Giving Visually Attractive Presentations

Patrick Gallo
Centre for English Language Communication
Four CDTL-CELC OP Workshops

- Preparing a Successful Presentation
- Keeping Your Audience with You
- Delivering Confidently
- Giving Visually Attractive Presentations
Visual Aids

- Purpose
- Design
- Technique
Purpose

- Catch the audience’s attention
Purpose

- Maintain interest
Purpose

- Illustrate hard-to-visualize ideas
Purpose

- Improve *comprehension* and *retention*
Purpose

- Make you a better presenter

You are your best visual aid
Create a summary slide for these five purposes of visual aids:

1. Catch the audience’s attention
2. Maintain interest
3. Illustrate hard-to-visualize ideas
4. Improve comprehension and retention
5. Make you a better presenter
Purpose

1. Catch the audience’s attention
2. Maintain interest
3. Illustrate hard-to-visualize ideas
4. Improve comprehension and retention
5. Make you a better presenter
Purpose

Make you a better presenter

- Catch the audience’s attention
- Illustrate hard-to-visualize ideas
- Improve comprehension and retention
- Maintain interest
Purpose

Catch the audience’s attention

Maintain interest

Illustrate hard-to-visualize ideas

Improve comprehension and retention

Make you a better presenter
Purpose

Catch audience’s attention

Maintain interest

Improve comprehension and retention
Visual Aids

- Purpose
- Design
1. 3-D, pictorial, graphical
2. Try to put as few words as possible in your slides because it is redundant to have word for word what you are saying printed on your slide and it is harder for your audience to know exactly what the main point is and the details are. In other words, it is best to put the main points only and not to put full sentences in slides, if you can avoid it.
Design

2. Main points only

- Imagine your client is a company involved in a lawsuit of conducting illegal investment on private properties.
- Your client will send you at least the following documents:
  - Company business profile
  - Investment index
  - Business activities in the past one year
  - Company financial information
  - Bank statements
- All these are business secrets, highly classified.
- SafeMessage with multiple-encryption and Point-to-point delivery is obviously the best choice.
- SafeMessage will guarantee a fast and safe transmission.
2. Main points only

<table>
<thead>
<tr>
<th></th>
<th>Sin</th>
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Table 2: 2009 Sales in Millions SGD
### 2. Main points only

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Table 2: 2009 Sales in Millions SGD
2. Main points only

Use text to reinforce, not repeat, your points
Design

3. Large enough to be seen
Design

4. Clear

- alignment
- contrast
- proximity
- repetition
Design

Strategies for Clarity

- Alignment

Mike Trucano
Technology Coordinator
World Links for Development
www.world-links.org
177 Massachusetts Ave, NW
Washington, DC 20036  202-437-3660
Design

Strategies for Clarity

- Alignment

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Strategies for Clarity

- Contrast

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- Contrast

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- Proximity

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Strategies for Clarity

- Repetition

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Tan How Ping
Chief Investigation Officer
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202-437-3660
www.world-links.org
Design – Clear Slides

- Alignment
Design – Clear Slides

- Contrast
- font
- size
- style
- color

### Microsoft Outlook™ vs. SafeMessage™

<table>
<thead>
<tr>
<th>Microsoft Outlook™</th>
<th>SafeMessage™</th>
</tr>
</thead>
<tbody>
<tr>
<td>• No guarantee of privacy</td>
<td>• Privacy is absolute</td>
</tr>
<tr>
<td>• Uncertain message delivery</td>
<td>• Guaranteed message delivery</td>
</tr>
<tr>
<td>• &quot;Deleted&quot; messages remain</td>
<td>• All message traces deleted on computer hard drive</td>
</tr>
<tr>
<td>• Message copies remain on multiple servers</td>
<td>• Servers are bypassed; point-to-point messaging only</td>
</tr>
<tr>
<td>• Sender’s identity is always apparent</td>
<td>• Untraceable messaging available</td>
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<tr>
<td>• Sender loses control over message upon sending</td>
<td>• Sender can set message to erase at specified time</td>
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Design – Clear Slides

- Proximity

Second Life: Technical Aspects

- Example
  - Mazda Motor Corporation
    - Mazda Hakaze
Design – Clear Slides

- Proximity

Second Life: Technical Aspects

- Example
  - Mazda Motor Corporation
    - Mazda Hakaze
Design – Clear Slides

- Repetition
- Placement
- Animation
- Transitions
1. 3-D, pictorial, graphical
2. Main points only
3. Large enough to be seen
4. Clear
   - alignment, contrast, proximity, repetition
5. Easy navigation
Design

5. Easy Navigation
   - Outline slide
5. Easy Navigation

- Outline slide becomes transition slide
- Titles
  - Main points
5. Easy Navigation
   - Outline slide becomes transition slide
   - Titles
     - Main points
     - Sub points
   - Strategies for Clarity
     - Alignment

Design
Design

1. 3-D, pictorial, graphical
2. Main points only
3. Large enough to be seen
4. Clear
5. Easy navigation
Design

Activity

Evaluate the following slide designs

1. Samsung T500
2. Counter Strike
3. IVLE
4. SafeMessage
SAMSUNG

SGH – T500

La vie en bijoux
(The life in jewels)
Soft Launch of SGH – T500

• Theme & Unique Features
• Stands out from the Rest
• Sales and Promotion Plan
Theme

Stylish and Smart: communication only for women

SGH-T500
Unique Features

- 32 Shining Cubic Zirconia
- Mirror
- Health Folder
32 Shining Cubic Zirconia
Health Folder

- Bio Rhythm
- Fatness
- Calorie
- Pink Schedule

Select
Stands out from the Rest

• **Dual Screens**
• **Ringtones**
Dual Screens

External Screen

- **White backlit**
- **Options:** One digital clock, six analogue clocks and five screen savers
Dual Screens

Internal Screen

• 128 by 128-pixel high-resolution LCD Screen.

