

Final Project: Extra Credit

up to 2% on Final Grade

Groups: 3-5 minutes (specify who is involved)

Individual: 2 minutes

Can be a slideshow presentation w/ voiceover.

Can be something more creative. Has to effectively communicate your project.

Data Science: Oral Communication

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01:

Your Audience



02:

Storytelling



03:

The Grammar of Graphics



04:

The Glamour of Graphics





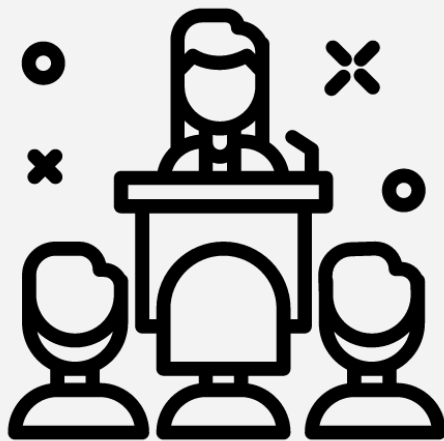
Presentation Goals

1. Inspire
2. Educate
3. Entertain



Ground Rules

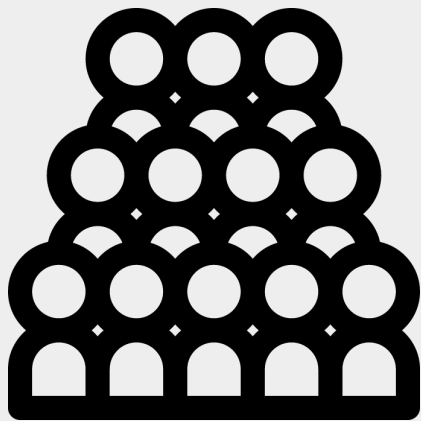
1. Prepare
2. Practice
3. Don't go over time



01:

Your Audience

Your Audience



Consider your audience.

- General vs. technical?
 - Audience background?
 - Setting?
-

General



background



limit technical details



emphasize take-home

Presentation: General Audience

Introduction & Background

- Details on background material
- Full explanation of question and why doing analysis



Analysis

- Limited discussion of approach
- Focused presentation of results



Conclusion

Your Audience

General



background



limit technical details



emphasize take-home

Technical



limit background



all-the-details



emphasize take-home

Presentation: Technical Audience

Introduction
&
Background



Analysis

- Details on methodology
- Detailed results
- Discussion of tools/approach

Conclusion





02:

Storytelling



Storytelling: Ground Rules

1. Enticing, short title
2. Clear presentation
3. All the necessary info
4. Nothing extra



Outline Your Talk

1. Introduction
2. Topics (1, 2, 3)
3. Conclusion

In other words...
repetition is OK



Outline Your Talk

1. Tell them what you'll tell them.
2. Tell them.
3. Tell them what you told them.

Checklist

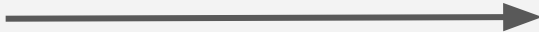
Talk

- ☐ Has a good title
- ☐ Tells a story
- ☐ Only essential info on slides
- ☐ Appropriate level of detail for audience
- ☐ Practiced
- ☐ Orienting audience to all figures
- ☐ Within time limit
- ☐ Take-home message explicitly clear

On your slides...

- Limit number of ideas
- Limit words
- Choose good fonts
- Make text readable
- Include references

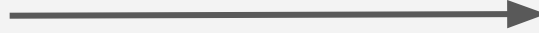
Slide Design Matters



This is not very easy to read.

This is much
easier to read.

Use Large (enough) Text



*This is not very
easy to read.*

This is much
easier to read.

