

Making effective slides for presentations

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Purpose of slides

- The primary artifact of a presentation is what you say and how you engage with your audience
- Slides are there to make your oral presentation more effective

What slides should do

1. Provide visuals to support what you're saying
2. Help you and your audience understand the structure/ organization of a presentation
3. Allow your audience to re-focus if their attention wanders
4. Help you remember what to talk about

What slides should *not* do

- Show every single word you say



Mechanics

Slide length

- Less than 8 lines per slide
- Less than 8 words per line
- Don't write out every word you want to say
- Don't have lot's of unnecessary words that don't really add anything to the point you are trying to make

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- Don't write out every word you want to say
- No unnecessary words
 - Edit your slides!

Slide focus

- One key thing per slide

Slide content

- Prefer images/figures to words
- But make sure you interpret any graphs for your audience

Slide backgrounds

- Neutral dark background, white text
- White background, black or dark blue text

PowerPoint templates

- Avoid default PowerPoint templates
- If your organization has a standard template everyone uses, use that
- Otherwise keep it simple

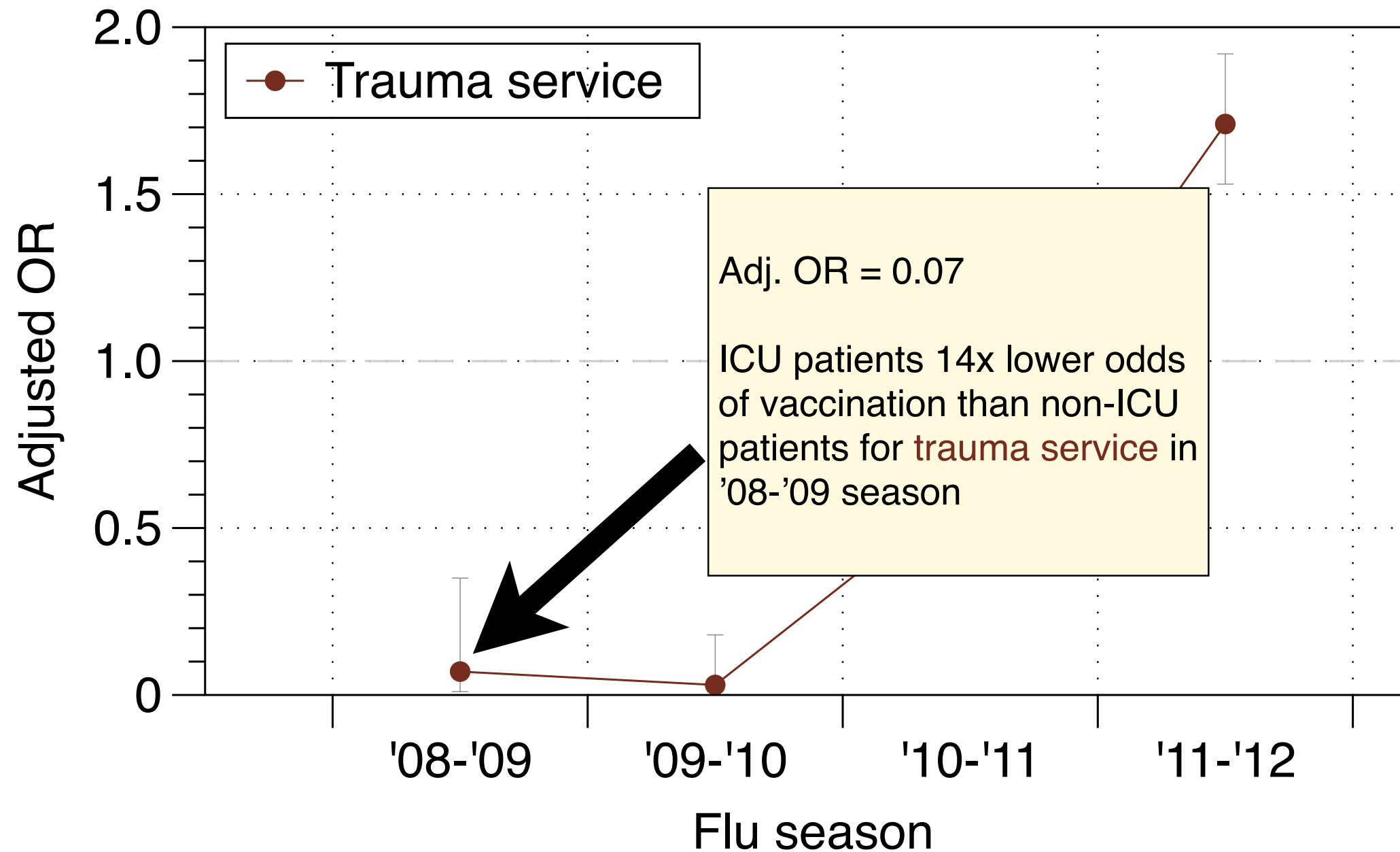
Typography

- Use Helvetica or Arial unless you have a good reason to use something else
- Never use Comic Sans
- Avoid font sizes <24pt (ideally use much larger sizes)

