

Academic / Technical Writing

in Computer Science

Part II, Topic 7:

Talking and Presenting



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Ukrainian Catholic Uni., Lviv, Fall 2019
M.Sci Programme in CS - DS



Plan

- Is equally important as writing? Why?
 - How to make your talk effective?
 - How to structure your talk?
 - How to plan and develop your slide set?
 - Also design and style
 - What to put in and what – not?
 - How to keep your talk on time?
 - How to wisely warm up your audience to pose good questions?
-
- Back-Up: “No-no says”



Credits

- Many thanks to all those, whose
 - Images
 - Slide samples and fragments
 - Ideas
 - Recommendations
 - Statements
 - Practices
 - Political slogans

I used or cited while preparing this material

- All the bits are carefully referenced throughout this slide set

Disclaimer

- All citations, textual or pictorial, used in this slide-set are given for illustrative purposes ONLY
- The use of these citations does not mean expressing any support or otherwise critique of the authors / owners and their respective views
 - Just a  of attitude, perhaps ... 

I'm so



to Talk ...

Why should I?

Motives ...

- Suppose you finished your thesis ...
 - ~ 100 pages
 - Professional text
 - Not very well written
- How much time a reader needs to understand your contribution? **Estimations ...**
 - **30 min** **1-2 days**
- How many people would **invest that time** to read?
 - Just very few, like your **mentor** or **reviewers** who have to
- Do you **want** this investment?
 - No, I do not care
 - Do not bother
 - Why doing masters then?
 - Yes, the more, the better
 - Correct
 - Looking forward to seeing your thesis
- How would you **stimulate** your **readership**?



Summarize: a “Trailer”

- How to **stimulate** your reader? Proposals:
- **Summarize**
- Do individually for each potential **target group**:
 - **Industry** – early adopters
 - **Academics** – professional community
 - **Peers** – like group members
 - **General public** – like curious citizens, local community authorities, etc.
 - **Super-ordinates** – like your program director, committee members
 - **Substantially different foci** – therefore, the texts
- **Their** language
- These are **NOT your thesis**
 - Additional writing effort ...
 - Do you want them to **read even more**?

Present your “Trailer”

- **How to attract your reader?** Proposals:
 - **Present.** Also individually for each potential **target group**.
 - **Difference to summarization:**

	Summarizing in Text	Presenting
Communication type	Indirect (off-line) interaction	Direct (on-site/line) interaction
Communication channels	Just one : read	Several : listen, watch, read, interact
Interactivity	No	Yes . Follow the reaction, spend more or less on a slide. Return by request. Illustrate your answers
Feedback	Almost not . A reviewer.	During the pres : emails vs follow After the pres : comments, Q/A
Chance to fail	Less	A lot

Presenting vs Summarizing

- Highlights:
 - More **powerful** in attracting audience (**direct**)
 - More **effective** in delivering your message and convincing listeners (**interactive**)
 - More **efficient** in reaching audience (**several channels**)

- However:
 - More **dangerous** re failure
 - Requires **more skills**
 - Takes **more time** to prepare

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Chance to fail	Less	A lot

- Suppose you have **freedom ...**
- **Which way to choose?**

Partial Commitment

- You **have to** present
 - Demonstrate part of your competencies and skills
 - L.B.N.L – academic **tradition**
- The sooner you start, the better:
 - At the **group** seminar **meetings** – progress reports
 - At **external locations**, e.g. **companies** – feedback on impact
 - At **conferences** – professional **community feedback**
 - Finally at your **defense** – just a **routine talk**

Talking Effectively

Effectiveness ...

- What is **effectiveness**? ... in **presenting** / **talking**

effective adjective

ef·fec·tive | \ i-'fek-tiv , e-, ē-, ə-\

Definition of *effective* (Entry 1 of 2)

1 a : producing a decided, decisive, or desired effect

// an *effective* policy

b : IMPRESSIVE, STRIKING

// a gold lamé fabric studded with *effective* ... precious stones

— Stanley Marcus

Merriam Webster Dictionary: <https://www.merriam-webster.com/dictionary/effectiveness>

- Ability to **produce** a decided, decisive, and desired **effect** in an impressive and striking manner
- Re your **audience**: giving no chance to check e-mails or leave in the middle

Signs of Been (In)Effective

Effective	InEffective
The room becomes too small for the crowd who continues coming in	The room was full and became half empty in the middle
Audience continues to be attentive till the end	They started checking their emails after my second slide
Audience responds to our interaction	They just continue checking emails
People discuss what you said with their neighbors	Yeah, they talk, but about their own business
Yepp! Audience reacts as you planned	Hmm ... they just continue checking emails
You receive questions in the middle where you expected	It looks like the staff presentation is all clear and
You receive quite some clever professional questions at the end	The only question you got was from the moderator
After the talk, several people come and ask about additional pointers	You just have your coffee. Your cookee is the only one who joined.

Chinese
Interpreter

Go Beyond their Expectation

- Talk effectively:
 - Speak in a way/manner your **audience expects**
 - Be part of **their community**
 - No sales / MBA talk at a technical meeting
 - Use their **patterns / traditions / terminology**
 - Tell a bit **more than expected**
 - Make them interested / excited / **surprised**
 - Be **useful** for the audience
 - Tell what **they are interested** about
 - Help them **solve their problem**
 - Convince that their **time has not been wasted**
- To talk effectively:
 - **Be an expert** (straightforward)
 - **Know** who are **your audience** (tricky)
 - **Master public speaking** (not easy)
 - **Rehearse** anyway (boring)

Effective Speakers Remember

Your public talk is:

- An **opportunity** and **privilege**
- An **investment** of your **audience**
- A reward for **contributions**
- An evidence of **reputation**
- Your **chance** to:
 - Inform, Share, Pay back, Sell, Convince, Impact

Anything **else?**

- **Art ...**

The Art of Presenting

“I always think of
public speaking
as being a bit
like jazz...”

— Sir Ken Robinson

Structuring Your Talk (and SlideSet)

Objective of Your Talk

- Depends on the **genre**
- **Juniors**, like you:
 - **Report progress** – Progress talk (group meeting)
 - **Tame a land** – Position paper presentation (conference)
 - **Get enrolled** – Exposé presentation (administration)
 - **Get support/funding** – Project presentation (different venues)
 - **Get tech adopters** – Industry talk
 - **Get qualification** – Defense presentation
 - ...
- **Seniors** (in addition to ...):
 - **Share** with community, **network** – Invited talk
 - **Get promoted** – Habilitation talk
 - ...
- Style, structure, tech details – **genre specific**

SlideSet: Your “Trailer”

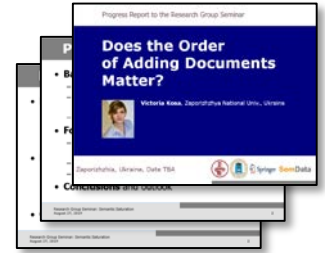
Your Manuscript

- Formal
- Sufficiently **long**
- For **off-line** use
- Takes **quite some time**
- All your story in **full detail**
- Mainly **textual**
- Is your **research output**



Your SlideSet

- Formal
- Suitably **compact**
- For **interactive** communication
- Takes a **fixed time slot**
- Only important in detail
- Mainly illustrative
- Is the “**trailer**” of your research output
- Helps you be **effective**



SlideSet: Summarization + ...

