



Photo by [William Moreland](#) on [Unsplash](#)

# Presentation Goals:

- Get your idea across
- Look good doing it

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Today I'll give you guidelines for doing this!

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Based on

- [Trees, Maps, and Theorems](#) by Jean-Luc Doumont
- [Universal design for learning](#) principles

# Outline

1. Plan
2. Structure
3. Create slides
4. Present

# Planning Your Talk

- Audience?
- Why should they care?

# Planning Your Talk

- Audience?
- Why should they care?

Examples:

General Audience

Quantum Company

Quantum scientists

# Exercise

- Audience?
- Why should they care?
  - What question does your work address that the audience cares about?



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1. Plan
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# Structuring Your Talk

First, focus on  
your audience

Introduce your-  
self in the task



Attention getter

Need

Task

Main message

Preview

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Point 1

Transition

Point 2

Transition

⋮

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Review

Conclusion

Close

Focus again on  
your audience



A way to lead the audience to the need efficiently

A difference between actual and desired situations

What I decided/was asked to do to address the need

The one sentence I want my audience to remember

A map of the body (ideally three points, max. five)

A recap of the body, leading into the conclusion

What the above means to the audience in the end

A way to end the presentation clearly and elegantly



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**Aim for 3 main points.**

**Have more points? Use subpoints**

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**Think this  
through before  
making slides!**

## Exercise

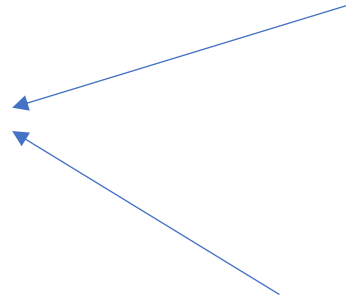
- Come up with an attention getter for your talk

# Outline

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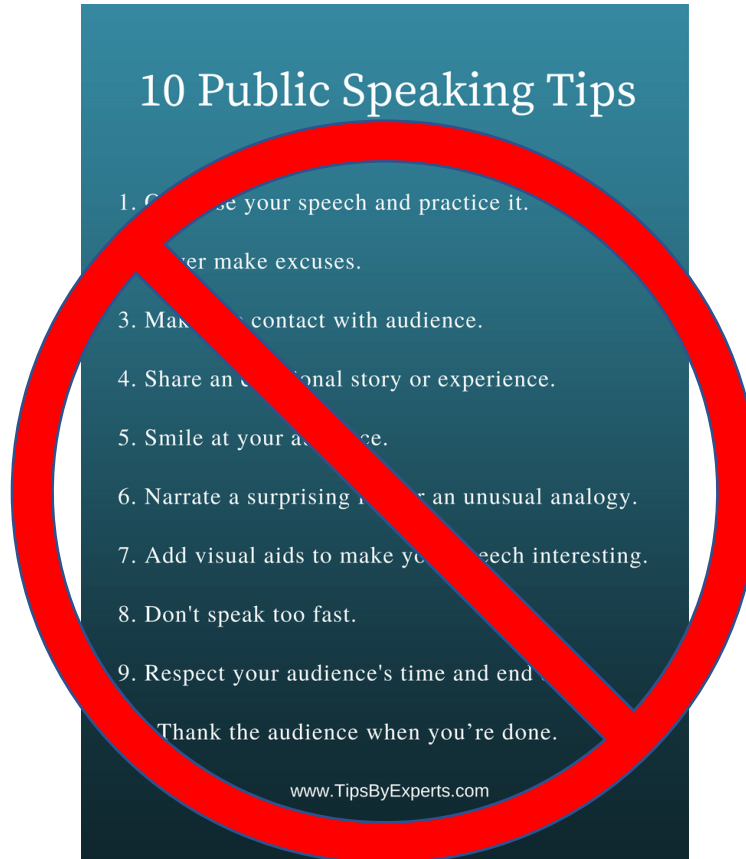
Content Guidelines