• 65,000 colours
Evaluate the following slide designs

1. Samsung T500
2. **Counter Strike**
3. IVLE
4. SafeMessage
The World's #1 Action Game
Four types of scenarios

- Hostage Rescue
- Bomb / Defuse
- Escape
- Assassination
Six weapons categories

- Knife
- Pistols
- Shotguns
- Sub-Machine Guns (SMG)
- Rifles
- Machine Gun
Knife---used in Melee
Six kinds of Pistols

- USP
- Beretta
- GLOCK18
- Desert Eagle
- Five-Seven
- P228
Equipments

- Kevlar
- Helmet
- Night Vision
- HE Grenade
- Smoke Grenade
- Flash Bang
Four Special Features

- Varity
- Precious Life
- realistic weapons
- Map Voting System
Summary of first part

- **Overview of Counter-Strike**
  1) Four types of scenarios and various weapons and equipments
  2) Four Special features different from other games

- **Many ways to play Counter-Strike**
Evaluate the following slide designs

1. Samsung T500
2. Counter Strike
3. IVLE
4. SafeMessage
Be a successful NUS student through IVLE
“A man who does not read good books has no advantage over the man who can't read them."

“A student who does not use all his resources has no advantage over the student who can’t use them.”

Mark Twain
Be a successful NUS student through IVLE

What is IVLE? → Benefits of IVLE → Summary

What is IVLE

Benefits of IVLE

Summary
Be a successful NUS student through IVLE

Integrated Virtual Learning Environment: E-Learning Platform with Collaborative Tools

What is IVLE? → Benefits of IVLE → Summary
Be a successful NUS student through IVLE

What is IVLE? → Benefits of IVLE → Summary

Ratings of experience with IVLE discussions

Copyright work of Dr George D. Bishop 2002. NUS, Department of Social Work and Psychology
Be a successful NUS student through IVLE

What is IVLE? → Benefits of IVLE → Summary

Mind:
Understanding

Mouth:
Communicate

Limbs:
Accessibility
Be a successful NUS student through IVLE

What is IVLE? → Benefits of IVLE → Summary

Mind | Mouth | Limbs

Deepen Understanding

Webcast

Assessments
Be a successful NUS student through IVLE

What is IVLE? → Benefits of IVLE → Summary

Mind | Mouth | Limbs

Broaden Understanding
Evaluate the following slide designs

1. Samsung T500
2. Counter Strike
3. IVLE
4. SafeMessage
SafeMessage™
Secure Communications for Law Practice
What is *SafeMessage™*?

Difference between normal email and *SafeMessage™*

Features for all your professional needs

Why is it useful for you?

The situations when you must use *SafeMessage™*

Real benefits to your career by using *SafeMessage™*
What is SafeMessage™?

Difference between normal email and SafeMessage™
Features for all your professional needs

Why is it useful for you?

The situations when you must use SafeMessage™
Real benefits to your career by using SafeMessage™
What is SafeMessage™

SafeMessage = Email Encryption System + Email Control System + Email Private Delivery System
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Features that are:

**Specially** designed for your needs

**Specific** to all your concerns
Email Multiple-encryption
Email Multiple-encryption

• 256-bits encryption makes $2^{256} (1.2 \times 10^{77})$ possible combinations for every single character in your email.

• The fastest computer in the world now - Earth Simulator in Yokohama, Japan, will takes 6.5 days to calculate by try and error for an email of 10 characters. And for an email of 100 characters, it takes about 267 days if lucky.

• Do you think a cracker can decode it?

• Technically, decode a 256-bits encryption is impossible for human beings.
What is **SafeMessage™**?

Difference between normal email and **SafeMessage™**

Features for all your professional needs

Why is it useful for you?

The situations when you must use **SafeMessage™**

Real benefits to your career by using **SafeMessage™**
What is SafeMessage™?

Difference between normal email and SafeMessage™
Features for all your professional needs

Why is it useful for you?

The situations when you must use SafeMessage™
Real benefits to your career by using SafeMessage™
The graph shows the growth in sales for Malaysia, Singapore, and International markets from 1998 to 2003.

- **Malaysia**: Red line
- **Singapore**: Yellow line
- **International**: Green line

Sales appear to increase significantly in all three markets over the years.
Visual Aids

- Purpose
- Design
- Technique
Technique

- Before the presentation
  - Check all visuals
  - Check lines of sight
  - Practice
  - Incorporate last-minute changes
Technique

- During the presentation
  - Don’t distribute anything
  - Don’t block anyone’s view
  - Speak then show
  - Maintain eye contact
Technique

During the presentation
- Print a copy of the visuals
- Reveal progressively
- Touch-Turn-Talk
- Remove when done
Visual Aids

- Purpose
- Design
- Technique