The Magic of Presentation Design –
Tips and Tricks you can use to captivate your audience

• Two hurdles to think about even before designing an online presentation: your audience may have a short attention span, and may also be tempted other digital applications – Facebook, email, the news etc

• Question for audience: What makes a presentation boring?

• A presentation and an essay are two different animals. A written essay provides in depth analysis whereas a presentation simplifies the information. It is all about much your audience can actually remember. Keep your presentation on point, concise, and short. Think of commercials, newscasts, and TED Talks as examples to emulate.

• **Do NOT** copy long sentences or paragraphs from your essay.

• Your brain is not wired to read and listen at the same time.

• A presentation is like a rocket ship; it needs a mission, fuel, and a place to land.

• Information alone will not hold the attention of your audience.

• The trajectory of your presentation:
  1. Define your audience.
     Obsess about your audience. You need to know your audience in order to solve their problems.
  2. Establish the mission.
     What do you want your audience to gain from your presentation? What solutions can you provide?
  3. Open with a hook. Make them curious. Use a burning question, a surprising fact, a metaphorical image, act out a dialogue between two characters, or maybe show a cartoon you found in the newspaper.
  4. Tell a story.
     A story is powerful because it provides the context missing from abstract prose.
  5. Develop the body. Choose three topics and apply them to the story. Be concise, meaningful, useful and specific.
  6. Conclude with a final A-HAH – the conclusion. **Make sure your audience can fill in this blank at the end**
    “I am so glad I watched your presentation because I now know how to _______________

"
TIPS and TRICKS

1. Create a meaningful title. Do not use “ing”. Use verbs. Dare to be emotive.
   Use a title generator to get ideas: http://www.title-generator.com/

2. **Use images.** We are visual beings and vision is our most powerful sense.
   One half to 1/3 of our brain is devoted to seeing.
   Recognition soars with pictures.
   Our brain sees each word as a series of tiny pictures, and takes longer to identify the features in each letter in order to translate them into meaning.
   “Burn your current PPT presentations and create slides that take advantage of our incredible ability to understand images” – Dr. Medina
   An image can be a: flow chart (but not overly complex ones,) timelines, equations, cycles, pyramids, photos, or hand drawn sketches.
   **Ideally, choose only one image per slide.** An image should be as clear as a sentence.
   Make sure your choices are not offensive.

3. **Limit bullet points.**
   Use five lines or less of information per slide.
   Use keywords or short phrases. Do NOT use long sentences or paragraphs.
   Start each bullet point with the same tense.
   Slide in each bullet point as you say it.

4. **Leverage your voice.** A flat voice will kill the interest in your presentation faster than a bird can poop out blueberries.
   Think about the vocal energy behind a commercial, a talk show host, a sports announcer of a best friend telling you a gossipy secret. Notice the energy they put behind their voice that makes you want to listen to them...that is the voice you want to strive for.
   - Use an external microphone
   - Walk around a bit
   - Drink some warm lemon water
   - Practice at least once
   - Stand up and gesture
   - Smile!

   **How to pull ideas out of thin air (or how to think like a spider)**
   Go analog.
   Try using a white board or post it notes.
   Use mind mapping techniques to see the entire picture of your presentation and gain new insights between categories.
   If you use PPT use **outline view** and **slide sorter** to rearrange slides easily.
REFERENCES:

Creative Presentation Gurus

Nancy Duarte: http://www.duarte.com/blog/
Garr Reynolds: http://www.garrreynolds.com/preso-tips/
Cliff Atkinson: http://beyondbulletpoints.com/

Videos:

Dr. John Medina: 10 Things your Audience Hates About your Presentation (2 minutes)
https://vimeo.com/179236019

Dr. John Medina: Getty Images Scene from Brain Rules DVD (2 minutes)
Great video on how we see letters as tiny pictures
https://www.youtube.com/watch?v=Ta-KdsETpXc

Nancy Duarte: How to Create Better Visual Presentations (3 minutes)
Explains the importance of the audience and how to avoid serial thinking
https://www.youtube.com/watch?v=so9EJoQJc-0

Nancy Duarte: Create Slides People Will Remember (2:34 minutes)
https://youtu.be/OeV2fHEM4RI

Dr. John Medina: Getty Images Scene from Brain Rules DVD (2 minutes)
Great video on how we see letters as tiny pictures
https://www.youtube.com/watch?v=Ta-KdsETpXc

Books:

Beyond Bullet Points by Cliff Atkinson

Brain Rules by John Medina

Made to Stick by Chip and Dan Heath. (Chip is an instructor at Stanford; School of Business)

Slide:ology by Nancy Duarte

Where to find copyright free images

https://www.pexels.com/

https://pixabay.com/

http://www.sitebuilderreport.com/stock-up#q=computer

https://commons.wikimedia.org/wiki/Main_Page
Here is a link to a screencast on how to find images on Google that are copyright free.
http://www.kaltura.com/tiny/938qu

How to Format your Presentation (font size, colors, spacing etc)
http://lrc.cornell.edu/lrc_info/tech/HelpWithAVFiles/Section1/uploads/File1484075631860/PowerPoint-Checklist.pdf

Articles:

Is it finally time to Ditch PowerPoint? by Garr Reynolds
http://www.presentationzen.com/presentationzen/2007/04/is_it_finally_t.html

Prevent Bullet Points from Murdering your Presentations by Lea Pica
http://www.leapica.com/blog-better-bullet-points-solution/

How Long Should I Spend Preparing for a Presentation by Alex Rister
https://alexrister1.wordpress.com/2013/01/10/how-long-should-i-spend-preparing-for-a-presentation/

A Speech is Not an Essay
https://hbr.org/2014/09/a-speech-is-not-an-essay

Blog:

Brain Rules for Presenters
http://brainrules.blogspot.com/

How to Add Emotional Impact with Evocative Images
16 June 2008 by Cathy Moore
Read the remarks too!

White Paper

Cognitive Constraints on Multimedia Learning: When more Material Results in Less Understanding by Heiser and Lonn
http://tinyurl.com/zny88k7

Love this quote!!

“Creativity is intelligence having fun!” -- Einstein