

On the principles of making a clear presentation
based on the work of Jean-luc Doumont

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You start your presentation with an attention-grabbing statement, to capture the interest of your audience

The introduction needs to answer the questions of what, why and how

need What is the setting that you are going to discuss?
This part is for the audience and is **not** about you yet

task Why is this setting interesting?
This part explains the motivating **research gap**

message How are you solving the problem?
Now you talk about **you** and your main message

- 1 You can use a table of contents to structure your presentation in **3 - 5** points
- 2 The table of content serves as a **preview** and helps the audience to follow
- 3 While optional, the audience should always feel like they know where they are

- 1 Feel free to highlight and introduce the current point that you are going to discuss
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The meat of your presentation starts now
by discussing your first point

A single point does not have to be limited
to a single slide

Longer presentations will cover each point
over multiple subsequent slides

Focus on keeping a clear structure
and **always** distinctively transition between points

The title is a full sentence conveying the main message using meaningful line breaks

A shifted \goldencolumn contains the main text that is of interest to the current slide

Each sentence is consistently and cleanly aligned and contains only the most necessary information

Sentences are best limited to two lines to maintain a high signal-to-noise ratio

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- 2 Take this time to link the previous point to the next one
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Consistency is key for a clear presentation
but you can change things up

A crucial statement or equation can deserve a more central presentation

$$G_{\mu\nu} + \Lambda g_{\mu\nu} = \frac{8\pi G}{c^4} T_{\mu\nu}$$

You can visually link to **crucial parts**
by using colour and connections

Einstein, Albert. (1916)

Figures can always be shown and discussed because of the refreshing amount of whitespace



The great wave off Kanagawa
Kanagawa-oki nami ura

The properties of interest are

- woodblock print from the Edo period
- belongs to the Ukiyo-e stream of art
- made by Hokusai

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- 3 Right now, you can transition to your final point

Never show information that you do not yet need
by applying the principle of spoon feeding

Only revealing what you currently need
forces the audience to follow you along

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Your slides should be understandable on their own
but you guide the audience while presenting

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- 2 You need a review now to transition to the conclusion
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You can use the table of contents as a review slide
or use a more traditional summary slide

The conclusion precisely states how you tackle the need from the introduction

Your refreshed audience...

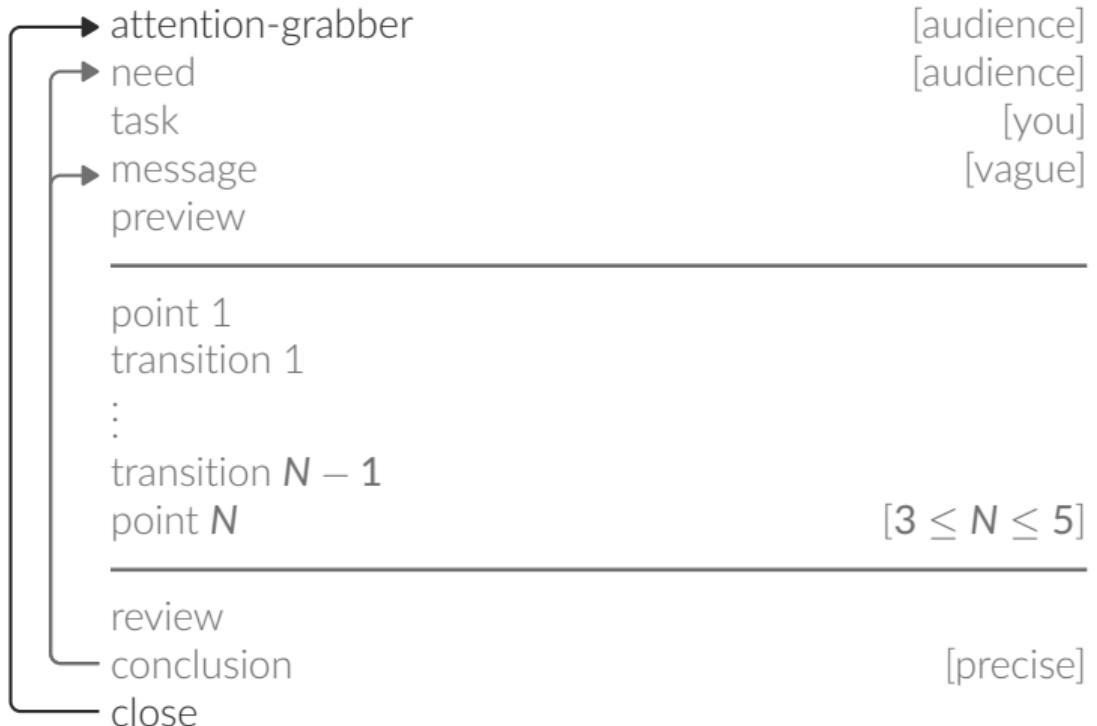
...loves to hear how your method
outperforms SOTA by [quantity] in [metric]

...can be told that you solved
the most difficult problem in your field

...is amazed by your quick-witted proof
of a crucial theorem that opens up new perspectives

You close the presentation by linking your conclusion to the attention-grabbing statement at the start

Bonus: the general (recursive) structure of a presentation





Visit personal
page

This page can display logos, QR codes
or any other content after your presentation

It can stay open during further Q&A