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BSc Degree

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English – I (Basic English)
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The Slides

(Refer Slide Time: 0:15)



Hello, everyone, welcome back to the second session of the workshop on presenting effectively. And today, we will talk about how we can design good slides, how we can design impactful slides, and also how one can deliver one's presentation effectively and in a manner that draws your audience's attention, and also helps them absorb the key message that you are trying to convey. So, how does one design impact with slides? The key to note here, is that one does not have to be a great designer, often times, we get too absorbed or too bothered with the fact that presentation has to be absolutely aesthetic and beautiful and professional.

But the key here, is to understand that presentation slides need to be nothing more than functional and effective and uncluttered. So, functionality is a trait that is much more important than aesthetics. In most scenarios of course, if your presentation is being done for a very specific reason, where the aesthetic also matter a lot, then yes, maybe you should invest a lot more into designing an aesthetic slides. However, in most cases, it is enough that presentations are functional, uncluttered, and effective. And to design such slides, one does not have to be a great designer.

(Refer Slide Time: 1:49)

CREATING A SLIDE DECK

Type of Slide	Need	Usage Tips
Cover Slide	Necessary	Title + image
Overview Slide	Necessary	Indicate presentation objectives
Textual Slide	As needed	Legible font, minimal text
Visual Slide	As needed	Relevant pictures
Charts and Graph	As needed	For visualizing data
Section Header Slide	As needed	When there are sections
Summary Slide	Necessary	Call for action + key message
Thank You Slide	Preferable	To indicate conclusion

THE SLIDES

How does one design impactful slides? (Hint: you don't have to be a great designer!)

So, let us get into it. Let us look at what a slide deck can have, how you can structure your slide deck and have different sections. So, that your audience can actually find this visual accompaniment as an enhancement to your presentation not as something that is an obstacle. Of course, there is the cover slide which we will begin with which is necessary, where you put the title and image, if needed. And there is an overview slide, which again, I believe is necessary, because it indicates the objectives of your presentation, it tells the audience that you have a plan that you have a structure that you have planned this out and that this is not impromptu and free flowing.

Either the textual slide can be used as needed. It is the textual slide where you have your bullet points not more than six bullet points per slide. In legible font and as minimal text as

possible. And then visual slides can be slides that have images, again that are relevant to the content of your presentations, images that add to your presentation is in a substantial manner, not just features that look good or are remotely relevant to your presentation, unless they contribute to the presentation substantially. Visual slides can be done away with.

Charts and graphs again, very useful for visualizing data. Infographics, for instance, are a very good way of conveying data to your audience. Especially when your audiences not necessarily specialized in the area that you are specialized. In a section header slide again can be used as needed. And I personally believe that it is quite effective.

A section header slide is a slide such as this, where I am signposting exactly where I am in the presentation. And connecting this to the overview slide where there were the three main elements of a presentation. And it tells the audience that I am at the second part of this journey. So, it helps the audience also mark where they are in the presentation.

A summary slide again is necessary. It is where you talk about the call for action. And you summarize your key message, the main takeaways from your presentation as well. And then the thank you slide, which is preferable to indicate conclusion. So, these are the kinds of slides that you can use the things that you can remember when you are creating a slide deck.

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In the age of technology, we have no dearth of good templates, and using these templates does not require any level of expertise at all some of the websites that one can refer to or Prezi, Google Slides, Canva or you could always simply opt for Microsoft PowerPoint, all of

this work really well with some tinkering. You can also design really good slides with all of these platforms.

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IMAGES AND FORMATTING

- Images – use only from Creative Commons. Otherwise, always cite.
- Use graphics and SmartArt!
- Use the same font combination across all slides.
 - Sans serif + serif
 - Try not to use fonts that look too informal – e.g., Comic Sans
- Do not splash your slides with too many different colours.
- Spend some extra time formatting tables and cleaning up text.



Let us move on to think a little bit about the kinds of images that one uses in presentation and the formatting of the slides that about in Design. Now, formatting is again a very important aspect. Well formatted slides look professional and are easier for your audience to read and understand. So, just let us look at some points one by one. Use images only from Creative Commons, otherwise, always cite. So, if you are using images from the internet, it is better always to use images that are free from copyright, or that are Licensed under Creative commons so that they can be used for personnel for academic purposes, without the risk of any breaching of the law. If you are using a source that is copyrighted, however, you can always cite the author so that the or the photographer, or whoever is owning that photo, whoever owns that photo, gets credit for it.

So, if you are using something that is copyrighted, then citation is important. Citation of the source and who that photo is owned by is important. Use graphics and smart art now, it is quite easy to work with graphics and smart art. And if you feel that your information is better conveyed through graphs, and data visualization, please do not hesitate to use that.