- To follow the “**trailer**” tradition ...
- Present a 100 page professional text (**longread**)
 - **Concisely** – ~20 min
 - With sufficient **rigor** – Scientific Method
 - **Pictorially** – no boring text, quality image, graphic, example
 - **Clearly**:
 - Assure **understanding** while the slide is projected
 - **No complex formulae**
 - Well **structured, visible, self-explanatory** content
- **Do not repeat** your manuscript
 - **Provide additional** illustrative content
- **Augment** your manuscript text using graphics and examples
- Strictly keep **on time**

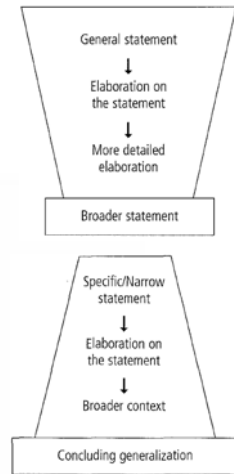
Summarization + Tell a ...

Exposition

Conflict & Climax

Resolution

Your research
methodology is the
SCENARIO

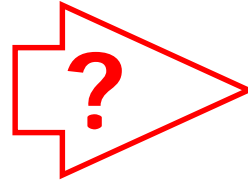


<https://www.slideshare.net/garr/sample-slides-by-garr-reynolds/>

A Progress Report Talk

Structure:

- **Title** and **intro**
- **Plan** (structure of the talk)
- Project and **objectives**
- **Background**
 - In **context**, [methodology]
- **Problem**
 - Research **gap**
 - Planned progress (**objectives**)
- **Foreground**
 - [Methodology], **resources**
 - **Approach**, **results**
- **Conclusions** and **outlook**
- Questions & answers



Story-wise?:

- **Exposition**
- **Conflict**
- **Climax**
- **Resolution**

Time slot: 10-20 min

A Progress Report Talk

Structure:

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Story-wise:

- **Exposition?**
- **Conflict?**
- **Climax & Resolution?**

Time slot: 10-20 min


Progress Report: Example

Exposition

Anything wrong or missing?


Progress Report to the Research Group Seminar

Does the Order of Adding Documents Matter?



Victoria Kosa, Zaporizhzhya National Univ., Ukraine

Zaporizhzhia, Ukraine, Date TBA



Who You are and what you do.
Also, who helped you,
like your mentor or partners

Plan

- **Background:**
 - **OntoElect** Workflow
 - **Feature Elicitation** in OntoElect:
 - Workflow & software
 - My progress in the **context** of the PhD project
- **Foreground:**
 - **Q2** (of 5): The **impact** of different possible **orders of adding documents** to datasets
 - Experimental **settings: datasets** and **configuration**
 - **Results** and **analysis**
- **Conclusions** and outlook

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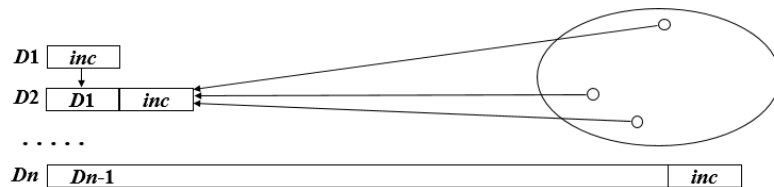
The plan of Your talk

Progress Report: Example

Exposition

Anything wrong or missing?

Saturation in OntoElect

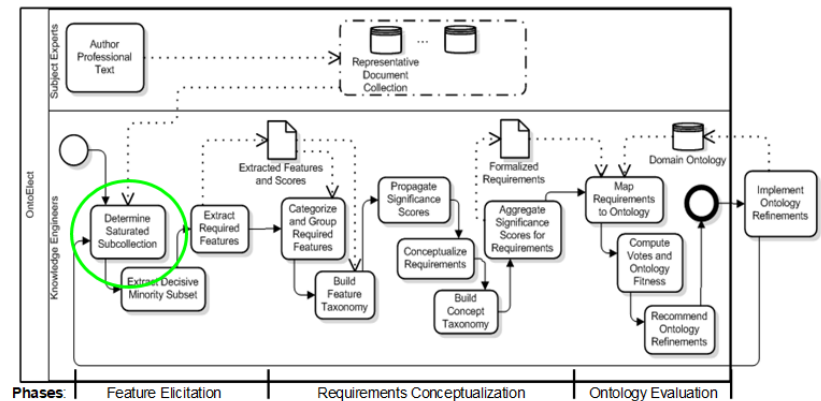


- Sequence of **incrementally enlarged** datasets –
 - **Plain text**
 - Documents are picked in **chronological order**
 - *inc* **size** is taken from the **blue**
- Compare **terminological sets** extracted from the **consecutive pairs** of datasets (**Termhood Difference - *thd***)
 - *Empty* vs *D1*; *D1* vs *D2*; ...; *Dn-1* vs *Dn*
- Measure saturation:
 - Overall *thd* < **Individual Term Importance** threshold *eps*

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OntoElect Workflow



Ermolayev, V. OntoElecting Requirements for Domain Ontologies: the Case of Time Domain.
Submitted to EMISA

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Background in context: project and methodology
Research focus

Progress Report: Example

Conflict

Anything wrong or missing?

Work in Context

- My PhD research
- Title: **Semantic Saturation in Retrospective Text Document Collections**
- Research **objectives**:
 - **REFINE** OntoElect Phase of **Feature Elicitation**
 - Find out, experimentally, what are the **factors influencing** terminological **saturation**:
 - **Q1**: Term extraction **software**?
 - Answered: **UPM Term Extractor** – tech report and submitted paper
 - **Q2**: **Order** of selecting and adding documents?
 - **Q3**: The **size of an increment** (*inc*)?
 - **Q4**: **Citation frequency** of documents?
 - Check out, experimentally, if the **OntoElect** method for assessing **completeness**, based on **saturation** measurements (*eps*, *thd*, *thdr*), is **valid**
 - **Q5**: Does it provide a **valid indication** of statistical **representativeness**?

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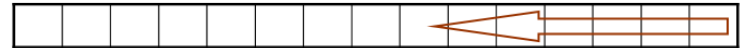
Research question, in context

Order of Adding Documents

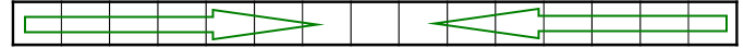
- Chronological



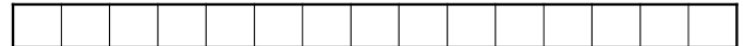
- Reversed-chronological



- Bi-directional



- Random



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Problem, hypotheses, objective

Progress Report: Example

Climax & Resolution

Anything wrong or missing?

