Lecture from April 7 & 8

• I used the following slide show for the zoom lessons on April 7 & 8.
Designing Effective Presentations
Make it Big (Text)

• This is Arial 12
• This is Arial 18
• This is Arial 24
• This is Arial 32
• This is Arial 36
• This is Arial 44
Make it Big (Text)

• This is Arial 12
• This is Arial 18
• This is Arial 24
• This is Arial 32
• This is Arial 36
• This is Arial 44

Too Small
Keep It Simple
Keep It Simple (Text)

• Too many colors
• Too Many Fonts and Styles
• The 6 x 7 rule
  – No more than 6 lines per slide
  – No more than 7 words per line
Make It Big (How to Estimate)

- Look at it from 7 feet away

7 ft
Instructional Technology:
A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing solutions in situations in which learning is purposive and controlled (HMRS 5th ed.)
Instructional Technology: A process involving people, procedures & tools for solutions to problems in learning (HMRS 5th ed.)
Falling Leaves Observed

<table>
<thead>
<tr>
<th></th>
<th>Christchurch</th>
<th>Dunedin</th>
<th>Wellington</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11,532,234</td>
<td>14,123,654</td>
<td>3,034,564</td>
</tr>
<tr>
<td>February</td>
<td>1,078,456</td>
<td>12,345,567</td>
<td>16,128,234</td>
</tr>
<tr>
<td>March</td>
<td>17,234,778</td>
<td>6,567,123</td>
<td>16,034,786</td>
</tr>
<tr>
<td>April</td>
<td>16,098,897</td>
<td>10,870,954</td>
<td>7,940,096</td>
</tr>
<tr>
<td>May</td>
<td>8,036,897</td>
<td>10,345,394</td>
<td>14,856,456</td>
</tr>
<tr>
<td>June</td>
<td>16,184,345</td>
<td>678,095</td>
<td>4,123,656</td>
</tr>
<tr>
<td>July</td>
<td>8,890,345</td>
<td>15,347,934</td>
<td>18,885,786</td>
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<tr>
<td>August</td>
<td>8,674,234</td>
<td>18,107,110</td>
<td>17,230,095</td>
</tr>
<tr>
<td>September</td>
<td>4,032,045</td>
<td>18,923,239</td>
<td>9,950,498</td>
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<tr>
<td>October</td>
<td>2,608,096</td>
<td>9,945,890</td>
<td>5,596,096</td>
</tr>
<tr>
<td>November</td>
<td>5,864,034</td>
<td>478,023</td>
<td>6,678,125</td>
</tr>
<tr>
<td>December</td>
<td>12,234,123</td>
<td>9,532,111</td>
<td>3,045,654</td>
</tr>
</tbody>
</table>

Too detailed!
Falling Leaves in Millions

<table>
<thead>
<tr>
<th>In $10^6$</th>
<th>Christchurch</th>
<th>Dunedin</th>
<th>Wellington</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>11</td>
<td>14</td>
<td>3</td>
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<td>1</td>
<td>12</td>
<td>16</td>
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<td>8</td>
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<td>4</td>
<td>18</td>
<td>9</td>
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<td>2</td>
<td>9</td>
<td>5</td>
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<tr>
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<td>5</td>
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<td>6</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>
Falling Leaves

Too detailed!
Falling Leaves

Much Simpler
Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content
Keep It Simple (Sound)

- Sound effects may distract too

- Use sound only when necessary
Keep It Simple (Transition)

• This transition is annoying, not enhancing

• "Appear" and "Disappear" are better
Keep It Simple (Animation)

7 ft

Too distracting!
Keep It Simple (Animation)

Simple & to the point

7 ft
Make It Clear
Make It Clear (Capitalisation)

• ALL CAPITAL LETTERS ARE DIFFICULT TO READ
• Upper and lower case letters are easier
Make It Clear (Fonts)

Sanserif

Serif

clear

busy
Make It Clear (Fonts)

- Serif fonts are difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use **colors** to emphasise
Make It Clear (Numbers)

Use numbers for lists with sequence
For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door
Make It Clear (Numbers)

How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door
Make It Clear (Bullets)

Use bullets to show a list without

- Priority
- Sequence
- Hierarchy, .....
Make It Clear (Colors)

• Use contrasting colors
• Light on dark vs dark on light
• Use complementary colors
Make It Clear (Contrast)

• Use contrasting colors
• Light on dark vs dark on light
• Use complementary colors

high contrast

low contrast
Make It Clear (Contrast)

- Use contrasting colors
- Light on dark vs dark on light
- Use complementary colors

This is light on dark
Make It Clear (Contrast)

• Use contrasting colors
• Light on dark vs dark on light
• Use complementary colors
Make It Clear (Complement)

- Use contrasting colors
- Light on dark vs dark on light
- Use complementary colors

These colors complement
Make It Clear (Size)

- Size implies importance
Make It Clear (Size)

• Size implies importance
Make It Clear (Focal Points)

• Focal points direct attention
Make It Clear (Focal Points)

• Focal points direct attention
Be Consistent
Be Consistent

• Differences draw attention
• Differences may imply importance
• Use surprises to attract not distract
Be Consistent

✓ Differences draw attention
• Differences may imply importance
• Use surprises to attract not distract

This tick draws attention
Be Consistent

✓ Differences draw attention
  ▪ Differences may imply importance
  ○ Use surprises to attract not distract

These differences distract!
Be Consistent

• Differences draw attention
• Differences may imply importance
• Use surprises to attract not distract

This implies importance
Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

Confusing differences!
Be Consistent

• Differences draw attention
• Differences may imply importance
• Use surprises to attract, not distract

This surprise attracts
Be Consistent

• Differences draw attention
• Differences may imply importance
• Use surprises to attract, not distract

These distract!
In Summary

• Big
• Simple
• Clear
• Progressive
• Consistent
Tips for Presenting

• Limit the number of slides
  – 3 slides per minute is the maximum
• Practice moving between slides.
• Be prepared for technical difficulties
• Avoid the use of flashy transitions.

THIS IS TOO FLASHY!
Remember:

• Communication is the key
• Text to support the communication
• Pictures to simplify complex concepts
• Animations for complex relationships
• Visuals to support, not to distract
• Sounds only when absolutely necessary
Introduction

• How do you capture the audiences attention?
• Joke
• Startling statistic
• Question
After the introduction, preview the Agenda

• You must have an agenda—an outline for your presentation

• The agenda should alternate colors—use hot colors sparingly

• The agenda must be present during the entire presentation.
  – Could be a portion of the slide
  – Could be on a poster next to the Smart Board.
Clueing Device

• The clueing device is used to keep both you and the audience on track.
• It should move as the presentation moves.
Assessment

• The assessment is a short quiz that the presenter uses to test what the class has learned from the presentation.
Rubric

- rubric

https://lakewood.jeffcopublicschools.org/cms/One.aspx?portalId=836748&pageId=2362404
Now for your assessment

• Kahoot

• link to kahoot
Extra Credit

• Take notes on the video for extra credit.

• Designing Effective Presentation

• Formal Research Presentations

• https://www.youtube.com/watch?v=Hp7Id3Yb9XQ