Use the same font combination across all slides. So, generally, it is suggested that you can use two fonts for presentation not more than two. And one of them can be sans serif and one of them can be Serif font, which many designers think is a good combination. And try not to use fonts that look too informal, such as Comic Sans unless the situation is such that you are

in formal situation. And in that case, you can use whatever fonts you want to use. Do not splash slides with too many different colours. Slides can again follow a three colour scheme, not more than three colours per slide or per presentation.

Spend some extra time formatting tables and cleaning up text. Sometimes tables tend to be badly formatted when you copy-paste them from a different document. So, take an extra minute or two to format those tables and clean up text so that your slide deck looks uniform and all your slides look uniform.

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Font	Personality
Serif	formal, practical professional, traditional plain, nerdy
Sans Serif	stable, conformist young, plain happy, elegant

So, here is an example of what the difference between Serif fonts and Sans Serif fonts are like. So, Serifs are intended for a long sequence of words that exceed one line, they have little feet that guide the letters into each other so that the letters appear connected and serifs possess varying line weights that have the eye identify the letter quickly.

Now, some of the most common Serif fonts that we know are Times New Roman, for instance. Times New Roman point 12 is the standard form that a lot of people can use for publishing research papers and most newspapers also, I think, use some variation of Times New Roman.

Sans Serif fonts on the other hand, the word sans mean without sans serif means without Serif, without those little feet at the end of each letter. These letter forms are bigger and bolder. In Sans Serif typefaces are usually used in children's books, because of their simplicity, but some believe that they are more difficult to read. So, they are usually used in short bursts like headlines, subtitles and captions. Arial, which is the default Microsoft Word

font is a sans serif font. Again, it has a neutral sort of stable conformist sort of personality, which works well if you do not want to guise, or disguise your content in a font that has too much personality. So, that is about Sans serif and Serif fonts, can be useful to learn a little bit about typography if you are trying to design good slides.

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So, here is an example. A closer example that it indicates how Sans Serif font and Serif font are different. Serif fonts have these ascenders, serifs and descenders that clearly differentiate them from Sans Serif fonts, which do not have any little feet at the end of each letter.

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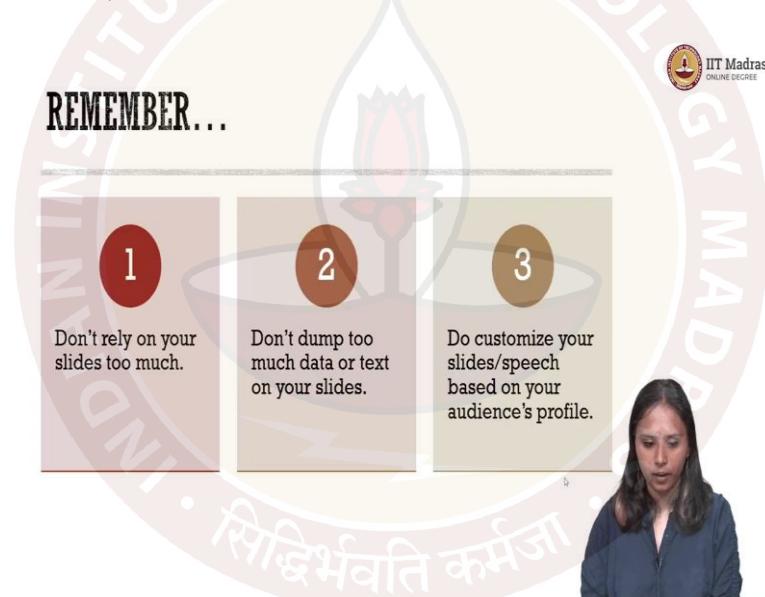
Stock and Sales Report, 1st Oct					
Countries	Stock	Stk Value	Sales Value	Stock (Units)	Stk Value
Senegal	143.0	422510.80	272126.00	174	5,067
Ivory Coast	221.00	689510.80	3746516.00	283	9,091
Ghana	173.0	578346.20	4054394.16	85	2,519
Nigeria	225.0	6327765.00	3239815.68	225	6,328
Uganda	205.0	625501.50	3295228.40	14	450
Kenya	283.00	909521.20	4047548.40	92	2,771
Tanzania	174.0	507471.60	209684.80	205	6,255
Zambia	92.0	2771152.80	1445193.20	8	3,295
Malawi	24.00	794961.60	476975.96	7	1,896
Zimbabwe	14.0	489271.60	231268.46	11	1,156
Mozambique	85.00	2518995.55	1265728.4	12	3,602
South Africa	321.0	1559511.40	6502212.00	Total	1,960
					61,823
					33,123
					1.9

24 units Heavy Truck sales in TNZ & KEN have been postponed to October

So, here is an example of how just a little bit of formatting can make a table much more readable. So, these two tables are exactly the same, they are conveying the exact same information. However, the table on the left is definitely much harder to understand or read. With some formatting, using good tables, some two or three colours, rounding off all the values, highlighting the total row in yellow, and adding serial numbers, the table on the hand side has become so much more readable and so much more readable at a glance.