Collections and Datasets

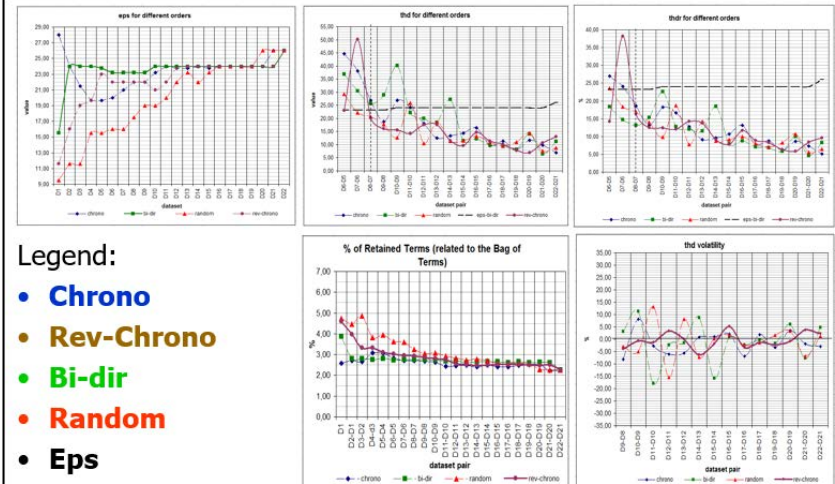
Collection	Paper Type and Layout	No Doc	Noise	Processing	Inc	No Datasets
TIME	conference, IEEE 2-column	437	manually cleaned	manual conversion to plain text, automated dataset generation	20 papers	22
DMKD	journal, Springer, 2-column	300	not cleaned, moderately noisy	automated	20 papers	15
DAC	conference, IEEE 2-column	506	not cleaned, quite noisy	automated	20 papers	26

Configured to have the **increments** of **similar sizes**

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Results on TIME



Legend:

- Chrono
- Rev-Chrono
- Bi-dir
- Random
- Eps

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Resources, methodology

Results

Progress Report: Example

Climax & Resolution

Anything wrong or missing?

Some Conclusions

- The **order** of adding documents for detecting terminological saturation **MATTERS**
- The choice of the **Reversed-chronological order**:
- Results, integrally, in the most stable and smooth extraction of significant terms
- Brings the process to the saturation zone, if achievable:
 - In the most stable way; and
 - With the least deviations in pair-wise terminological differences in the bags of terms

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Focused conclusions

Planned Future Work

- Short-term:
 - **Q3**: The **size of an increment** (*inc*)?
- Mid-term:
 - **Q4**: **Citation frequency** of documents?
 - Finding a way to **prove** that: Extracted "decisive minority" Sub-Collections contain **all relevant documents** (e.g. vs **Snowball Sampling**)

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Next steps

A PhD/Master Exposé Talk

- A.k.a. a **position** paper (short conference paper)
- Somewhat similar to a Progress Report talk (early stage)

Progress Report Talk:

- **Title** and **intro**
- **Plan** (structure of the talk)
- **Context**: project and objectives
- **Background**
 - In **context**, [methodology]
- **Problem**
 - Research **gap**
 - Planned progress (**objectives**)
- **Foreground**
 - [Methodology], **resources**
 - **Approach**, **results**
- **Conclusions** and **outlook**
- Questions & answers

Time slot: 10-20 min

Exposé Talk:

- **Title** and **intro**
- **Plan** (structure of the talk)
- Motivation
- Background
- Problem
 - Objectives, Research Questions, & Research Hypotheses
- **Approach**
- Vision of **Solution**
- **Plan** of Research
- **Early results** and progress
- **Conclusions** and **outlook**

Time slot: 15+5=20 min

A Defense SlideSet

- A.k.a. a final project presentation + qualification talk
- **Find difference(s) to progress report ...**

Defense Talk:

- **Title** and **intro**
- **Plan** (structure of the talk)
- **Context**: project and objectives
- **Background**
 - In **context**, **S-o-t-A**, [methodology]
- **Problem**
 - Research **gap**
 - Problem **statement** (**objectives**)
- **Foreground**
 - [Methodology], **resources**
 - **Approach**, **results**
- **Evaluation**
 - **Objectives**, **plan**, **data**, **instruments**, **results**, **discussion**
- **Conclusions** and **outlook**
- Questions & answers

Time slot: depends on **tradition** ... min

Progress Report:

- Title and intro
- Plan (structure of the talk)
- Context: project and objectives
- Background
 - In context, [methodology]
- Problem
 - Research gap
 - Planned progress (objectives)
- Foreground
 - [Methodology], resources
 - Approach, results
- Conclusions and outlook
- Questions & answers

Time slot: 10-20 min

A Defense SlideSet

- **Title** and **intro**
- **Plan** (structure of the talk)
- **Context**: project and objectives
- **Background**
 - In **context**, **S-o-t-A**, [methodology]
- **Problem**
 - Research **gap**
 - Problem **statement** (**objectives**)
- **Foreground**
 - [Methodology], **approach**, **results**
- **Evaluation**
 - **Objectives**, **plan**, **data**, **instruments**, **results**, **discussion**
- **Conclusions** and **outlook**
 - **Are objectives reached?**
 - **How the research gap narrowed?**
 - **What are the limits of the result (solution)?**
 - **What is the potential impact?**
 - **Who are the early adopters?**

Advised
Structural
Pattern

Planning and Developing Your Slideset

Plan ...

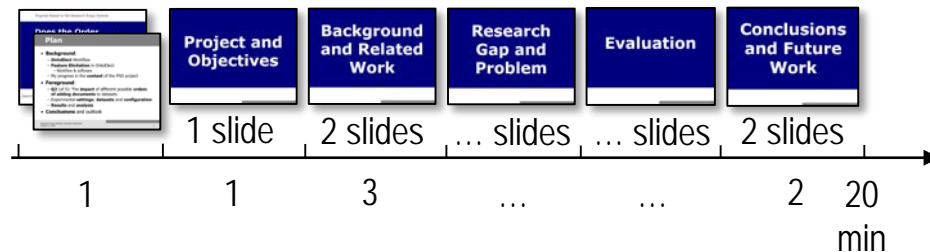
Why planning?

- You have your manuscript
- You have your time slot
- You need to produce a story
- Effective

How

- Develop your structure
- Fit your content into the slot
- Produce your timeline
- Filter out things

Structure:	
• Title and intro	
• Plan (structure of the talk)	
• Project and objectives	
• Background	– In context , [methodology]
• Problem	– Research gap – Planned progress (objectives)
• Foreground	– [Methodology], resources – Approach , results
• Conclusions and outlook	
• Questions & answers	



Exposition

Conflict & Climax

Resolution

Story



Design Tips ...

Tip No **42**:

All the slides you've seen that far ...

WERE BAD

IN GENERAL

though fit for the purpose

WHY?

