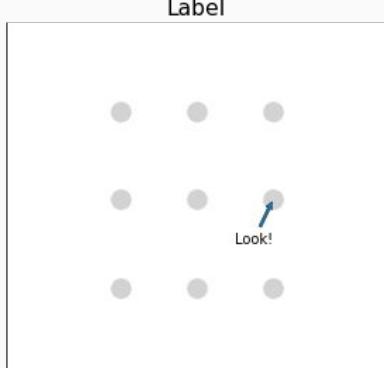
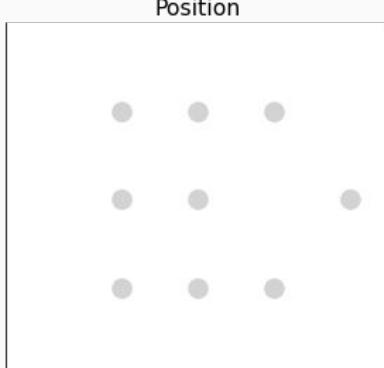
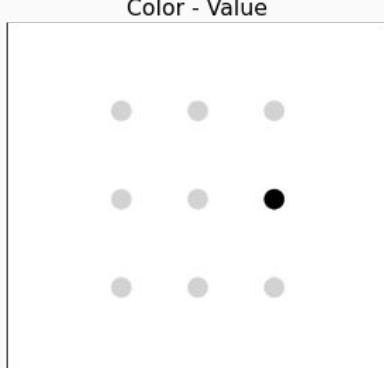
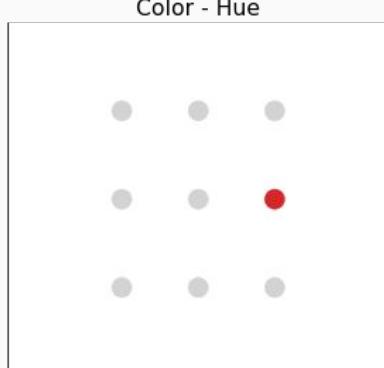
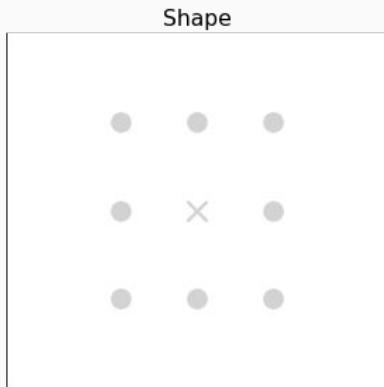
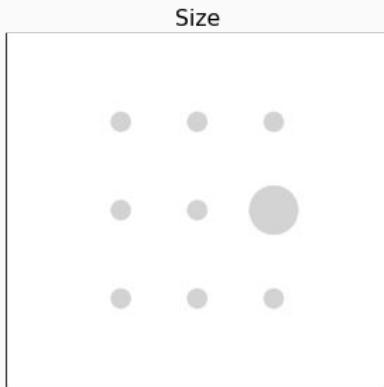
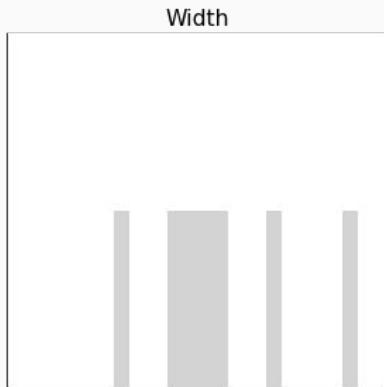
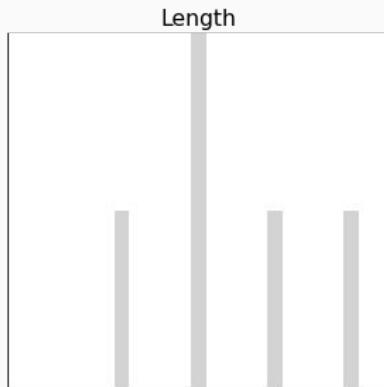


# Non-Technical Presentation

## A Guided Practice

# Check In: Pre-Attentive Attributes

*From Claude Fried: Data Visualizations GP*



# Check In: End of Phase Deliverables

## **Presentation Content:** Presentation clearly demonstrates the value of the project to stakeholders by...

- Using plain language and clear visuals accessible to non-technical stakeholders
- Describing the project goals, data, methods, and results
- Explicitly connecting the descriptions of the project to stakeholder needs
- Having a distinct introduction and conclusion

# Business Case

We want to help our stakeholder  
solve a business problem

# Where to Start?

## Stakeholder

Microsoft Corporation

?

Molly's Hair Salon

## Business Problem

To create a film studio, but  
don't know filmmaking

?

?

## Data

Scraped and collected from  
film databases

X-ray images from consenting  
patients w/out Pneumonia

?

Consider our  
stakeholder's  
perspective

# Stakeholder's Perspective

## We need to *Translate*...



## Conclusions: Highest ROI

- Low budget films have the highest ROI by a significant margin
  - The Mystery genre has the highest mean and median ROI
  - Runtime of 75 - 85 minutes yields optimal returns



# End of Phase Deliverables

## Slide Style

This element assesses the style of a student's slides. Slides are evaluated based on how well the style enables the presenter to communicate with an audience and the audience to access the content.