So, you know presentation when your audience does not have a lot of time to look at, and pure read and understand complex data, it is better to format your data so that it is more readable in a shorter amount of time. Now, what would be even better would be to ensure that you can read this in the form of an infographic or using graphs and charts so that your main message can come across in an even easier manner.

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Three points you remember, whenever one is designing slides, which is to not rely on one slide too much. Slides are an accompaniment and an accompaniment only. And constantly looking at your slides while you are presenting. Or using only the slides as your crutch is absolutely not advisable. Of course, you have your own script, and the slides are only a guide for you and the audience to go through your presentation.

Do not dump too much data or text onto your slides again, quite obvious that one should not dump too much text. Because they would then become unreadable and also unattractive and may put your audience off your presentation, regardless of how good the content may be.

So, it is important to understand that too much text is not a good thing. Do customize your slides or speech based on your audience's profile. Depending on the kind of audience you are dealing with, you may decide to go for slides that are a little more neutral. Or, if you are presenting to a class of children, then you might go for slides that are a little bit more colorful. So, based on your audience's profile, you may also change up the personality of your slide deck.

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Now, having dealt with a few pointers on how one can design slides well, let us move on to the delivery aspect. Now, that your script and slides are ready, how will you deliver your presentation? Being calm, composed and confident does the trick. Although it is definitely easier said than done.

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PRE-PRESENTATION

- Rehearse – with a friend, to the mirror, or even your pet.
- Check whether the slides and the script are in sync. Correct any mistakes on the slides.
- Have your script/outline with you. Use it if necessary.
- Go early. If it's on Zoom, figure out the technical stuff well in advance.
- Know where the cameras/audience will be. Plan to position yourself accordingly.
- Dress well – what you wear makes a ton of difference to how you present.
- Breathe, be calm. Speak slowly and clearly.
- Wrap up within time. Do **not** extend your speech.



So, let us look at some of the things that one can do. Pre-presentation to be able to ensure that the delivery of the presentation is done well. Rehearse with a friend, to the mirror or even to your pet. Rehearsal is a very very important aspect of preparation. And it does wonders to the overall outcome that you will have with your presentation.

So, rehearsal is absolutely important. And doing it in front of the mirror is even better so that you can find out what your verbal tics are, what your physical tics are so that you can work on those tics later on. Check whether the slides in the script are in sync, correct any mistakes on the slides.

Sometimes when you change your view script at the last minute, your slides will not be in sync with the script that you have. So, when you quickly go through the slides and the script together before the presentation, you will be able to find out if there are any mistakes. If there is any problems in synchronization, you can correct those mistakes, even if it is by the last minute.

Have your script or outline with you use it if necessary. Now, some may disagree some may say that you must not have a script or an outline with you and that your presentation be completely spontaneous. Again, that is a matter of preference. I prefer that I have a script or an outline with me and I use it if it is necessary and I find that it works better for you. So, it is completely okay to have a script or an outline with you and you can use it if you find it necessary.

Go early, if it is a zoom, figure out the technical stuff well in advance. There are a lot of technical issues when we encounter a lot of other practical issues or may encounter even if it is a presentation that is done offline. So, going early can really give you the time and bandwidth to be able to deal with those issues well in advance.

Know where the cameras or the audience will be planned to position yourself accordingly, depending on whether this is a recorded presentation, or this is a live presentation, or an online presentation. You can look at what your setting looks like, what the presentation setting looks like, and position yourself accordingly you will look into the cameras.

If it is a recorded presentation, you may look at the audience from left to right if it is a live presentation. Or if it is an online zoom presentation then you can look at the judges or your audience or the most important people for whom the presentation is intended. Dress well what you wear makes a ton of difference to how you present.

Of course, self-explanatory in fairly obvious. Dressing well makes a lot of difference to how one feels about presenting that date on the day with presentation and dressing in functional effective and comfortable clothes is key to keeping oneself in a good zone that will help one do the presentation better.