<https://www.google.com/search?q=bad+powerpoint+slides>

Design Tips: Text ...

- Minimum text
 - To be **read in a sec**
- No complete sentences
 - **Anchors**
- **Structured**
- They came to **listen**

One of my slides, bad

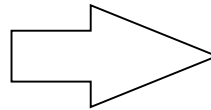
Presenting vs Summarizing

- Highlights:
 - More **powerful** in attracting audience (**direct**)
 - More **effective** in delivering your message and convincing listeners (**interactive**)
 - More **efficient** in reaching audience (**several channels**)
- However:
 - More **dangerous** re failure
 - Requires **more skills**
 - Takes **more time** to prepare
- Suppose you have **freedom ...**
 - **Which way to choose?**

	Summarizing in Text	Presenting
Communication type	Indirect (off-line) interaction	Direct (on-site/line) interaction
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Interactivity	No	Yes : follow the reaction, spend more or less on a slide. Return by request. Illustrate your answer to a question
Feedback	Almost not : A reviewer may provide some text.	During the pres : they read emails ... vs they follow After the pres : comments, questions-answers
Chance to fail	Less	Quite a lot

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A bad slide

1. Introduction

This short paper presents a PhD project aimed at developing the methodological and instrumental components for measuring the representativeness of high-quality collections of text documents. It is assumed that the documents in a collection cover a single and well circumscribed Domain of Discourse and have a timestamp associated with them. A typical example of such a collection is the set of the full text papers of a professional journal or a conference proceedings series published from the first issue to date. The main hypothesis, put forward in this work, is that a collection can be considered as representative to describe the domain, in terms of its semantic (terminological) footprint, if any additions of extra relevant documents to the collection do not noticeably change this footprint. Such a collection could be further considered as complete and could be used for extracting domain semantic descriptions from it. In fact, the approach to assess the representativeness outlined above does so by evaluating the terminological saturation of a document collection.

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Presenting vs Summarizing

- Highlights:
 - **Powerful (direct)**
 - **Effective (interactive)**
 - **Efficient (several channels)**
- However:
 - **Risky**
 - **More skills**
 - **More effort**
- **Freedom ...**
 - **Way to go?**

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Chance to fail	Less	A lot

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Design Tips: Readability ...

To be **comfortably** read

- **Contrasting** text/background
- **2 colours** at most
- **Sans Serif** font
 - > 16 pt
 - No **italics**
- **3-4** statements (bullets)
- **Questionable***:
 - < 7 words on a slide

* <http://www.wendelberger.com/downloads/ReallyBadPowerpoint.pdf>

A «would be» very bad slide

1. Introduction

This short paper presents a PhD project aimed at developing the methodological and instrumental components for measuring the representativeness of high-quality collections of text documents. It is assumed that the documents in a collection cover a single and well circumscribed Domain of Discourse and have a timestamp associated with them. A typical example of such a collection is the set of the full text papers of a professional journal or a conference proceedings series published from the first issue to date. The main hypothesis, put forward in this work, is that a collection can be considered as representative to describe the domain, in terms of its semantic (terminological) footprint, if any additions of extra relevant documents to the collection do not noticeably change this footprint. Such a collection could be further considered as complete and could be used for extracting domain semantic descriptions from it. In fact, the approach to assess the representativeness outlined above does so by evaluating the terminological saturation of a document collection.

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One more «would be» bad slide

Presenting vs Summarizing

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Feedback	Almost not. A reviewer may provide some text.	During the pres : they read emails ... After the pres : comments, questions-answers
Chance to fail	Less	Quite a bit

- Suppose you have **freedom** ...
- Which **way** to **choose**?

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Smaller!



*

Design Tips: Images ...

- **Hi quality**
 - Hi resolution
 - Professional
 - No distortions



<http://www.gadgetlayman.com/whatis/tv/what-is-hd.php>

- Use **permission**
and **reference**

Design Tips: Images ...

- **Hi quality**
 - Hi resolution
 - Professional
 - No distortions
- Clear **focus**
- Use **permission** and **reference**

Down-sampling



290 x 290 pixels



58 x 58 pixels

<http://www.gadgetlayman.com/whatis/tv/what-is-hd.php>

Design Tips: Images ...

- **Hi quality**
 - Hi resolution
 - Professional
 - No distortions
- **Clear focus**
- **One per slide**
 - A few at most
 - To **compare**
 - To show **progress**
- **Use permission and reference**

A messy graphic in a slide



Properly used - comparison



Design Tips: Images ...

Does this help?

- **Hi quality**
 - Hi resolution
 - Professional
 - No distortions
- **Clear focus**
- **One per slide**
 - A few at most
 - To compare
 - To show progress
- **Animation – exclusion**
 - Only when **absolutely** needed
- **Use permission and reference**

Design Tips: Images ...

- **Hi quality**
 - Hi resolution
 - Professional
 - No distortions
- **Clear focus**
- **Use permission and reference**

Down-sampling



290 x 290 pixels

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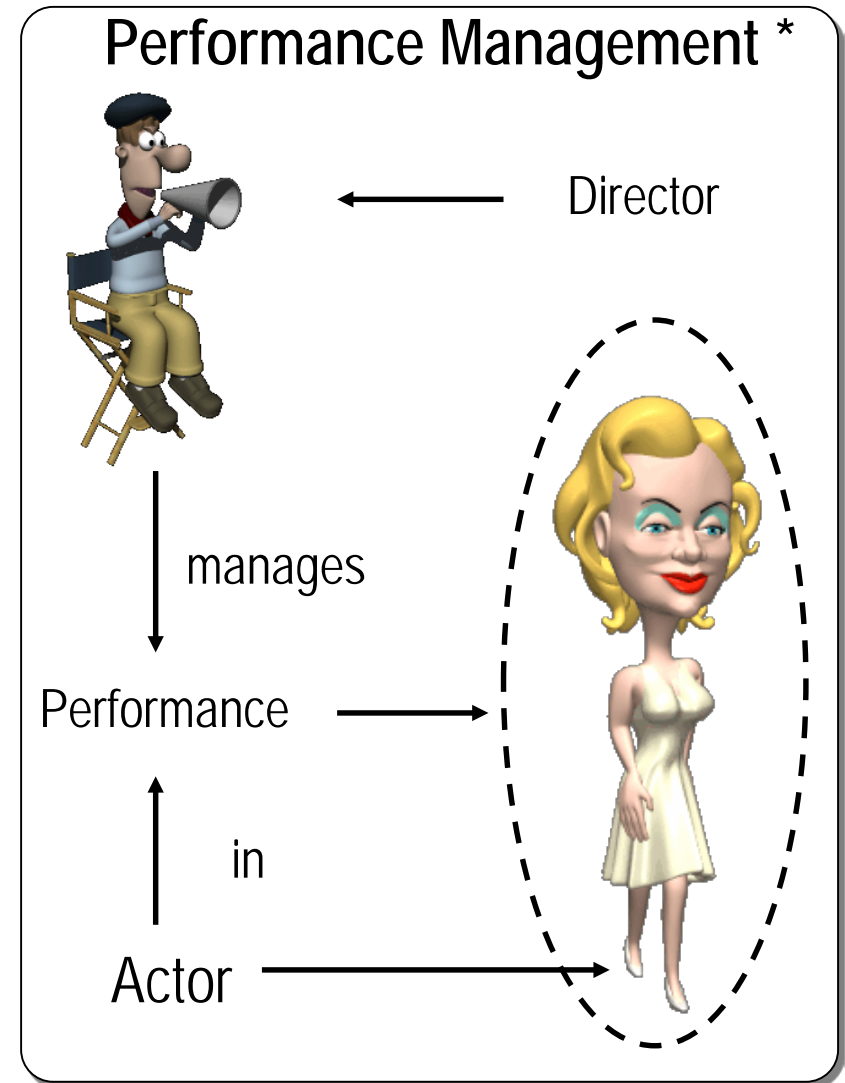
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Design Tips: Animations ...