- Style includes all visual elements, such as layout, colors, and fonts
- Style should match the expectations of a professional business presentation

Complete	Most slides include most items from the checklist (3 or more out of 5)
Incomplete	Most slides do not include most items from the checklist (0-2 out of 5)

**Slide Style:** Slides have a professional style, such that...

- Slides use a professional template
- Slides are not cluttered
- Slides are light on text
- Slide text is easily readable
- Visuals are easy to understand

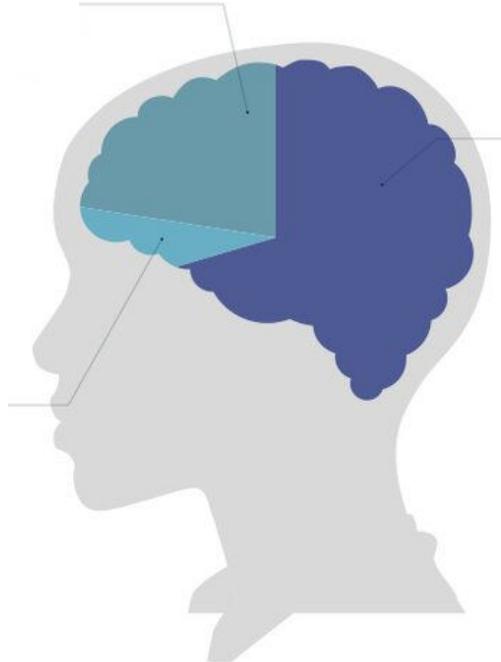
# Cognitive Load Theory

mcdreeamiemusings.com @mcdreeamie



## intrinsic cognitive load

*complexity of new  
information*  
SIMPLIFY



## extraneous cognitive load

*distracts working  
memory from  
processing new  
information*

REDUCE



## germane cognitive load

*deep processing of  
new information by  
integrating it with  
previous learning*

MAXIMISE

# Cognitive Load Theory

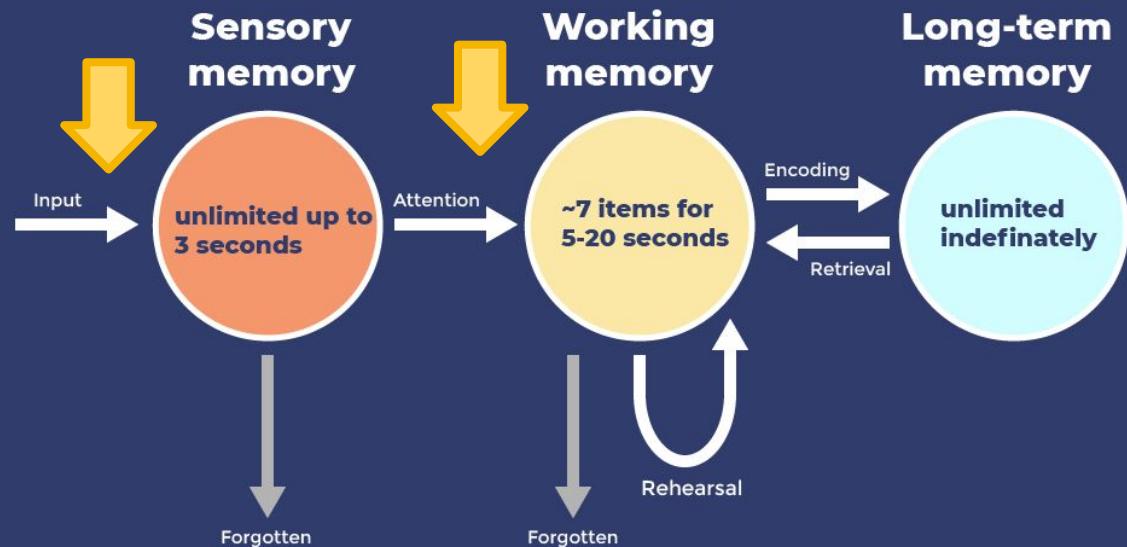
Information has two options:

