Effective Slide Design

Mizzou 3MT® Competition

2 Guiding Principles

YOU are the presentation, *not* the slide.

The slide must enhance, not detract, from your words

Images You Need to Avoid

- Can't tell what it is (e.g., too small; too abstract; unrelated to speech)
- Poor quality or fuzzy when enlarged
- Things that make people squeamish (recommended; up to you)
- Too many things going on (e.g., detailed steps, lots of directional arrows)
- Cutesy or contrived (unless somehow related to subject matter)

Example Slide Layout
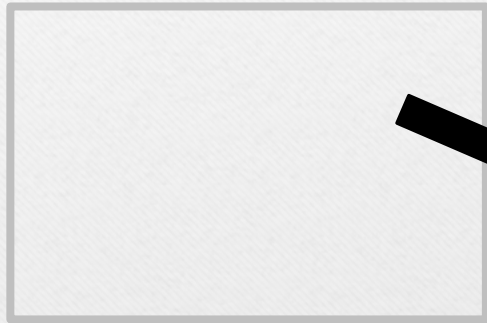Note: Standard size (not widescreen), horizontal format

Title of Your Presentation (Arial font, 24 pt)
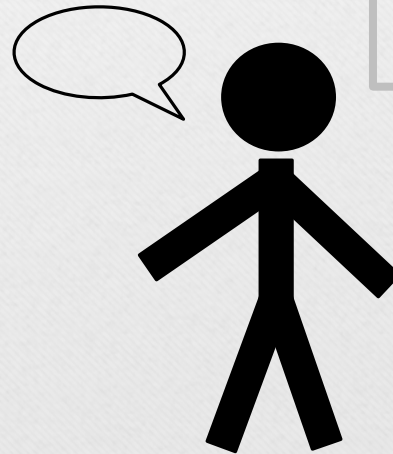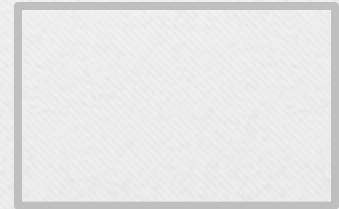## Your Name (Arial font, 18 pt)

[This is your content area]

How You Can Use Your Slide

Refer to it.   **Ignore it.**

Possible Slide Composition

- Image + Words

- Macro or Extreme Close-up

- Evocative Image

- Visual Metaphor or Icon

- Process, Stages or Steps

- You in the Lab, Field or Action Research

- Symbols & Symbolism

If you plan to use

Images

- High quality a must
- Sends a message without words
  - Educates
  - Stirs Emotion
- Emphasizes the key point

Samples removed to avoid copyright infringement.

If you plan to use a

Visual Metaphor or Icon

- Metaphor is obvious
- Quality a must
- Sends a message without words
- Emphasizes the key point

If you plan to show

Process, Stage or Steps

- Ask: Is it essential to understanding my message?
- Keep it simple.
- Flow is intuitive
   (English-speaking audience: left to right; top then bottom; clockwise)
- Visual *cues* to the audience to follow along

Remember that YOU are the presentation, not the slide!

If you plan to show
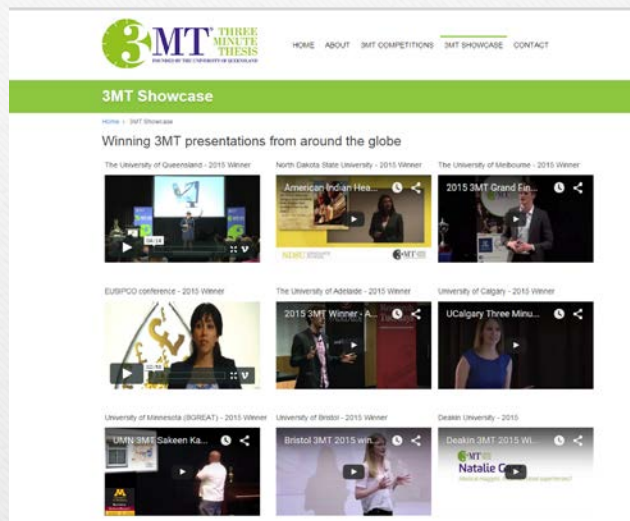
Action or Field Research

- Close up of subject, so what you are doing is clear
- If you are in photo, your face is plain to see
- Actually performing work – not grinning at camera
- Your action (work, role) is obvious
- Must be intriguing - "how cool is that!"

If you plan to use

Symbols & Symbolism

- Must relate to presentation
- Should not be distracting or abstract
- Simple is always good
- Must make sense within 3 minutes

Whatever you do, be animated!

Demos in the 3MT Showcase
http://threeminutethesis.org

https://www.youtube.com/watch?v=yTkSAceGenw&list=PLdn0giYPTOk3y2B2KL2jtS6mHvMPFdj7u

https://www.youtube.com/watch?v=XZAjZZe3UtY

https://www.youtube.com/watch?v=RoL6rXq7Wsw

https://www.youtube.com/watch?t=6&v=NexaXEPL3lg

Key Points

✓ *YOU* are the presentation, *not* the slide.

✓ The slide must enhance, not detract, from your words.

✓ If you refer to your slide, maintain eye contact with audience.

✓ Be animated & project your voice.

✓ Caution with copyrighted images; check fair use clause

✓ Include the title of your presentation and your name

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Thank you!