- Mostly to be **avoided**
- Only to demonstrate
 - **Change**
 - **Evolution**
 - Course of **action**
- Always **on-click**
- **No** distorting / disturbing **transitions**

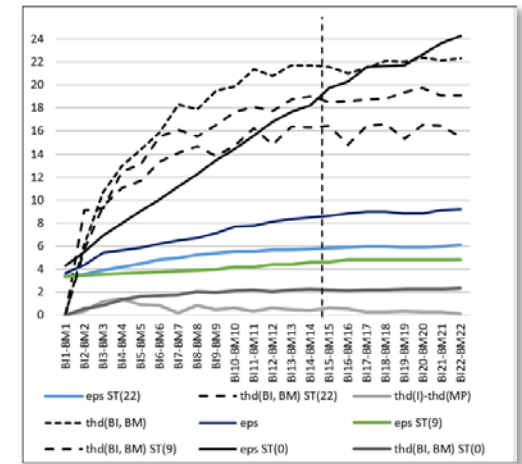
* Wolf-Ekkehard Matzke: Invited talk to ISTA 2005



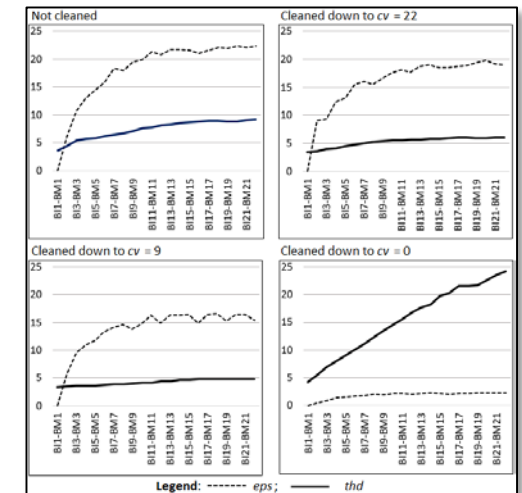
Design Tips: Graphics ...

- Illustrate computation **results**
 - More **expressive** / **effective**
- Built of **tabular data**
 - **Granularity** to choose properly
 - To **reference**
- Get rid of **messy** detail
- Clear **legend**
- **Diagram Type** to correspond to:
 - **Nature** of data
 - **Methodology**
 - **Community tradition**

Draft



Refined: **why better?**



Design Tips: Complexity ...

- Use (**several**)
 - **Simple** slides
 - **You** know how to **partition**
 - Not audience's business
- 1 slide ~ 1 minute
- Clear **focus**
 - On **one thing**
- Use your **story** to relate

complex adjective

com·plex | \ kām-'pleks ˌkəm-'pleks, 'käm-'pleks \

Definition of *complex* (Entry 2 of 3)

- 1 a** : composed of two or more parts : COMPOSITE
// a *complex* mixture of chemicals
- b (1)** *of a word* : having a bound form as one or more of its immediate constituents
// *Unmanly* is a *complex* word.
- (2)** *of a sentence* : consisting of a main clause and one or more subordinate clauses
- 2** : hard to separate, analyze, or solve
// a *complex* problem
- 3** : of, concerned with, being, or containing complex numbers
// a *complex* root
// *complex* analysis

Merriam Webster Dictionary:

<https://www.merriam-webster.com/dictionary/complex>

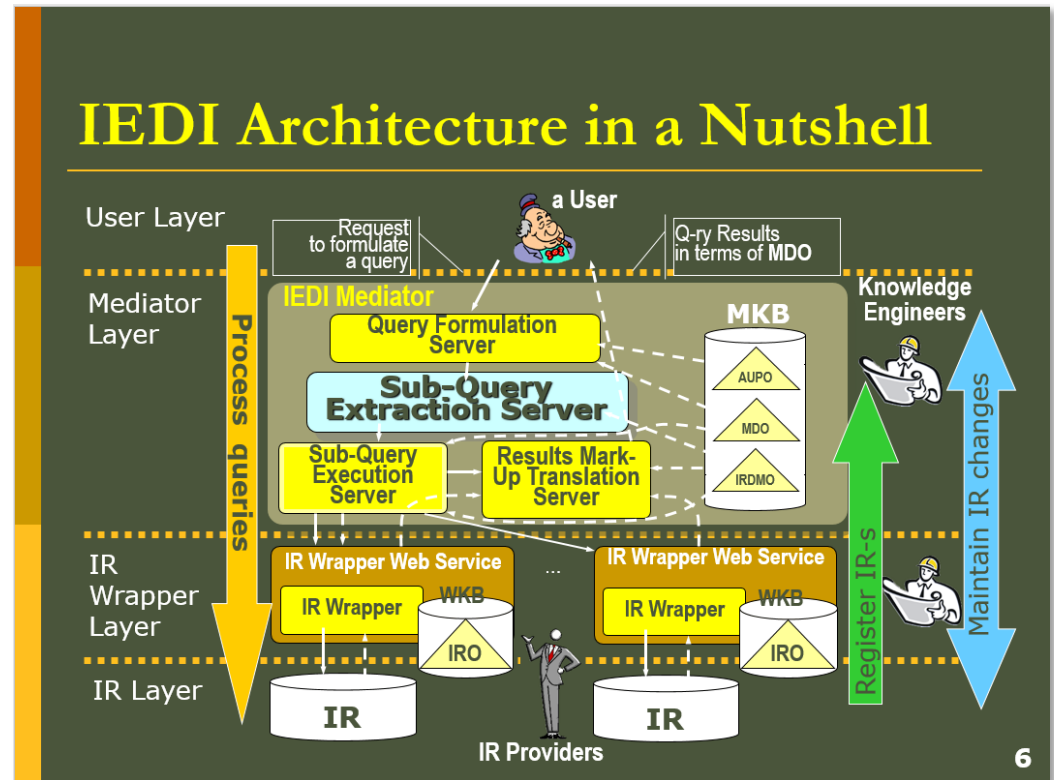
Complex Slide?