**Remembered**

or

**Forgotten**

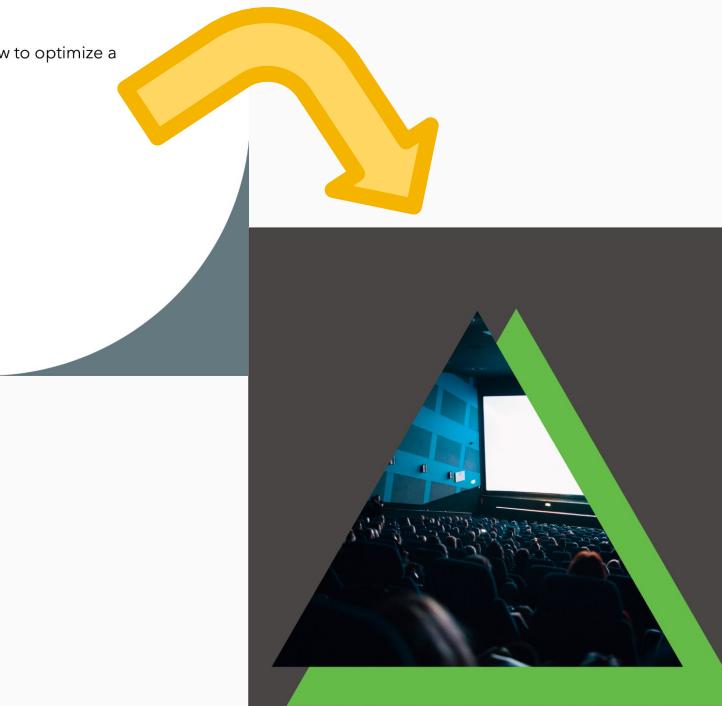
## Information Processing Model



# Cognitive Load Theory: Attention

## Summary

- A statistical analysis of data in the film industry to provide insights into how to optimize a movie studio's return on investment.
- Statistics analyzed:
  1. Film Budget
  2. Movie Runtime
  3. Film Genre
- Findings:
  1. Low budget films (\$1-\$5M) offer the highest ROI.
  2. A runtime of 95-105 minutes has the most entries that doubled investment.
  3. The horror genre offers a significantly higher ROI than the next closest genre.



## Executive summary

Statistics analyzed for the highest ROI:

- Runtime
- Genre
- Production Budget

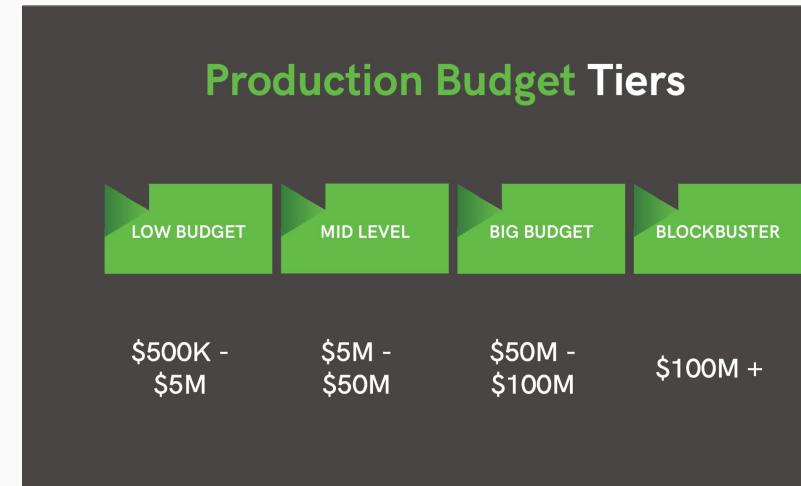
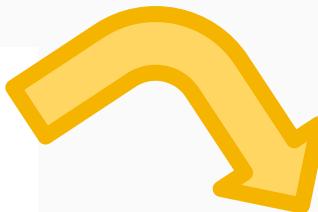
Findings:

- A runtime of 75-85 minutes
- The Mystery genre
- Low budget films (\$500K-\$5M)

# Cognitive Load Theory

## Methods: Production Budgets

- Although production budgets have a very strong correlation with worldwide gross (.79), production budgets have an extremely weak (negative) correlation with ROI (-.02). That is, as production budget for a film increases, the worldwide gross is likely to increase as well but with minimal effect on its actual ROI. Therefore, a linear study would not be optimal.
- As such, production budgets were broken down into four categories for analysis:
  - Low budget: \$0.5M-\$5M budgets
  - Mid-level budget: \$5M-\$50M
  - Big Budget: \$50M-100M
  - Blockbuster Budget: \$100M+



# Color Theory<sub>(1)</sub>

Colors > Color wheel

## Color wheel

Want to know what colors look good together?  
Canva's Color Wheel makes color combinations  
easy.

