

## Rules for Viewgraphs

Most important: keep them: clean, simple, necessary to the story line.

### Controversy: Number of viewgraphs versus material on them.

- On the one hand:
  - Transparencies should illustrate a *single point* and, like the presentation itself, have only one focus
  - The less busy a viewgraph appears, the more justice it does to the information it attempts to communicate
  - Complex data/figures cannot be fully appreciated unless the speaker separates them into a series of simplified units.
- On the other hand:
  - Flipping through many viewgraphs fragments the talk.
  - Organizing each part of the story on one viewgraph gives audience sufficient in-one-place info to absorb it.
  - Putting related figures/data on one viewgraphs allows relationships to be displayed and explained.

### Agreement exists on:

- Try to avoid showing tables. Keep fewest significant digits.
- Equations intimidate most audience who then "tune out." Use with care, introducing physics of the symbols first. Never change a symbol within a viewgraph or from one to the next.
- Lettering on viewgraphs can't be too large; 17 point minimum. Standing at back of room check that you can read it.
- Uniformity of style throughout the presentation accentuates and underscores the flow and coherence of the talk.
- Figures
  - Clearly label axes with at least 17pt type. Check by standing at back of room that you can read it.
  - Delete all information from figure irrelevant to talk.
  - Make figure work for you. Move beside figure indicating each point. Name it; don't use "this" and "that."

### What do you do now?

#### To cite this page:

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<<http://www.physics.ohio-state.edu/~wilkins/writing/Handouts/viewgraphs.html>>

[Friday, 06-Jan-2017 18:36:58 EST]

*Edited by: wilkins@mps.ohio-state.edu on Tuesday, 19-May-2015 12:09:57 EDT*