Building a Beautiful and Engaging Slide Deck

Sections of your Slide Deck

Title Slide

- **Name your project**

- **Have fun with it! Make it catchy**

- **List your teammates in alphabetical order by last name if applicable**

- **School logos are a bonus**

Your Background

- One slide per teammate

- Bullet point your:
  - Prior education if applicable
  - Employment
  - Subject matter expertise
  - Where you were last or currently employed

- A picture of yourself is a bonus

- Connect who you are to your project or DS

- Sell yourself! Potential employers may see this

Project Background / Intro

- **Wind up to your evaluation questions**

- **What does someone need to know to understand your project topic?**

- **What is relevant to understanding your results and findings?**

- **Start general and get more specific – storytelling!**

- **Don't overload them**

- **Approximately 3-5 slides**

Methods

- **Evaluation questions**

- **Talk about how you:**
  - **Gathered / found data**
  - **Manipulated /wrangled data**
  - **Created new variables**

- **Approximately 1-3 slides**

Methods

- **What languages did you use?**

- **What tools did you work with?**

- **How much data do you have?**

- **Can provide summary statistics here**

- **Don't include code**

Results

- **Your meat and potatoes!**

- **Longest part of your presentation**

- **Discuss exploratory findings**

- **Order them to tell your story**

Results

- **Each slide should be visual with a summary header**

- **Relevant p values can go in the bottom right corner**

- **Each slide should cover different information**

- **Code should not be shown**

Summary

- **JUST ONE SLIDE**

- **Sum up the results section**
    - **What changed?**
    - **What didn't change?**
    - **What was significant?**
    - **What were the predictors?**

Conclusions

- **JUST ONE SLIDE**

- **What is the big picture takeaway?**

- **What do you want someone to take action on?**

- **What is the most important part of this work?**

- **How does this project change:**
  - **Lives**
  - **The industry**
  - **A company's business operations, profit margin, efficiency…**

Questions

- Have an ending slide with "Questions?" on it

- Be prepared for questions from staff like:
    - If you had more time, what else would you do?
    - What's next for you?
    - What was the most difficult part of this project?

- The more questions about your work, the better you did!

- Can have slides in reserve to handle anticipated questions

How do I handle references?

- If you borrow people's work, you must cite it

- Put name and year in bottom right corner, tiny text

- Put whole reference at the end of the deck, only show if asked

General Advice

Who's my audience?

- Fellow project students

- Staff at your school and Woz U

- Potential employers

- Current students and graduates

What tone should I use?

- Speak to a non-technical audience

- Communicating technical info easily is a skill itself

- Keep it light and fun

- Practice, so you aren't nervous and don't go too fast

WIIFM

- "What's in it for me?"

- You should answer this throughout your presentation

- Clearly hit on it in the conclusions

- Helps engage your audience – put yourself in their shoes and hook them in

Signpost your work

- Give them an outline

- Tell them where they are in your presentation at any given time

- Divide up results by evaluation question

- Use sub-headers

Aesthetics

- Your background graphics should not be distracting
- Your text must stand out from your background (high contrast)
- No neon colors. Period.
- Don't use black backgrounds
- No more than 3 colors
- Same font size, type, and color throughout
- Slides should look the same no matter who made them

Don't Read off Your Slide

- Slides should be summaries of your discussion

- Create a script, but then practice it and ultimately ditch it

- Utilize the notes section in PPT

- Slides should be text-minimal

Questions?