Color theory and the color wheel

1. Pick a color

#4285f4

2. Choose a color combination

Complementary

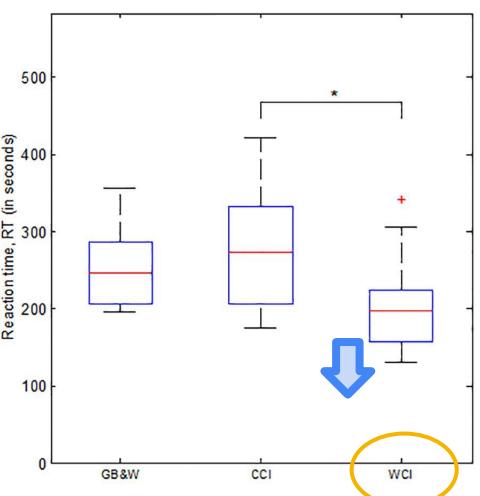
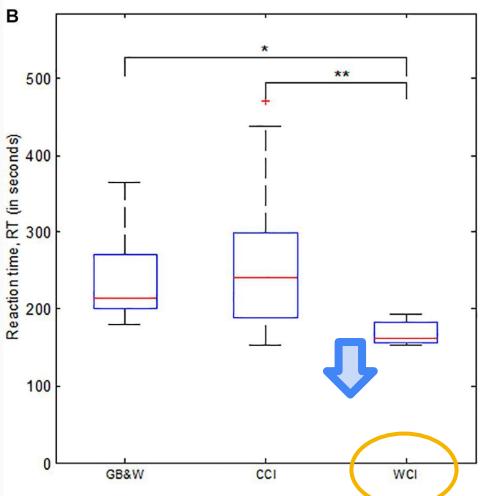
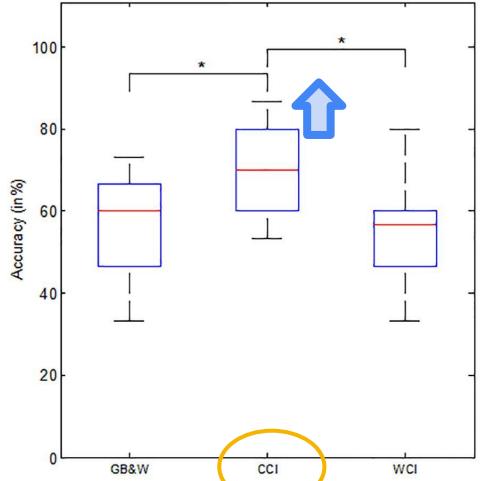
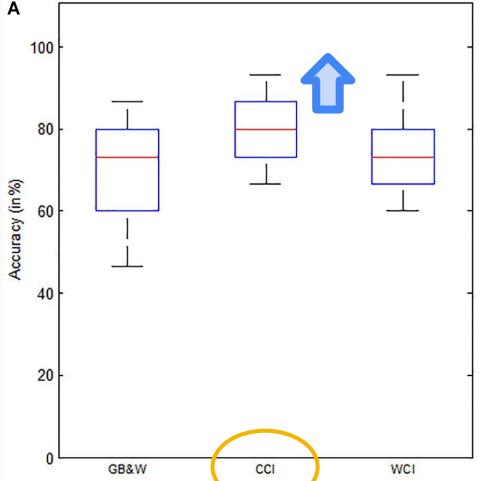
# Color Theory<sub>(2)</sub>



# Results<sub>(2)</sub>

Proper use of color can increase retention accuracy and reaction time in learning.

- GB&W: Group 1  
Grayscale
- CCI: Group 2  
Cool-Colored Illustrations
- WCI: Group 3  
Warm-Colored Illustrations



# Color Theory<sub>(3)</sub>

Adobe Color

CREATE EXPLORE TRENDS LIBRARIES

Sign in

Game Design

Level up your color game by analyzing the latest color trends of your fellow game designers on Behance.

Bubble Witch 3 saga

Reya

Tohu

Merge Kulu Island

747 Fantasy

View More >

---

Wilderness

Find color inspiration in the wildest landscapes on Adobe Stock with dynamic palettes from the natural world.



# Fonts(4)

## TYPOGRAPHY ANATOMY

---

A guide to help you understand some of the words in this post.



## Tone: Relational Dimensions<sub>(5)</sub>

Funny ————— Serious

Casual ————— Formal

Enthusiastic ————— Matter-of-Fact

Irreverent ————— Respectful

# Tone<sub>(6)</sub>

**Voice modulation:** Controlling and adjusting the sound of your voice as you're speaking.

High

Low

Fast

Slow

# Presentation Challenge



Presentation Challenge  
August 4, 2022 Champions



Heath Rittler  
Columbus, Ohio  
After I graduate from Flatiron, I plan on using my data science skills to enhance the start ups that I have co-founded.



Louis Casanave  
Brooklyn, NY  
After I graduate Flatiron, I'm hoping to find a job where I implement Natural Language Processing often.



Robert Harrow  
New York, NY  
After I graduate from Flatiron, I'm hoping to find a rewarding (and challenging) career in tech.

# Presentation Challenge How To

## Data

 **Describe** the source or method of obtaining data

## Results

 Display and **interpret** visualization

## Recommendation

 Create relevant and **actionable** recommendations

1. Choose a visualization from: <https://howisfelix.today/>? Or <http://hint.fm/>
2. Create a 4 slide Presentation:
  - a. Title
  - b. Data
  - c. Results
  - d. Recommendations
3. Grade presenters based on **Presentation Content** and **Slide Style**, best score wins!