Breathe, be calm, speak slowly and clearly. Speaking slowly and clearly are use a point that is particularly important because in most presentation situations where there are high stakes presentations are extremely stressful situations, one tends to speak faster than normal. However, in presentations, that is not ideal. So, regardless of again, easier said than done. So, generally, by breathing, being calm and speaking, consciously trying to speak slowly and clearly, once presentation, experience can become that.

Wrap up within time, do not extend your speech. Wrapping up within time again is an important, is an absolutely essential aspect of doing your presentation, well. No one likes to listen to people go over their time, over the stipulated time. And that only means that you are losing your audience's interest regardless of what kind of, what content you have to convey. So, again, advisable not to extend one speech beyond the stipulated time.

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THE OPENING AND CONCLUSION – TIPS

- Opening:
 - Ask a (rhetorical) question
 - State an interesting, attention-grabbing fact
 - Tell a short story/anecdote
 - State the purpose and outline your presentation

- Conclusion:
 - Summary
 - Call for action



The opening and conclusion, the delivery of your opening, in conclusion, can be made more impactful through a few strategies. So, the opening you may ask a rhetorical question, for instance, and the rhetorical question is a question that you posed to the audience but do not expect an answer to it is only used for emphasis.

So, for instance, a presenter may start off the presentation by asking “why do you think that people break the New Year's resolutions all the time?” or, a question like, “did you know that one in 60 people die in the road accidents every year?” All of these are rhetorical questions that are intended solely for emphatic effect, not necessarily questions that anticipate an answer.

So, because they are intended for emphatic effect, they act as really good tools in presentations and when you are trying to open presentations. You can otherwise state an attention-grabbing fact or an interesting fact about the topic that you are about to talk about, or you can tell a short story or anecdote from your own personal life.

To start off the presentation, drawing the audience in through personal anecdotes. Generally, personal stories attract a lot of attention, and they can be a good opening too, or you can simply be pretty straightforward and state the purpose and outline of your presentation and start up your presentation that also works if your audience is already interested, is an audience that is specialized in niche and is an audience that you know very well.

The conclusion, again should involve a summary of all the points that you have made, and an innovative call for action. Maybe that can be a feedback form, or a Google form that you ask

your audience to fill based on. Whether you are launching a product or whether you have done a presentation, or whether you want to recruit them for your research survey, depending on what your topic is, you can always find a way to draw the audience in to the to your own project in a tangible manner, in a practical manner by getting them to do something at the end of the presentation that has a greater impact on them than your presentation normally would have done, had you just spoken presented and left for home.

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POST-PRESENTATION

- Ask for questions.
- Take your time to process the questions. Break them down into chunks if necessary.
- Respond, don't react.
- If you don't know the answer, say so.



Post presentation, ask for questions. Again, that depends on whether there is enough time for a question-and-answer session. But if there is, it is considered courteous to ask for questions from the audience well in advance. And then take your time to process the questions. Some questions are long-winded or tough to answer, break them down into chunks if necessary.

And respond do not react oftentimes in question answer sessions, they come situations where questions might be provocative, questions might be convoluted, and it is up to the presenter, the ownership is on the presenter to react in a calm manner to respond to those questions meaningfully or to respond to them rather than giving an immediate reaction.

And if you do not know the answer to a particular question, you can always say no, you can always say that, that you do not know the answer, you can always admit that you do not know the answer, and suggest that they can take this discussion forward and later on outside of the session. And it is completely okay to do that.

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MAIN TAKEAWAYS

-  Preparation is key.
No one – not even the most accomplished orators – can get away with a lack of preparation.
-  You don't have to be a great designer to create great slides.
You only need to know where to look.
-  Minimalism wins.
Crisp and clear presentations always gain a lot more interest than long-drawn out ones.



So, that is the end of this two-part session on presenting effectively. The main takeaways from these two sessions are three main points. The first point is that preparation is key. No one, not even the most accomplished auditors can get away with a lack of preparation. So, sitting down and getting to work on your presentation, the core message of your presentation on the script of your presentation can actually do wonders for how well your presentation turns out. The second point is you do not have to be a great designer to design good slides, you only need to know where to look, and you will need to tinker around and use the many free resources that you have.

And craft a functional effective slide deck does not have to be the most aesthetic slide deck, but a functional slide deck. The final point is that minimalism wins. Crisp and clear presentations always gain a lot more interest than long-drawn at once. Presentations, where you stick to your time with slides uncluttered when you deliver your presentation without too much hassle. These presentations generally garner a lot more interest than a presentation that are long drawn out. So, those are the three main takeaways from these two sessions. And I hope this was useful. And I will see you in a future session. Thank you so much for your patience.