 \times 2 \times 10^6$ concepts (profiles)





Nanopublications & Cardinal Assertions

Nanopublication



Cardinal Assertion

A **Nanopublication** is the smallest unit of publishable information containing:

1. Assertion

A statement of concepts in terms of one or more 'subject -> predicate -> object' (triple) relationships.

2. Provenance

- a) Attribution – Who made this assertion, when and where?
- b) Supporting information – Any other information which is relevant to the assertion (e.g. this assertion is only valid in humans under 18).

A **Cardinal Assertion** aggregates all 'n' Nanopublications making the same assertion. It therefore has 1 assertion and 'n' provenances, eliminating redundancy.

Slide Design

Do: plan minimally 1 minute per slide.

- 10 minute talk... about 10 slides.

Slide Design

A nanopublication is the smallest unit of publishable information.

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Slide Design

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Slide Design

Do: Colours... use don't abuse.

- White - the most important colour of all

A large black rectangular box is positioned in the lower half of the slide. Inside this box, the text "Blue on Black" and "Dont do it !" is written in a blue, sans-serif font. The text is centered horizontally within the box.

Blue on Black

Dont do it !

NEW! SUPERBLY AUTOMATIC! KODAK *Cavalcade*
PROJECTOR



YOU TURN IT ON...IT DOES THE REST!

Delivering your talk

Do: Synchronize your **presence** with your **slides** with **everyone** else in the room.

- voice
- eyes
- arms and legs
- point to content on slides

Delivering your talk

Do: Make it fluid.

- write a script for the presentation:
 - memorise slide transitions
 - memorise key points of each slide
- practice... with an audience: 3X will bring you very close to perfection.

≡ MENU

**Harvard
Business
Review**



PRESENTATIONS

How to Give a Killer Presentation

by **Chris Anderson**

FROM THE JUNE 2013 ISSUE



On the basis of this experience, I'm convinced that giving a good talk is highly coachable. In a matter of hours, a speaker's content and delivery can be transformed from muddled to mesmerizing.



Watch

Read

Attend

Participate

About

Search...



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Playlist (8 talks)

Before public speaking...

If you've got a presentation to give at work or school — or are perhaps getting ready to speak at a TEDx event? — we recommend these talks to help get you pumped up.



Watch now



Watch later



Favorite

Share this
playlist



Playlist (8 talks): Before public speaking...



Julian Treasure

How to speak so that people want to listen

Have you ever felt like you're talking, but nobody is listening? Here's Julian Treasure to help. In this useful talk, the sound expert demonstrates the how-to's of powerful speaking — from some handy vocal exercises to tips on how to speak with empathy. A talk that might help the world sound more beautiful.

Watch later · 201 comments >



RICHARD SAUL WURMAN



In 1976, Wurman coined the phrase "[information architect](#)" in response to the large amount of information generated in contemporary society, which is often presented with little care or order. Wurman said, "I thought the explosion of data needed an architecture, needed a series of systems, needed systemic design, a series of performance criteria to measure it."

Journal of Information Architecture

A Brief History of Information Architecture

The metaphors we use constantly in our everyday language profoundly influence what we do because they shape our understanding. They help us describe and explore new ideas in terms and concepts found in more familiar domains.

Earl Morrogh, Information Architecture: An Emerging 21st Century Profession, 2003

Information architecture (IA) is a professional practice and field of studies focused on solving the basic problems of accessing, and using, the vast amounts of information available today. You commonly hear of information architecture in connection with the design of web sites both large and small, and when wireframes, labels, and taxonomies are discussed. As it is today, it is mainly a production activity, a craft, and it relies on an inductive process and a set, or many sets, of guidelines, best practices, and personal and professional expertise. In other words, information architecture is arguably not a science but, very much like say industrial design, an applied art.

Even though its modern use, strictly related to the design of information, goes back no farther than the mid-1970s and Richard Saul Wurman's famous address at the American Institute of Architecture conference of

ANDREA RESMINI

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INFORMATION ARCHITECT

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