A **mix** of several interrelated illustrations to **different bits** of a talk.

Hard to **partition** and **comprehend**.

Design Tips: Complexity ...

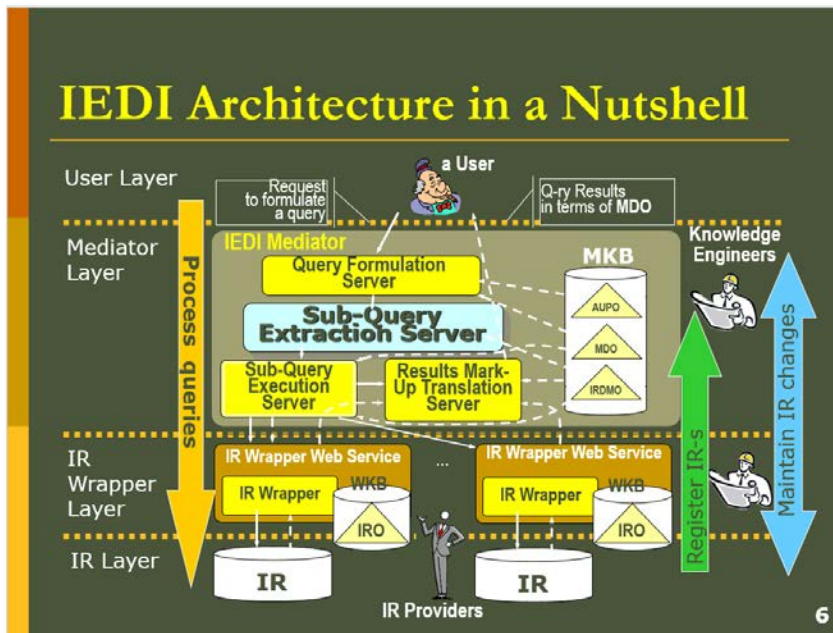
- Use (**several**)
 - **Simple** slides
 - You know how to **partition**
 - Not audience's business
- 1 slide ~ 1 minute
- Clear **focus**
 - On **one thing**
- Use your **story** to relate



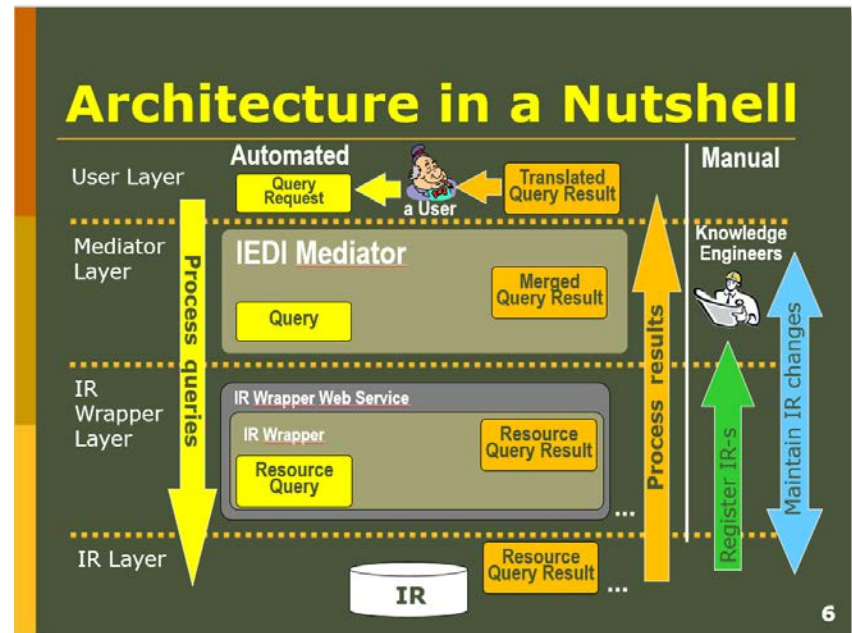
My ancient slide (2004): **is it complex? Why?**
How to make it simple(r)?

Design Tips: Complexity ...

- **Complex:**



- **Simple(r):**

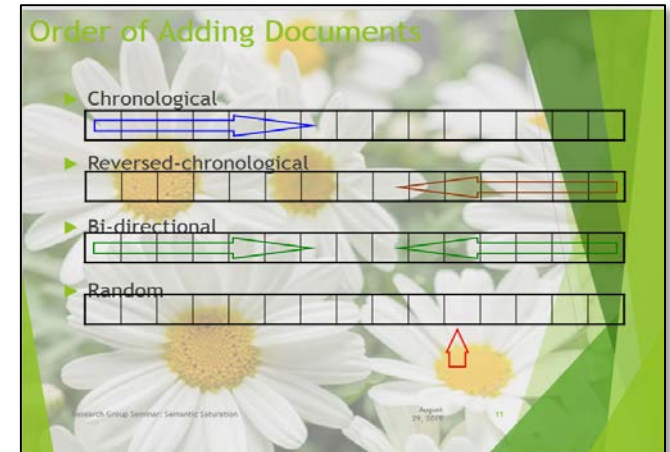


- Add a slide:
 - Per Layer
 - Automated / Manual

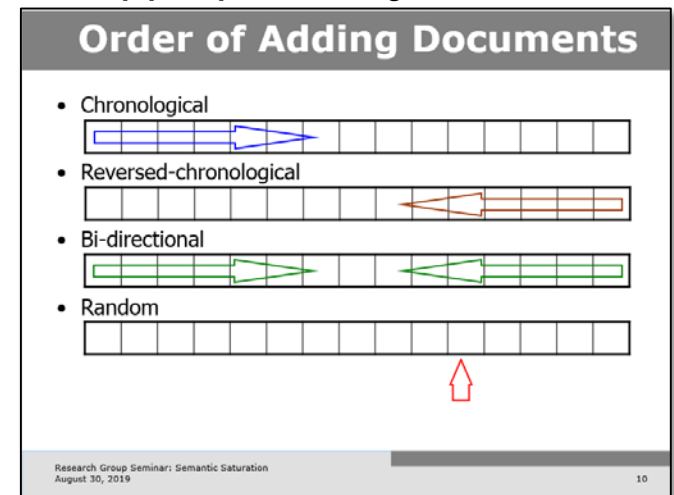
Design Tips: Layout ...