Graphics

- Different from print and web
- Large text for labels
- Wide axis ticks
- As simple as possible
- Orient your audience and interpret an example

Adjusted analysis: Flu vaccination for ICU vs. non-ICU patients by trauma service and flu season



Tables

- As simple as possible
- Resize or re-make tables from other sources
- <6 rows, <6 columns (more or less)
- Orient your audience

TABLE 1. Characteristics of Inpatients Eligible for Influenza Vaccination at the Time of Their First Admission During a Given Influenza Season and Odds Ratios for Vaccination Acceptance from Multivariable Logistic Regression

Variable	No. (%) or Mean (SD)		OR for Agreeing to Receive Vaccine (95% CI)	
	Agreed to Receive Vaccine	Refused Vaccine	Unadjusted	Adjusted
Total vaccine-eligible first admissions	9,660 (34.0)	18,711 (66.0)	N/A	N/A
Influenza season				
2008–2009	1,834 (19.0)	4,059 (21.7)	Reference	Reference
2009–2010	2,244 (23.2)	3,420 (18.3)	1.45 (1.35–1.57)	1.48 (1.36–1.60)
2010–2011	2,132 (22.1)	3,740 (20.0)	1.26 (1.17–1.36)	1.27 (1.17–1.37)
2011–2012	1,910 (19.8)	3,801 (20.3)	1.11 (1.03–1.20)	1.08 (0.99–1.17)
2012–2013	1,540 (15.9)	3,691 (19.7)	0.92 (0.85–1.00)	0.86 (0.79–0.94)
Patient-Specific Characteristic				
Age ^a	50.0 (17.8)	47.7 (17.3)	1.01 (1.01, 1.01)	1.05 (1.03, 1.07)
Female gender	4,193 (43.4)	9,423 (50.4)	0.76 (0.72, 0.79)	0.85 (0.81, 0.90)
Race				
Black	4,448 (46.0)	8,689 (46.4)	Reference	Reference
White	4,497 (46.6)	8,843 (47.3)	0.99 (0.94–1.05)	0.99 (0.93–1.05)
Other	715 (7.4)	1,179 (6.3)	1.18 (1.07–1.31)	1.23 (1.10–1.37)
Marital status				
Single	4,787 (49.6)	9,152 (48.9)	Reference	Reference
Married	3,070 (31.8)	6,393 (34.2)	0.92 (0.87–0.97)	0.92 (0.86–0.98)
Divorced, separated, widowed	1,644 (17.0)	2,890 (15.4)	1.09 (1.01–1.17)	0.99 (0.91–1.07)
Unknown	159 (1.6)	276 (1.5)	1.10 (0.90–1.34)	0.87 (0.71–1.08)
Currently employed full time	2,409 (24.9)	5,803 (31.0)	0.74 (0.70–0.78)	0.82 (0.77–0.87)
Current smoker	3,231 (33.4)	5,748 (30.7)	1.13 (1.08–1.19)	1.07 (1.01–1.13)
Charlson index ≥ 2	3,106 (32.2)	5,276 (28.2)	1.21 (1.14–1.27)	1.16 (1.09–1.23)
Admission-Specific Characteristic				
Service				
Medicine	3,878 (40.1)	6,485 (34.7)	Reference	Reference
Shock trauma	2,665 (27.6)	3,770 (20.1)	1.18 (1.11–1.26)	1.09 (1.02–1.17)
Surgery	1,249 (12.9)	3,157 (16.9)	0.66 (0.61–0.71)	0.55 (0.51–0.60)
Women's health	1,241 (12.8)	3,474 (18.6)	0.60 (0.55–0.64)	0.60 (0.55–0.65)
Other	627 (6.5)	1,825 (9.8)	0.57 (0.52–0.63)	0.67 (0.60–0.74)
ICU admission	2,834 (29.3)	2,661 (14.2)	2.50 (2.36–2.66)	2.56 (2.40–2.74)
Length of stay ^b	7.8 (13.0)	6.2 (9.4)	1.11 (1.09–1.12)	1.02 (1.01–1.04)
No. days admitted after Oct. 1 ^b	73.7 (53.7)	85.3 (54.4)	0.97 (0.97–0.98)	0.97 (0.97–0.97)

^aOdds ratio is for 10 years of age.

^bOdds ratio is for 7 days.

Slide timing

- One minute per slide is the rule of thumb
- If you have duplicate/spacer slides this may not hold true

Slide numbers

- Use them

Title slides

- Title of talk
- Your name, degree, title, and affiliation
- The date

The title of my talk would go here

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January 1, 2000

Ending slides

- Acknowledgments
- How to contact you
- Prompt for questions

Acknowledgments

Data collection

- Ned Stark
- Catelyn Stark

Analysis

- Jaime Lannister
- Daenerys Targaryen

Slide preparation

- Tyrion Lannister

Questions?

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Sharing slides

- If you can, put your slides online and include the URL on your last slide!

Questions?

These slides: <https://masnick.org/kb/slide-tips>

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