THE ONLINE SCIENTIST
CAUSE AN EFFECT

QUICK GUIDE TO CREATING BETTER SCIENCE PRESENTATIONS

1 Define your goal and main message

Write down what you want to **achieve** with this talk, and what **main message** you want people to remember. Write a single sentence with your main message that is as short as a tweet.

2 Write your story

Explain **why** your main message is important and **what** the evidence for your statement is. If some part of the story doesn't contribute to your main message, leave it out. It's better to be concise.

3 Design better slides

✔ Don't show text when you're talking. And do not read your slides.

✔ Be consistent with your design, and don't add elements if they are not necessary.

✔ Only use relevant images that support your story.

✔ Don't use clip art, molecule structures or other low-quality or illegal images.

✔ Show a blank slide

✔ when you don't have relevant visual content.

✔ Don't use shadows, gradients, patterns, word-art, or animations.

✔ Use readable fonts in large size with enough contrast.

✔ Don't use bullet points, make your list visual or spread your points out over several slides.

✔ Use quotes and sound bites to let your main messages stick.

✔ Write your titles as conclusions, not as descriptions.

✔ Use graphs instead of tables and only present the data you will talk about.

✔ Get rid of chart junk: don't use legends, and do not distort data.

✔ Start and end your talk with a strong statement or your main message,

4 Practice & test your presentation

Test the contrast and size of your presentation in the room you will present in. Don't use a laser pointer, do not give out hand-outs, and use silences to create impact,

Make your presentation last by recording it, and sharing it online.

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