- CS is **engineering**:
 - Not floristry
- Formal
- Minimalistic
- Contrasting
- Saving space
- Functional
- Following the tradition

A «would be» very bad layout

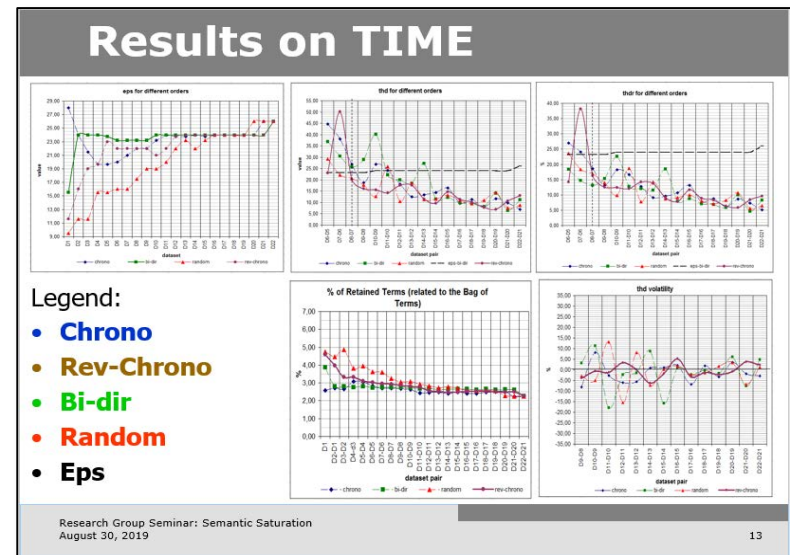


An appropriate layout



Notes, Times, and Rehearsing

- Write a **full text note**
 - Per slide
 - Discuss with your **mentor**
 - Use PowerPoint or alt
- Try to **talk**, using notes
- Measure **time**
- **Simplify**
- **Sacrifice**
 - Make **back-up**
- **Iterate**
 - Until **on time**
 - Until talking **fluently**
 - **Without looking** into:
 - Notes
 - Slides



Experimental results for each collection are presented following the following pattern:

- The same colour legend – as shown in the slide
 - The same five diagrams
 - Three main measures used in OntoElect to detect terminological saturation:
 - (1) The plots of the individual term importance thresholds eps for all orders
 - (2) The plots of thd in the vicinity of possible saturation – for TIME the vicinity is from D6-D5 till D22-D21
 - (3) The plots of thdr in the vicinity of possible saturation Two additional measures used to compare the results for different orders
 - (4) The proportion, in %, of (retained significant terms – above eps) to all extracted terms
 - (5) The volatility of thd measurements – a sort of an analogy of the 1-st derivative. This metric is important as it shows the higher stability of saturation if the volatility is lower.
- So, for the TIME collection eps in the saturation vicinity is ~22-26 for all the orders. However, the first order to reach this value is Bi-dir and the last is Random
- As for the thd measures, Rev-chrono is the first to reach the saturation zone as it goes below eps already at D6-D7. The rest of the orders notably lag behind – due to the fluctuations in thd values.
- thdr measures result in the plots which are very similar to thd plots, except the values. Again, Rev-chrono shows the best performance
- The ratio of retained terms in fact reflects the situation in the chart for the eps. In fact all the orders result in convergence to the values of ~2.5%
- Finally, the volatility plots show that Rev-chrono demonstrates the lowest integral volatility – so provides for reaching the most stable saturation among all the rest...

Design Tips: Summary

Iterate, include your **mentor** in the loop



- **Plan** accurately and in detail
- Choose your **layout**, wisely
- Do the **text**, from scratch
 - **Anchors** (the rest in the **notes**); never use your manuscript
- Make **illustrations**, to text
 - Professional, focused
- Draw the **graphics**
 - Nature of data; methodology; tradition
- Check **complexity** – simplify
- Remove **animations**
- ...
- **Rehearse**
- **Sacrifice** things; make **back-up**

**What
to Filter Out?**

It was Trivial ... that Far



- If you knew the **method**
- If you had some **experience**
- If you had some **resource**
- If you had a bit of **talent**
- And ... if you **did the work**

How would
you achieve
THIS?



<http://www.scalsys.com/wallpaper/Rock-&-Roll-Wallpaper/view-page-1.htm>

- So you **arrived** at ...
- And the **goal** was ...



<https://www.nga.gov/collection/art-object-page.1005.html>

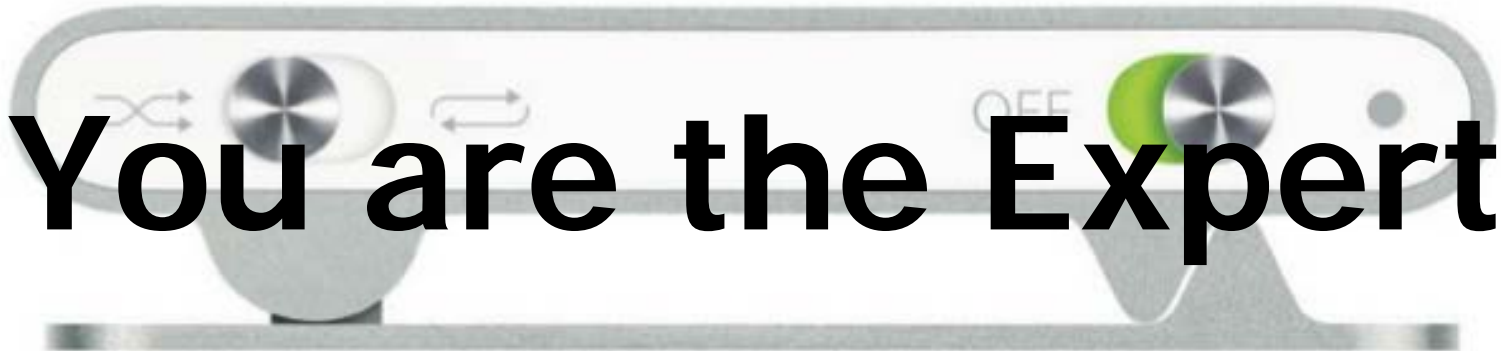
Keep it Simple

**“Simplicity is about
subtracting the obvious,
and adding the meaningful.”**

— John Maeda

What to **SUBTRACT**?

You are the Expert



https://www.presentationzen.com/presentationzen/2006/11/presentations_a_1.html

What else?

Keep it
ON
TIME

“It’s taken me all my
life to learn what
not to play.”

— Dizzy-Gillespie



<https://www.slideshare.net/garr/sample-slides-by-garr-reynolds/>

**Make'em Ask
what You
Wish**

Being Clever ...

- Suppose you made it
 - **Simple**
 - **Effective**
- **Is the rest of your rock still useful?**
 - Without a doubt
- **How to make use of these?**
 - Keep **complexities** / additional **evidence** in the **back-up**
 - Use when asked a **question**
- **How would you make them ask that?**
 - Think **your audience**
 - Leave **good stuff** partially **unexplained**, on purpose
 - Keep these gaps **easy to notice**
 - **Rehearse** with your **mates** and **mentor**
 - Write down their **questions**
 - Make **additional back-up** slides, if needed



Yeah, if You Still WannAdvise

“Master your instrument.
Master the music. And then
forget all that bullshit
and just play.”