Choose Good Fonts

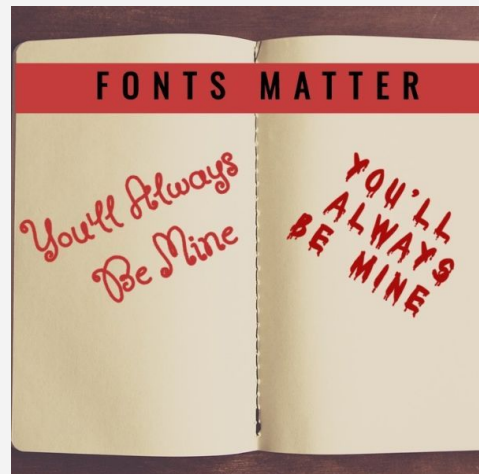
Fonts matter



MEGAFLICKS



Fast Taco



Fonts matter

Roboto family

Source family

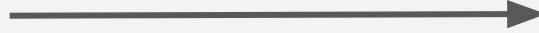
Fira family

Alegreya

Crete Round

Muli

<https://practicaltypography.com/>



This is not
very easy to
read.

This is much
easier to read.

Choose Good Colors

Color is Hard.

- Figures
 - Slides
 - Highlighting
-

Rule #1: Choose intuitive colors.

NOT IDEAL



GOOD
BAD



FOREST
LAKE



FEMALE
MALE

BETTER



GOOD
BAD



FOREST
LAKE



FEMALE
MALE

Rule #2: Consistency is key.

NOT IDEAL

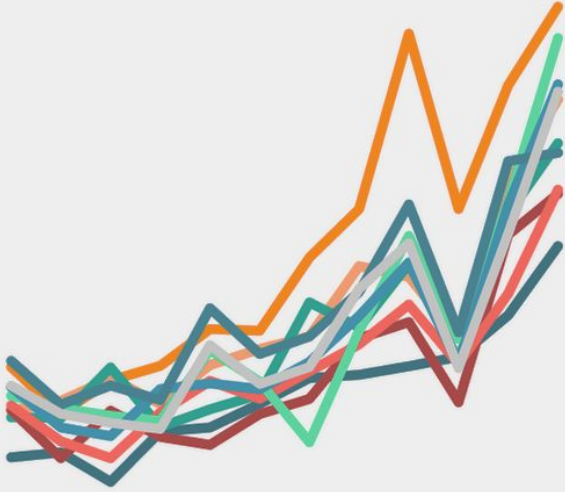


BETTER

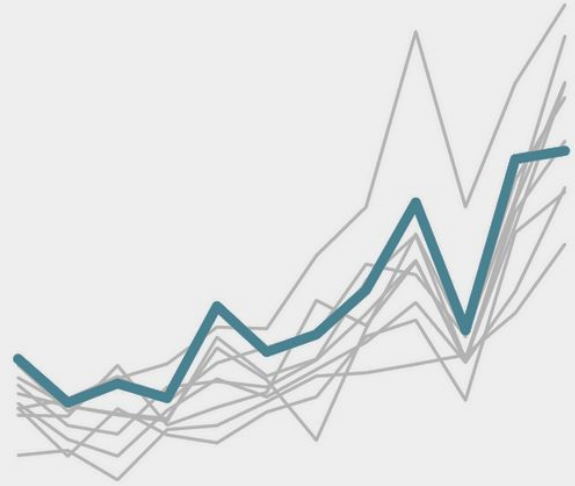


Rule #3: Gray is (definitely) your friend.

