Designing and Writing an Effective Capstone Presentation

The Center for Teaching and Learning with Technology
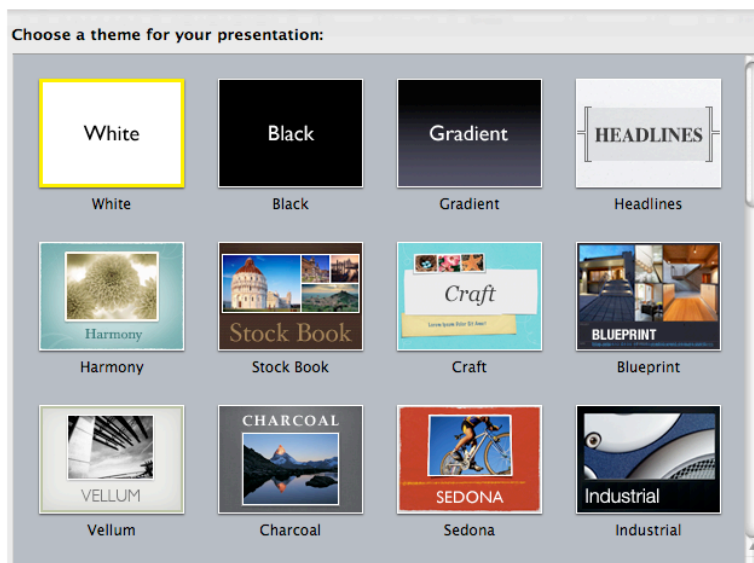The Johns Hopkins Bloomberg School of Public Health

Part 1: Design Tips

Use a Template and Keep it Simple

- ▶ **Do** take advantage of templates
    - ▶ All the design work has been done for you
- ▶ **Do** pick simple, basic templates from your PowerPoint or Keynote software for *academic presentations*
- ▶ **Don't** choose cute or ornate templates for academic presentations
- ▶ **Don't** clutter and distract from your presentation with too many fonts and colors

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- ▶ Templates are included in both PowerPoint and Keynote
- ▶ Try to pick a simple style that is appropriate for academic work

Choose a theme for your presentation:

White — White
Black — Black
Gradient — Gradient
HEADLINES — Headlines
Harmony — Harmony
Stock Book — Stock Book
Craft — Craft
BLUEPRINT — Blueprint
VELLUM — Vellum
CHARCOAL — Charcoal
SEDONA — Sedona
Industrial — Industrial

Pick a Simple Template

Create a Stand-Out Title Slide

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- ▶ Provide the title and date
- ▶ List the name of your faculty advisor
- ▶ Include a professional and tasteful picture of yourself, if you'd like
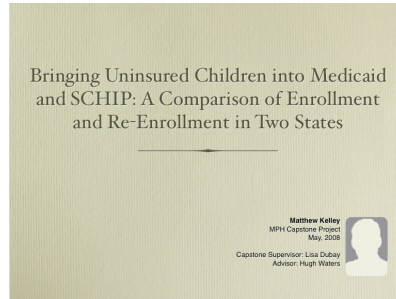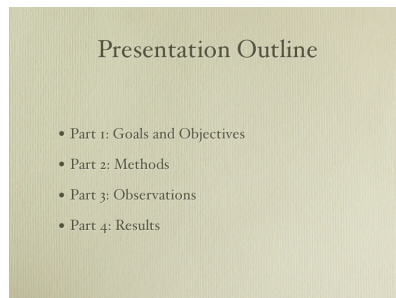 - ▶ A small headshot is sufficient

Bringing Uninsured Children into Medicaid and SCHIP: A Comparison of Enrollment and Re-Enrollment in Two States

Matthew Kelley
MPH Capstone Project
May, 2008

Capstone Supervisor: Lisa Dubay
Advisor: Hugh Waters

Image source: adapted by CTLT from M. Kelley. (2008). Bringing uninsured children into Medicaid and SCHIP. Johns Hopkins Bloomberg School of Public Health Capstone Presentation.

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Structure and Organize your Presentation

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- ▶ Divide your presentation into logical parts
- ▶ Devote a slide at the beginning of your presentation for the outline
- ▶ Tell your audience exactly what you are going to present
- ▶ Follow your outline throughout your presentation

Presentation Outline

- Part 1: Goals and Objectives
- Part 2: Methods
- Part 3: Observations
- Part 4: Results

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Take Note: Presentation Rule-of-Thumb Guidelines

- Use one slide per 90 seconds of audio
  - A 20-minute presentation might ideally have between 15–20 slides
- Don't have too much text on slides
  - Keep slides to a minimum of five or six lines of text on them
- Stick to one font size for bullet text
  - Don't resize text to fit it on one slide: insert a new slide!