# Thank You



Email: [morgan.jones@flatironschool.com](mailto:morgan.jones@flatironschool.com)

Teacher GitHub: <https://github.com/mojo-flat>

LinkedIn: <https://www.linkedin.com/in/morgan-jones-datascience/>

Your feedback is greatly appreciated:

<https://forms.gle/Ym9QxcbP18b87mF17>

# Appendix: Accessibility<sup>(7)</sup>

7

<p>Ensure that color is not the only means of conveying information.</p>	<p>Select <b>Start &gt; Settings &gt; Accessibility &gt; Color filters</b>. Turn on the <b>Color filter</b> switch, and then select <b>Grayscale</b>. Visually scan each slide in your presentation for instances of color-coding.</p>	<p>People who are blind, have low vision, or are colorblind might miss out on the meaning conveyed by particular colors.</p>	<p><a href="#">Use an accessible presentation template</a> <a href="#">Use built-in slide designs for inclusive reading order, colors, and more</a></p>
<p>Use sufficient contrast for text and background colors.</p>	<p>To find insufficient color contrast, use the <a href="#">Accessibility Checker</a>. You can also look for text in your presentation that's hard to read or to distinguish from the background.</p>	<p>Strong contrast between text and background makes it easier for people with low vision or colorblindness to see and use the content.</p>	<p><a href="#">Use accessible font color</a> <a href="#">Use built-in slide designs for inclusive reading order, colors, and more</a></p>

# Appendix: Accessibility (3)

7

Adobe Color

CREATE EXPLORE TRENDS LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility Tools New

Tools WCAG 2.1 Level Import Colors

Contrast Checker AA

Text Color #FFFFFF Background Color #4285F4

Contrast Ratio 3.56 : 1

Preview

Regular Text A high color contrast makes anything easier to read

Large Text A high color contrast makes anything easier to read

Graphic Components □ ● ▲

Fail for 17pt and below

Pass for 18pt and above / 14pt bold and above

Pass for icons and actionable graphics

Recommendations Save

Contrast Suggestions

T Contrast Ratio 5.0:1

T Contrast Ratio 5.0:1

T Contrast Ratio 6.0:1

Set a Contrast Ratio

Save to Libraries

The screenshot shows the Adobe Color application's accessibility tools. At the top, there are tabs for 'CREATE', 'EXPLORE', 'TRENDS', and 'LIBRARIES'. Below this is a navigation bar with 'Color Wheel', 'Extract Theme', 'Extract Gradient', 'Accessibility Tools' (which is selected and highlighted in green), and a 'New' button. Under 'Tools', there are sections for 'Contrast Checker' (set to AA level) and 'Import Colors'. The main area displays 'Text Color' (#FFFFFF) and 'Background Color' (#4285F4). The 'Contrast Ratio' is shown as '3.56 : 1' with a red exclamation mark. Below this, there are three preview sections: 'Regular Text' (text on blue background), 'Large Text' (text on blue background), and 'Graphic Components' (blue background with white icons). Below each preview section is a status message: 'Fail for 17pt and below' (red), 'Pass for 18pt and above / 14pt bold and above' (green), and 'Pass for icons and actionable graphics' (green). To the right, there are 'Recommendations' and 'Save' buttons, and a sidebar titled 'Contrast Suggestions' showing three color combinations with their respective contrast ratios: 5.0:1, 5.0:1, and 6.0:1. Each suggestion includes an 'Apply' button and a preview swatch. At the bottom right is a 'Save to Libraries' button.

# Appendix: Presentation Anxiety - Improv<sub>(8)</sub>

Meetup  Start a new group Log in Sign up

Home > Topics > Improv > Worldwide Map icon

## Improv ▾

Find out what's happening in Improv Meetup groups around the world and start meeting up with the ones near you.

406,895 members | 578 groups

[Join Improv groups](#)

Related topics: [Comedy](#) · [Theater](#) · [Performing Arts](#) · [Stand-Up Comedy](#) · [Sketch Comedy](#) · [Acting](#) · [Comedy Club](#) · [Social](#) · [Theatrical Improv](#) · [Self-Improvement](#)

### Largest Improv groups

Rank	Group Name	Members	Location
1	Berlin Comedy in English	9,141	Berlin, Germany
2	Chicago Improv Theater	4,500	Chicago, IL, United States
3	Improv Comedy Club	3,500	Los Angeles, CA, United States
4	Improv Comedy Club	2,500	Chicago, IL, United States
5	Improv Comedy Club	2,000	Seattle, WA, United States