NOT IDEAL



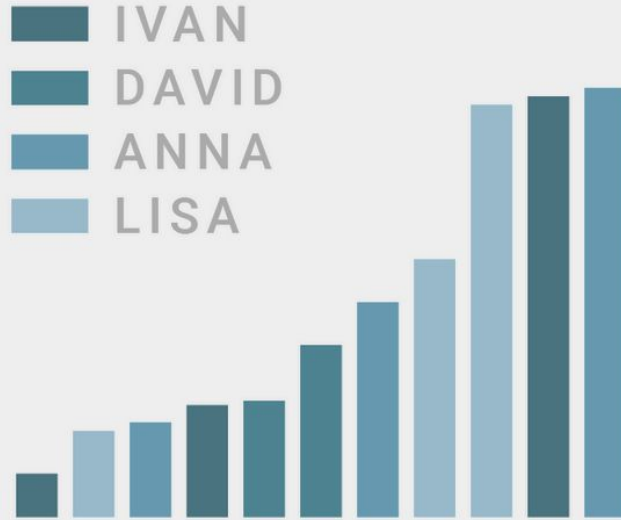
BETTER



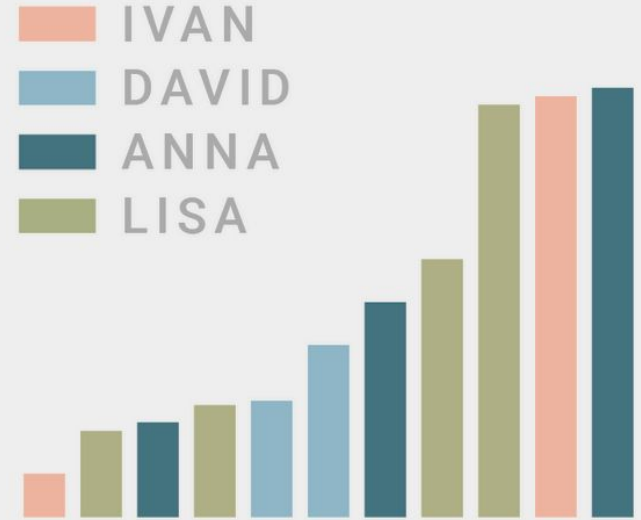
<https://blog.datawrapper.de/colors/>

Bonus: Gradients for continuous. Distinct for categories

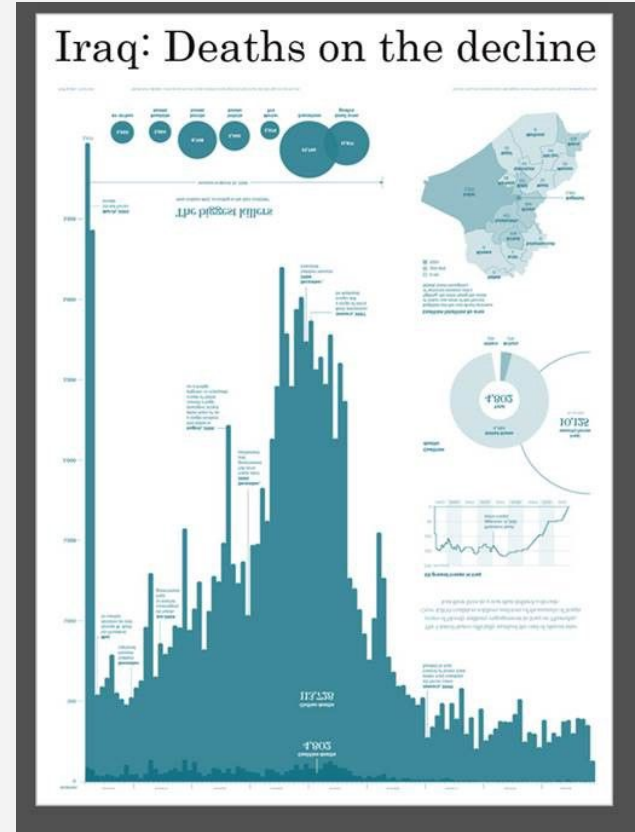
NOT IDEAL



BETTER

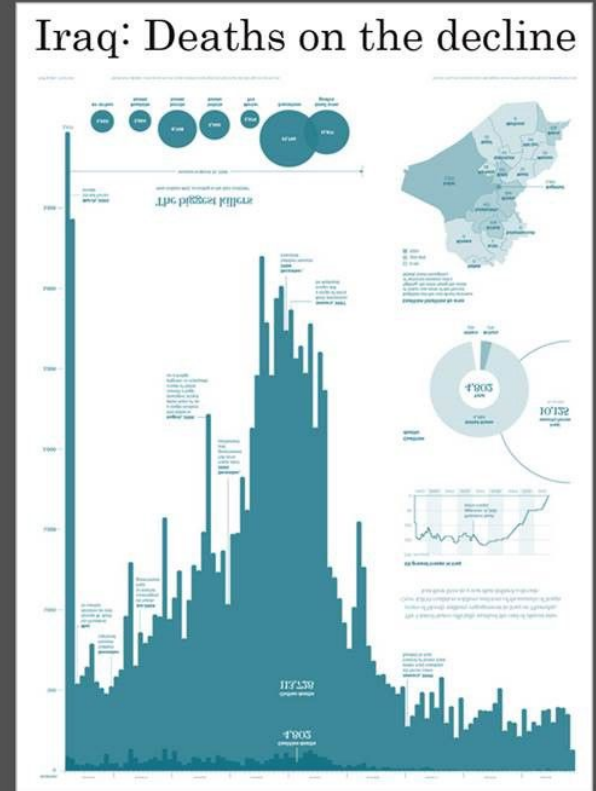
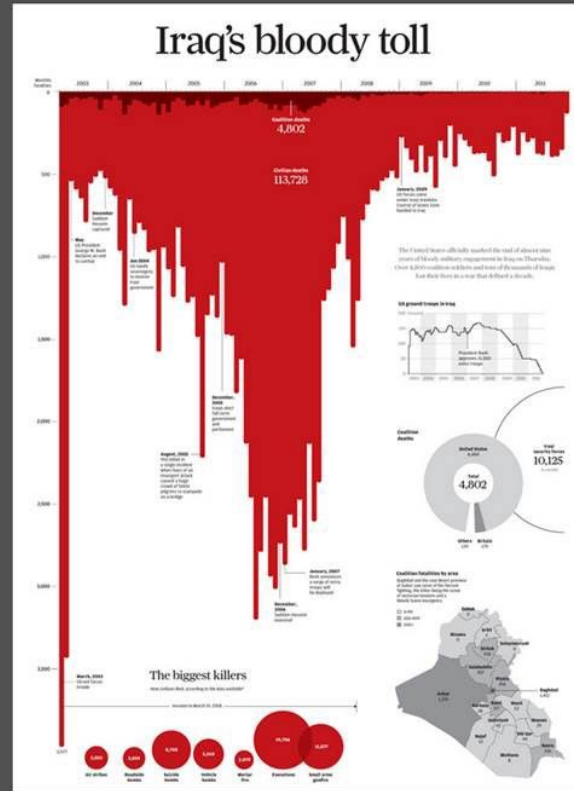


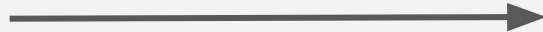
Design choices alter the tone of your message



https://medium.com/@Elijah_Meeks/what-charts-say-6e31cbba2047

Design choices alter the tone of your message





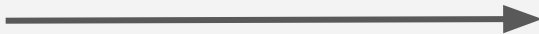
Title

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Size

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Hierarchy for Attention



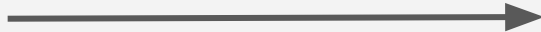
Title

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Weight

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Hierarchy for Attention



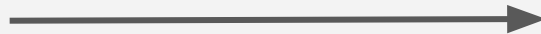
Title

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Color

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Hierarchy for Attention



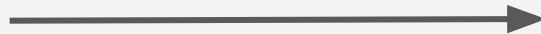
Title

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Spacing

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Hierarchy for Attention



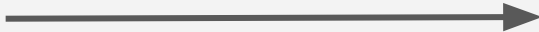
Title

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Typeface

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Hierarchy for Attention



Title

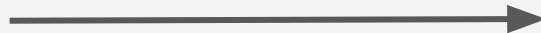
This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Title

SUBTITLE

This text is not really important, and it's not where I want you to focus your attention, so I'm going to play around with some things that allow you to focus on what I want you to focus on.

Hierarchy for Attention



- You waste others' time
- IF YOU
DON'T
ALIGN
STUFF
- It's distracting
 - It's unhelpful to your viewers

ALIGN STUFF

- Worth the time
- Doesn't distract
- Helps viewers

Take the Time to Align

Slides

- ☐ Consistent theme throughout
- ☐ Tone sets appropriate theme
- ☐ Good, consistent fonts
- ☐ Consistent, accessible colors
- ☐ Important stuff highlighted
- ☐ Alignment looks good
- ☐ Appropriate text/font size
- ☐ Appropriate whitespace
- ☐ Colors will project well