Follow Tried-and-True Design Guidelines

- Include images to help break up text
- Use copyright-free images; some suggestions are:
  - http://www.flickr.com/creativecommons/
  - http://ocw.jhsph.edu/imageLibrary/
  - http://www.usa.gov/Topics/Reference_Shelf.shtml
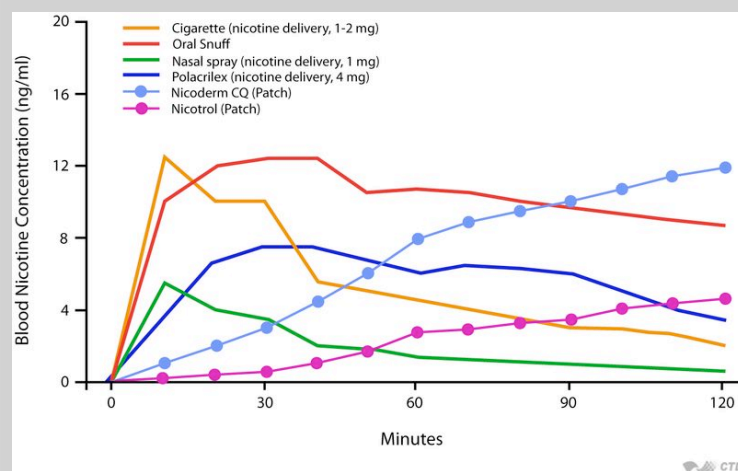 - http://www.nih.gov/about/nihphotos.htm

Summarize Data in a Table

- ▶ Be judicious with color choices in tables and charts
- ▶ Keep colors consistent
  - ▶ Use a set of three or four colors throughout the presentation

My Data			
1	12345	12345	**321**
2	12345	12345	**321**
3	12345	12345	**321**

Present Data in a Chart

Always

Source your Material

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Remember this Important Rule

- ▶ Don't add images just to add images —they may not even be necessary for your presentation
  - ▶ Images should *always* be relevant to your material
  - ▶ Don't *ever* use cute clip art
    - ▶ Unless you are showing an example of a horrible clip art image, as we are providing you on this slide!
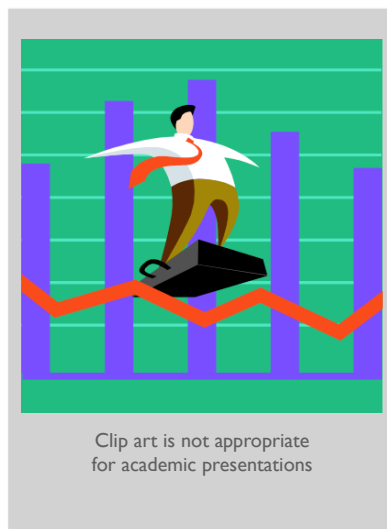
Clip art is not appropriate for academic presentations

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Part 2: Writing Tips

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Use Short Titles

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- ▶ Put a title on each slide
    - ▶ Try to summarize your slide in a few words
    - ▶ Avoid long titles; they are cumbersome to read and display
    - ▶ Avoid using chart or table titles as your slide title!

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Slide 15

- Structure each slide's material to *accompany* and *support* what you're telling your audience
- Write summary points in a bullet list; don't just type exactly what you're saying!
- Focus on a few points; don't give information overload!

Don't Write a Book

Write with Parallel Structure

- **Have** main bullets start with a similar part of speech; verbs are a strong choice (see red text on this slide as an example)
- **Write** just a few lines of text for each point
- **Try** to keep text to a minimum

Get Help if You Need It: Designing Your Presentation

- ▶ G. Reynolds. (2008). *Presentation Zen: Simple Ideas on Presentation Design and Delivery.* New Riders, Berkeley, California.

- ▶ http://www.slideshare.net/thecroaker/death-by-powerpoint

- ▶ http://www.beyondbullets.com/2005/03/the_narrative_b.html

FOREWORD BY GUY KAWASAKI

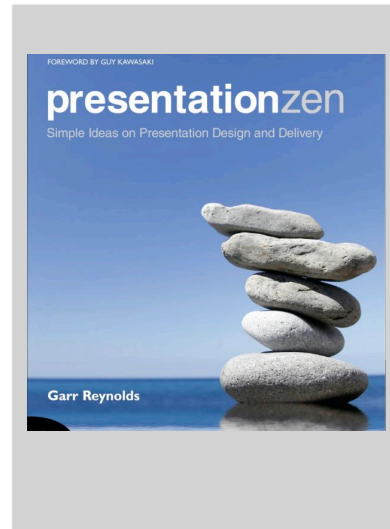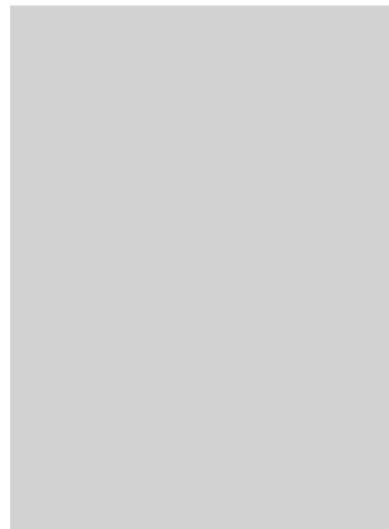**presentation**zen

Simple Ideas on Presentation Design and Delivery

Garr Reynolds

Image source: Amazon.com. (2008).

Get Help if You Need It: Writing and Organizing your Thoughts

- ▶ http://www.chicagomanualofstyle.org/home.html

- ▶ http://www.jhsph.edu/PublicHealthNews/style_manual/index.html

- ▶ http://www.apastyle.org/

- ▶ http://www.merriam-webster.com/

Practice Before you Present

- ▶ Present your material to your friends and family—**more than once**
- ▶ Make sure your presentation runs for the amount of time you are allotted
- ▶ Practice, practice, practice