**1 Berlin Comedy in English**  
9,141 Chucklers | Berlin, Germany  
 Organized by Ben MacLean

# Appendix: Presentation Anxiety - Posture<sub>(9)</sub>

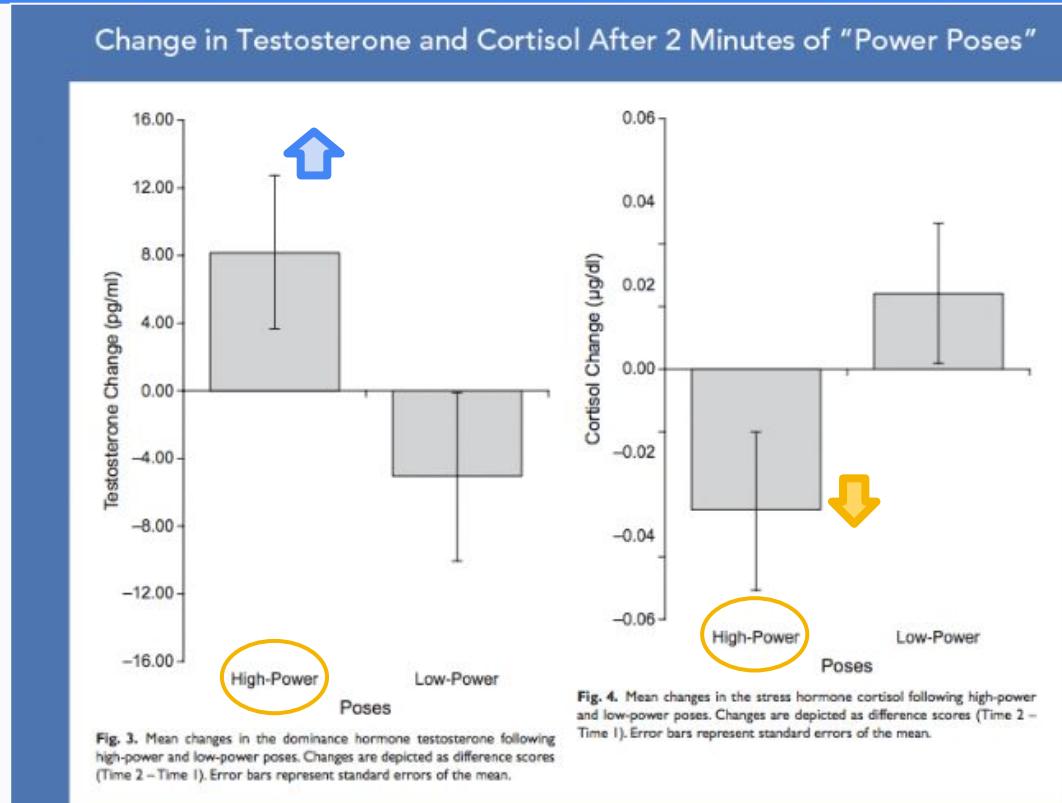
High Power



Low Power

# Appendix: Presentation Anxiety - Posture<sup>(9)</sup>

Testosterone ↑  
Cortisol ↓



# Appendix: Presentation Anxiety - Smells<sub>(10)</sub>



*"Aromatherapy is the use of essential oils from plants...as a complementary health approach"*

