

Presentation Slides

Guidelines and Examples

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Outline

Introduction

Examples

Layout

Slide Elements

Other

Purpose of these slides

These slides should provide **examples** for

- ▶ Slide layout
- ▶ Color scheme
- ▶ Presentation elements: Figures etc.

What these slides **do not** provide

- ▶ Exact description of how slides should look like
- 👉 There is no single perfect solution for any presentation

How these slides were created

- ▶ \LaTeX , beamer class
- ▶ Customized layout "Dresden"

```
\documentclass[xcolor=dvipsnames,table]{beamer}
% Layout
\usepackage{Dresden}
% Color scheme
\setbeamercolor{structure}{fg=RoyalBlue, bg=white}
\setbeamercolor{background canvas}{bg=white}
\setbeamercolor{alerted text}{fg=RoyalBlue}
% Remove navigation bar
\beamertemplatenavigationsymbolsempty
...
```

Some guidelines for the layout

☞ The layout should contain some **basic** elements as

- ▶ Section title
- ▶ Slide title
- ▶ Slide counter

☞ Optional elements include

- ▶ Presentation title and date
- ▶ Structural elements as sub-section title and highlighting
- ▶ Logo
- ▶ ...

☞ But these elements should not take too much **space**

- ▶ I.e. main part ($\geq 80\%$) is reserved for the slide content

Some guidelines for the font

- ▶ Type: Neutral and easy to read, not something like þat
- ▶ Size: Sufficiently large (e.g. 18pt for main text)
- ▶ Avoid using only capital letters

Some guidelines for the color scheme

- ☞ Appropriate contrast between text and background
 - ▶ Dark/light background and light/dark font color
 - ▶ This may depend on the presentation room
 - ▶ If not sure use light background
- ☞ No "aggressive" color combinations, e.g. red and blue
- ☞ Few main colors, no "rainbow" color scheme
 - ▶ Select few basic colors and use their hues if you need more
 - ▶ Using same color scheme for layout and graphics is best
- ☞ Plain background is in most cases the best choice

Bad layout example

"Aggressive" color combination red and blue

👉 Difficult to read

Bad layout example

Too many different colors

 Distracts

Bad layout example

Too low contrast of slide title and background color

 Difficult to read

Bad layout example

Using image as background

- 👉 Distracts
- 👉 Slide figures will "compete" with the background

Figures

Some guidelines

- ☞ Captions and/or numbering (optional)
- ☞ Appropriate figure resolution
 - ▶ All relevant details should be recognizable
- ☞ Consistent size and/or placement (alignment)
 - ▶ If multiple figures on same slide
- ☞ No not relevant details
 - ▶ E.g. if using screenshots only relevant area should be included
- ☞ Add image source
 - ▶ Below the figure or on a separate reference slide

Figures

How it can be done



Figure 1 : *Species 1*

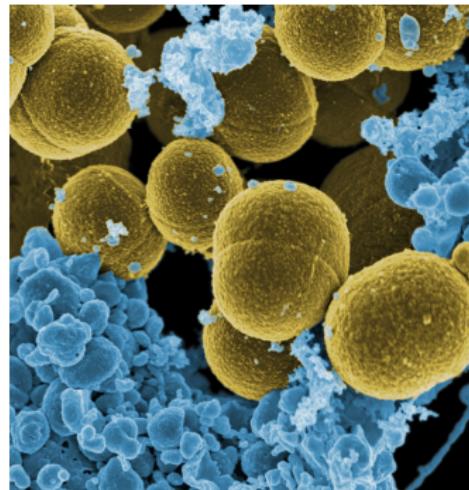
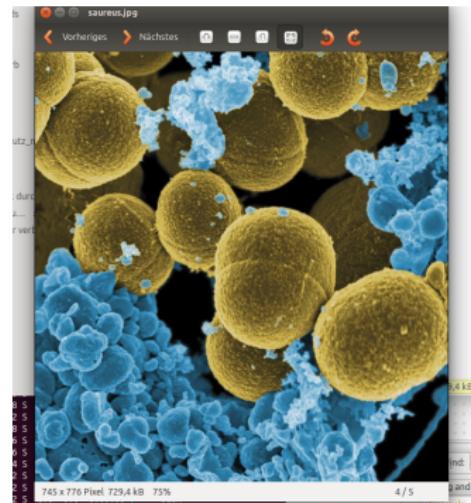
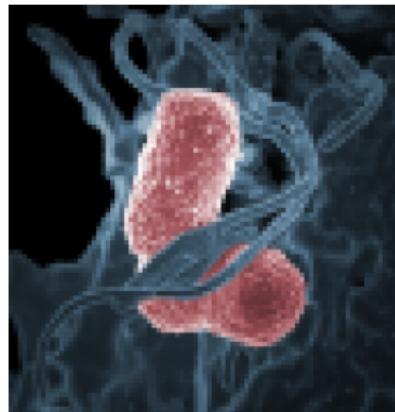


Figure 2 : *Species 2*

Figures

How it should not be done

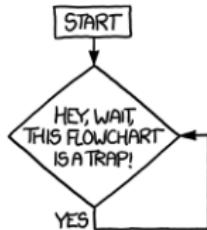


Figures

When to use figures



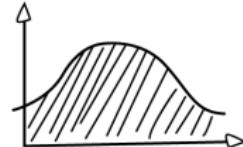
To show how an object looks like



If a workflow can be illustrated by a figure



If a keyword/method can be replaced by a figure



If results can be illustrated as graphs

Tables

Some guidelines

- ☞ Captions and/or numbering
- ☞ Structure the table by using rules and font formats
 - ▶ E.g. header, row blocks, column blocks
 - ▶ Especially in large tables
- ☞ Highlight important data by font format or color
- ☞ Exclude not relevant information
 - ▶ More space for important data
- ☞ Consistent alignment within the cells

Tables

How it can be done

X	Y	Z
block 1
block 1
block 1
block 2
block 2	Highlight	...
block 2

Table 1 : Example table

Tables

How it should not be done

X	Y	Z	An unimportant column	A	B	C
...
...
...
...
...
...
...
...
...
...
...
...
...
...

Formulas

Some guidelines

- ☞ Use specific font for variables
 - ▶ Do not use the same font as for regular text
- ☞ It is advisable to use formula editor/environment
- ☞ Explain the variables in the formula

Formulas

How it can be done

This is an example equation for variable X :

$$X = a \times b + Y - \alpha$$

where Y is the input variable and a , b and α are constants

Formulas

How it should not be done

This is an example equation for variable X:

$$X = a * b + Y$$

Some Links

- ▶ Ten Secrets to Giving a Good Scientific Talk
- ▶ Elsevier: How to give a dynamic scientific presentation
- ▶ Butterick's Practical Typography - Presentations
- ▶ L^AT_EX
- ▶ Gimp

References |



<https://www.flickr.com/photos/niard/13743456084>



<https://www.flickr.com/photos/niard/5148710483>



http://www.bioscientia.de/en/files/2014/06/ngs_sequenzierung.jpg



<http://imgs.xkcd.com/comics/flowchart.png>



<http://www.endlessicons.com/wp-content/uploads/2012/10/curve-graph-icon-614x460.png>



<http://imgs.xkcd.com/comics/slides.png>