—Charlie-Parker

Final Remarks

Putting All Together

You have to work hard

While **planning**

While **developing**

While **refining**

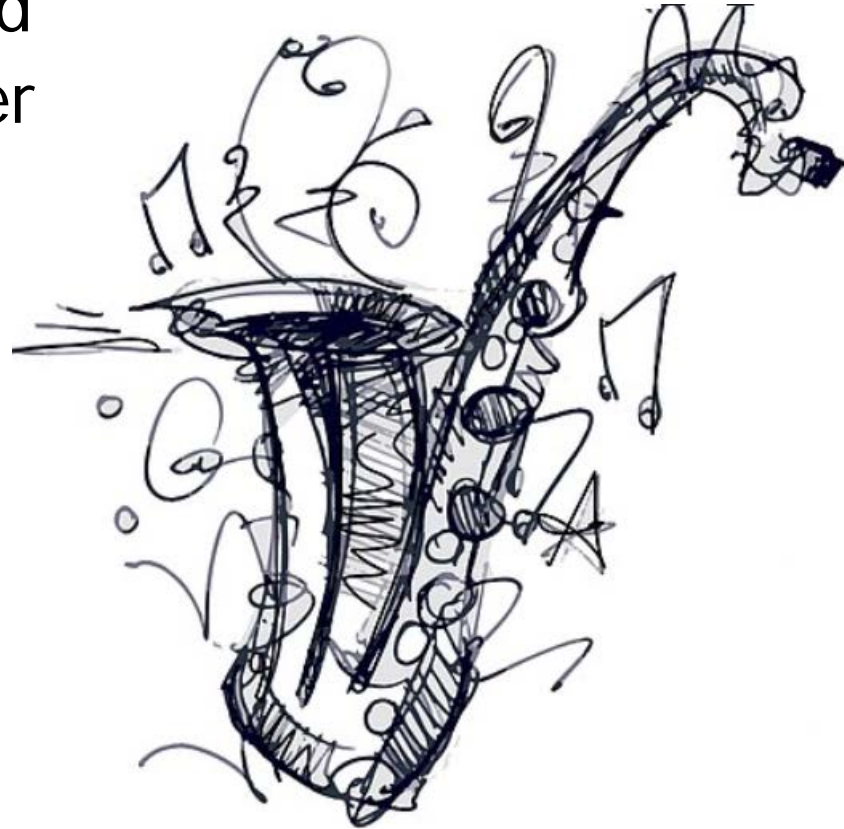
↑ **Keep on suffering ... Start early ...**

To keep in mind:

**Time and Resource
to Prepare your Talk
are always
Under-Estimated**

Defense?

- A blatant **fallacy** to think that way
- **Habilitation** is a better word
- You **prove** your right to enter the **League**
- The League is **happy**
 - To have a privilege
 - To pay a look
 - At your Master theses
 - In final versions
 - Well researched
 - Professionally written
 - Impeccably presented
- Have a **memorable** swing



Reading

Reading?

- It was about **talking**, not reading
- Learnt and mastered in **practice**
- Go out to learn:
 - **Invited talks** at signature community events
 - **Submit yourselves**, get accepted, train, aspire
- Yeah, you will easily google out
 - Good, bad, and ugly samples
 - Recommendations

**Will be happy
to take
your questions ...**

Will be also happy to continue discussions

vadim@ermolayev.com



Back-Up

What Not to Say in a Talk

- “I'm very jet-lagged, tired, hungover” ...
- I learned only yesterday that I have to talk ...
- ... any other **lame excuse** the audience doesn't want to hear

“If you feel like shit and can't give it your best than maybe you should've cancelled.”

* Boris Veldhuijzen van Zanten: 10 things you should NEVER say during presentations. October 24, 2012
<https://www.linkedin.com/pulse/20121024124448-258444-10-things-you-should-never-say-during-presentations/>

- “Can you all hear me in the back?”
 - Is it your duty to check the audio?
 - Would you mind talking so that all in the back can hear you?
- This needs to be trained
- Soft speaking is one of the tricks to draw attention
- Use the amplitude, pro-actively

* Boris Veldhuijzen van Zanten: 10 things you should NEVER say during presentations. October 24, 2012
<https://www.linkedin.com/pulse/20121024124448-258444-10-things-you-should-never-say-during-presentations/>

- “I can’t see you because the lights are too bright”
 - Why we, the audience, should care?
- Just stare into the dark, imagine your beloved one there, and act like you feel right at home
- Feel free to walk into the audience if you want to see them closer

* Boris Veldhuijzen van Zanten: 10 things you should NEVER say during presentations. October 24, 2012
<https://www.linkedin.com/pulse/20121024124448-258444-10-things-you-should-never-say-during-presentations/>

- “Can you read this?”
- Or “I’m sorry You can not read this ...”
 - No, we can not! As you suspected! Why should we, the audience, read that?
- It is your job to make your slides comfortably comprehensible
- Less text – better comprehension

* Boris Veldhuijzen van Zanten: 10 things you should NEVER say during presentations. October 24, 2012
<https://www.linkedin.com/pulse/20121024124448-258444-10-things-you-should-never-say-during-presentations/>

- “Let me read this out loud for you”
 - Hmm ... We are able to read
 - However, We are here for your talk
- Never put so much text on your slide that people have to spend time to read it (except very special purposes)
- A pres at COMPSAC with recorded voice reading text from the slides ...

* Boris Veldhuijzen van Zanten: 10 things you should NEVER say during presentations. October 24, 2012
<https://www.linkedin.com/pulse/20121024124448-258444-10-things-you-should-never-say-during-presentations/>

- “I have a lot to cover, so let me get started.”
 - The kiss of death to your audience
 - Merriam-Webster thesaurus (synonyms): disguise, mask, obscure
 - Do you really plan to obscure things?

* Kevin Eikenberry: Eight Things Not To Say During a Presentation.

<https://blog.kevineikenberry.com/leadership-supervisory-skills/eight-things-not-to-say-during-a-presentation/>

- “Wow – I know I am out of time – but let me go through these last 15 slides quickly.”
 - Looks like those 15 are of no importance? What about the rest?
- TIME is equally important to content
 - To be planned carefully
 - To be rehearsed effectively
- CONTENT
 - Have just enough for the timeslot
 - Sacrifice things

* Kevin Eikenberry: Eight Things Not To Say During a Presentation.

<https://blog.kevineikenberry.com/leadership-supervisory-skills/eight-things-not-to-say-during-a-presentation/>

- “As you can clearly see ...”
 - If it is clear, why spending time on it?
 - It might be clear for you, but not for the audience
 - We see this chart of drawing for the first time
- Help audience “clearly see” by explaining
- Make them think, themselves, that it is NOW clear

* Kevin Eikenberry: Eight Things Not To Say During a Presentation.

<https://blog.kevineikenberry.com/leadership-supervisory-skills/eight-things-not-to-say-during-a-presentation/>

Amplitude and Intonation

- Whatever you say
 - Make sure that **you are heard**
- Sometimes **speak down**
 - To **be heard**
 - To draw attention
- Speaking monotonically is a **dead kiss** for your audience
 - Entertain
 - Do not over-use
- Practice