## Energy



## Calmness



# Appendix: Presentation Anxiety - Clothes<sub>(11)</sub>



# Appendix: Presentation Anxiety - Food<sub>(12)</sub>

## Protein Complex Carbs



## Omega-3's



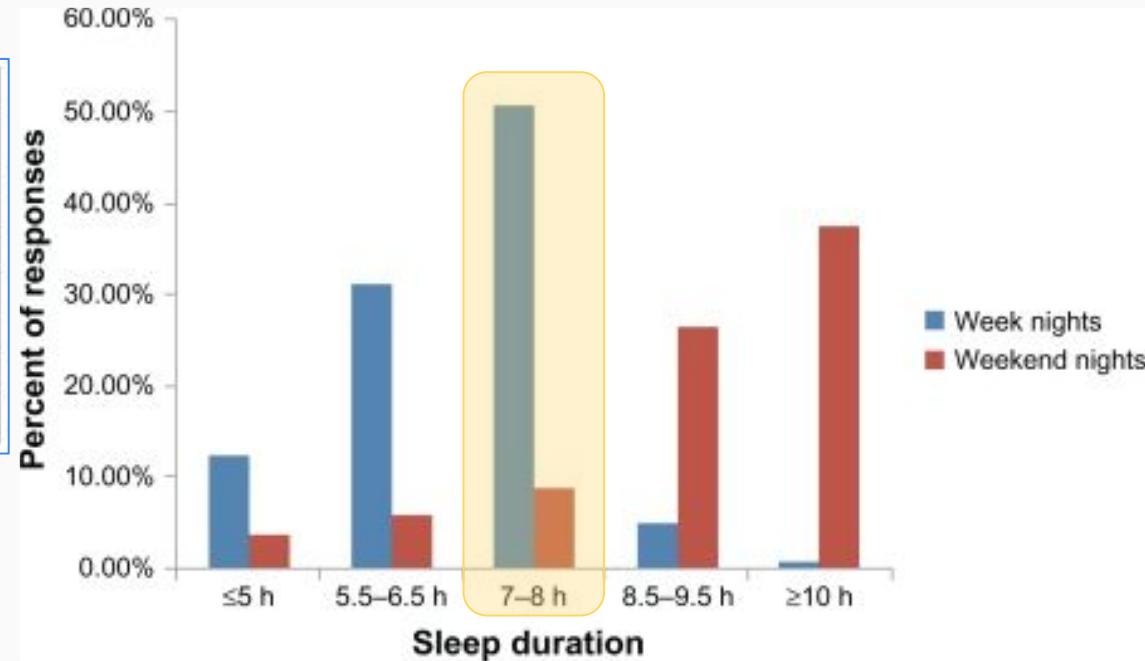
## Calcium B6



# Appendix: Presentation Anxiety - Sleep<sub>(13)</sub>

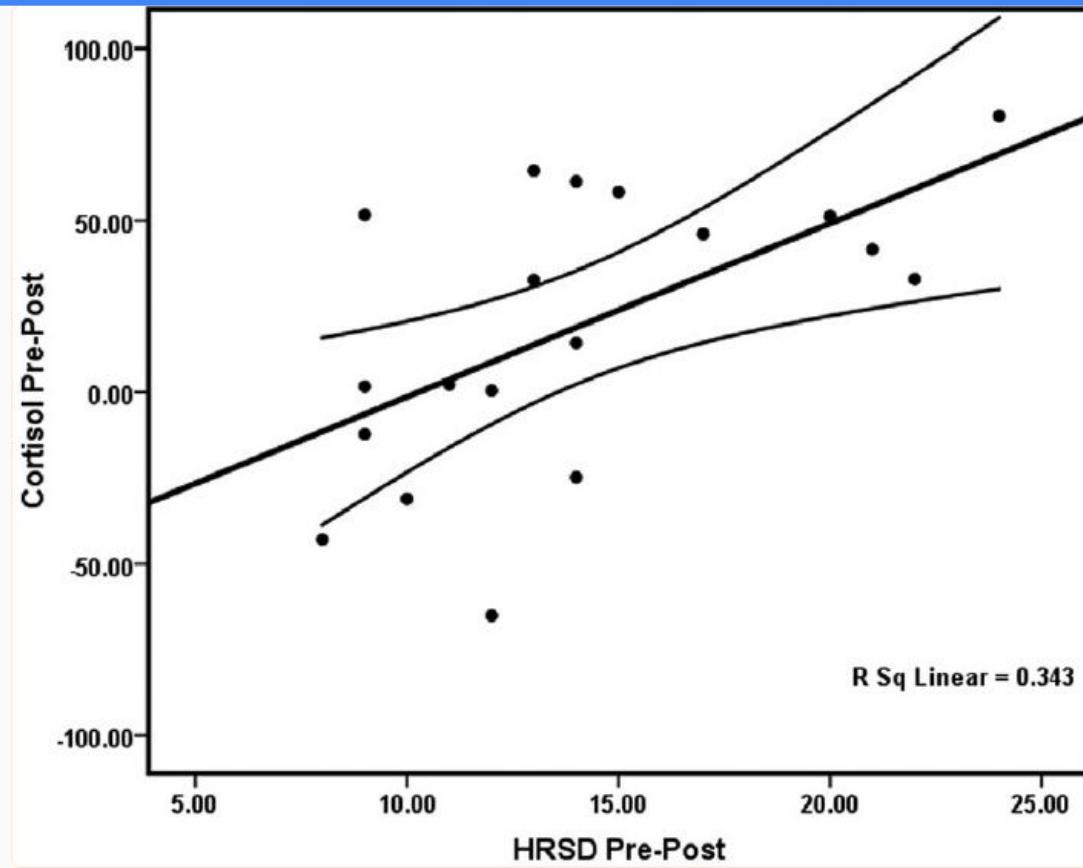
Table 1 – AASM Guidelines for Sleep Time by Age

Age	Recommended sleeping hours per 24 hours
3 - 5 years	10 to 13 hours
6 - 12 years	9 to 12 hours
13 - 18 years	8 to 10 hours
18 - 60 years	7 or more hours
61 - 64 years	7 to 9 hours
65 years and older	7 to 8 hours