Style Guidelines



# Content Guidelines

- 1 idea per slide





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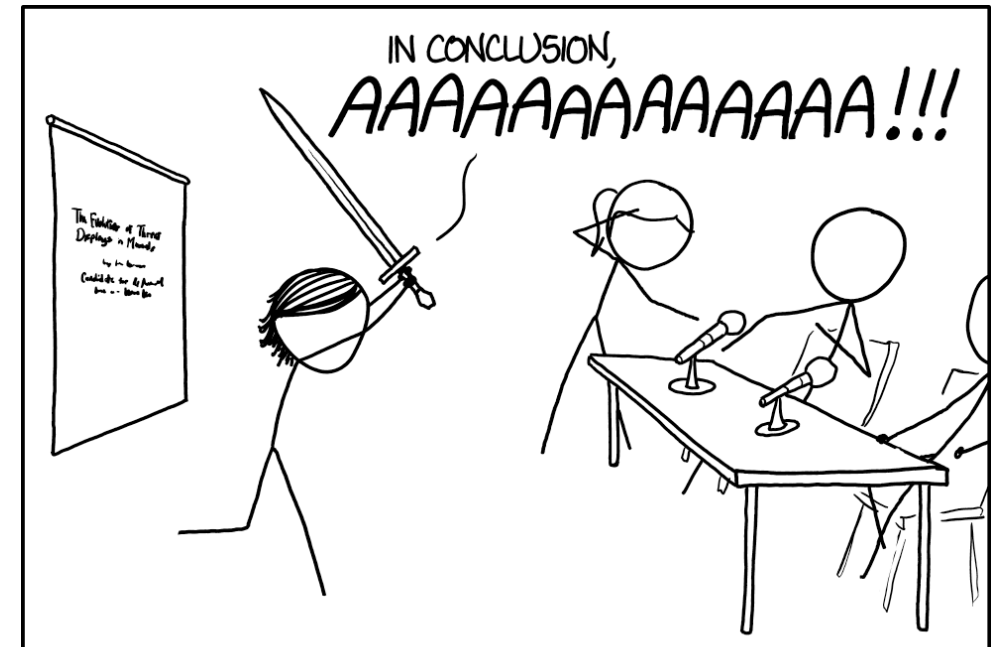
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# Content Guidelines

- Meaning should be clear at a glance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



THE BEST THESIS DEFENSE IS A GOOD THESIS OFFENSE.

# Content Guidelines

- Connect to main message

Following these guidelines to:

- Get your idea across
- Look good doing it

# Style Guidelines

- To maximize accessibility:
  - Sans-serif
  - 24+ font
  - White on black

# Outline

1. Plan
2. Structure
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# Presenting Guidelines

- To maximize accessibility:
  - Use a microphone.

# Presenting Guidelines

- To maximize accessibility:
  - Use a microphone.
  - No laser pointer

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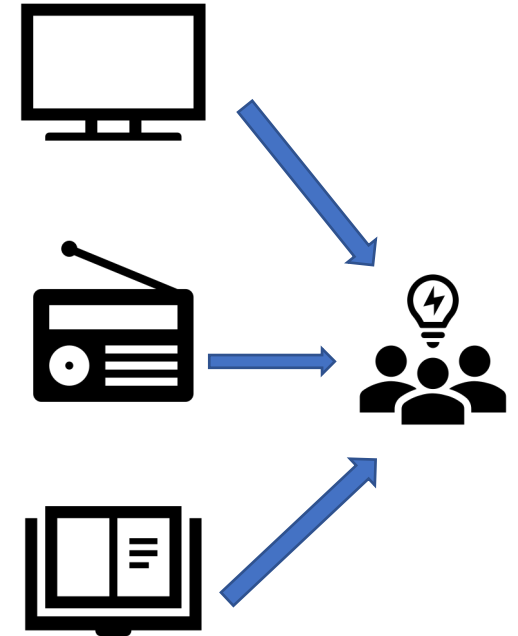
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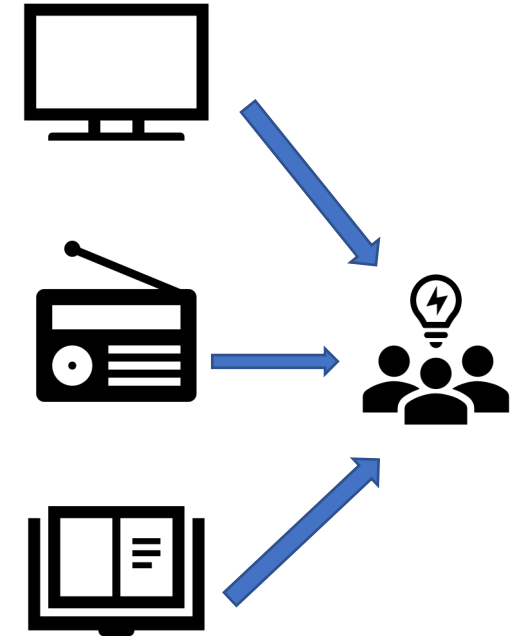
# Presenting Guidelines

- To maximize understanding:
  - Communicate the same idea multiple ways.



# Presenting Guidelines

- To maximize understanding:
  - Communicate the same idea multiple ways.
  - Use tone/volume/speed of voice



# Presenting Guidelines

- To minimize distraction:
  - Do not walk around

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