# Appendix: Presentation Anxiety - Exercise<sub>(14)</sub>

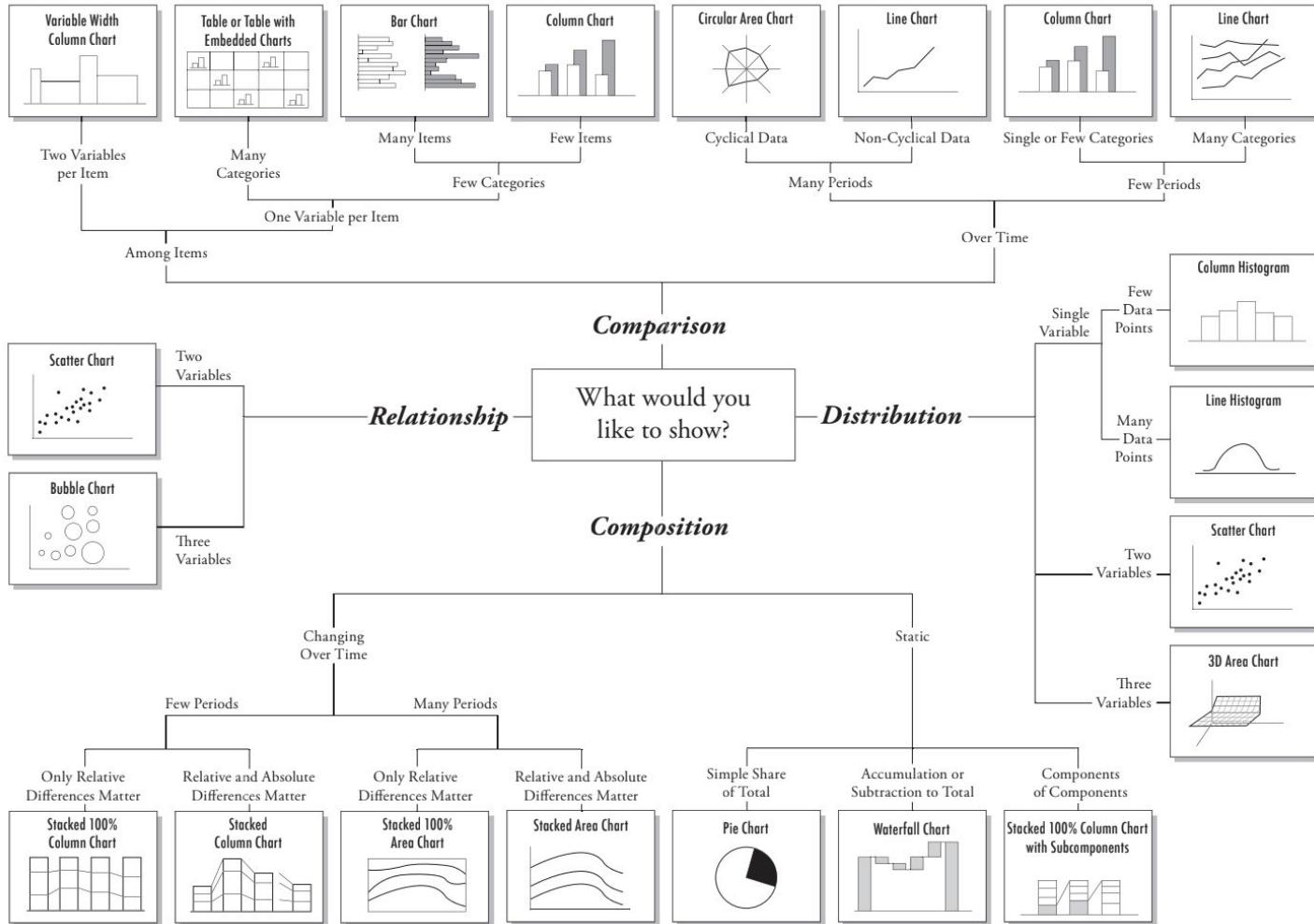
*"A single video-instructed session of hatha yoga was able to improve stress reactivity and recovery from an acute stress task in healthy individuals"*



# Appendix: Plot Types

Variable 1	Variable 2	Visualization
Quantitative	Quantitative	Scatterplot/Scatterplot with Regression lines/ Overlapping Histograms
Quantitative	Categorical	Boxplot/ Violinplot
Categorical	Categorical	Crosstab/Barplot

# Chart Suggestions—A Thought-Starter (10)



# Appendix: 60 - 30 - 10 Rule<sub>(11)</sub>

DOMINANT

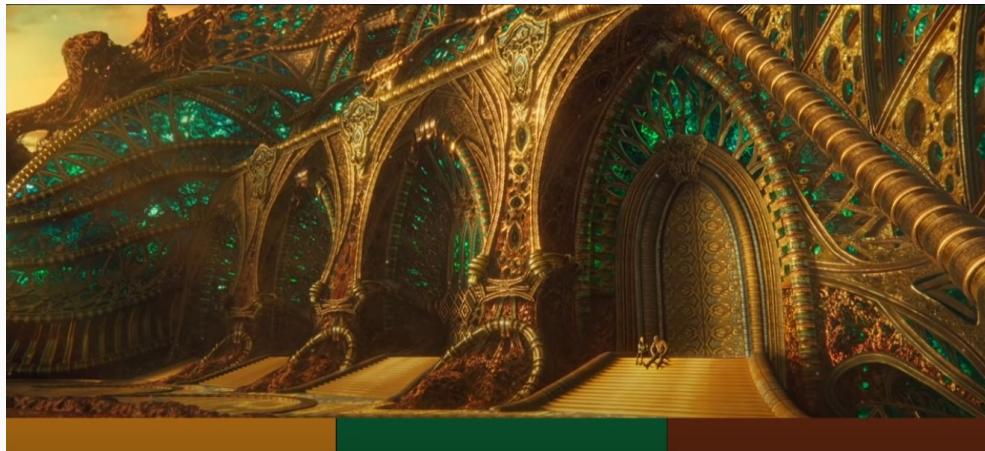
SECONDARY

ACCENT

60%

30%

10%



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  - <https://www.youtube.com/watch?v=f1FOzJ9NWnE>
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14. <https://www.mindbodygreen.com/articles/why-you-need-cortisol-conscious-workouts-if-youre-stressed-out>
  - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6162535/>
  - <https://pubmed.ncbi.nlm.nih.gov/29154056/>
  - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3768222/#:~:text=Patients%20getting%20yoga%20therapy%20either.and%20in%20other%20psychiatric%20disorders.>
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16. <https://www.slidescarnival.com/how-to-pick-the-best-colors-for-your-presentation-plus-10-color-combination-ideas-to-get-you-started/14686>