Poster and PowerPoint Presentations

Curtis Olson, PhD
UW Office of Continuing Professional Development in Medicine and Public Health
Rich Path, ICTR
Agenda

• Design principles for PowerPoint slides  45 min
• Discussion of poster critiques  15 min
• Application to poster design  45 min
Designing Effective Visuals: PowerPoint Slides
Objectives

• Ensure that your slides
  – Do not detract from your message
  – Communicate effectively
  – Are aesthetically pleasing
“Great PowerPoint, Kevin, but the answer is no.”
Four Take-Home Points

• A few basic design principles can greatly enhance your presentations
• There are times when any rule should be ignored
• Less is generally more
• Use your experience as an audience member to improve your own slides
Agenda

- Basic Layout
- Writing Text
- Using Graphics
- Focusing Audience Attention
The Purpose of Visuals

- Support the oral presentation
- Guide the audience through your talk
- Help explain something
- Help the learner remember something
Layout: Fonts
Readability of Fonts

• Serif (Times)
  – This is 32 point
  – This is 28 point
  – This is 24 point
  – This is 20 point
  – This is 16 point

• Sans Serif (Helvetica)
  – This is 32 point
  – This is 28 point
  – This is 24 point
  – This is 20 point
  – This is 16 point
Good Fonts to Use

- Arial
- Comic Sans MS
- Geneva
- Helvetica
- Avoid novelty fonts like Gadget
DON’T USE ALL CAPS UNLESS YOU ARE SHOUTING AT THE AUDIENCE!!
Layout: Background
Dark text on a light background.
Light text on a dark background.
Poor contrast between text and background

Good contrast between text and background
Objectives

• How to manage patients with minor burns

• What burns should be transferred to a burn center

• How to prepare these patients for transfer
Objectives

• How to manage patients with minor burns
• What burns should be transferred to a burn center
• How to prepare these patients for transfer
Writing Text
The Rule of Thumb:

1. No more than 6 lines of text per slide
2. Six is usually enough
3. The magic number is 6
4. Six lines means more white space
5. Six lines means readable font sizes
6. There are exceptions to every rule
Behavior therapy

• Behavior modification increases the short-term and long-term effectiveness of obesity treatments.

• The primary goal is to emphasize the skills necessary to make permanent changes.

• The program should be goal oriented and structured with positive reinforcement.
Behavior therapy

• Increases effectiveness of treatments
• Aims at skill development
• Should be goal oriented
• Should include positive reinforcement
An Exception

“I never let schooling interfere with my education.”

-Mark Twain
Fresh Fish Sold Here!
Using Graphics:

Going Beyond Text
Rule of Thumb:

\# Slides = \# Minutes \over 2
Obesity Trends* Among U.S. Adults

BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs overweight for 5’4″ woman)

Obesity Trends* Among U.S. Adults
BRFSS, 1986
(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1987

(*BMI ≥30, or ~30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults
BRFSS, 1988
(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1989

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults
BRFSS, 1990
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1991

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults
BRFSS, 1992
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1993

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1994

(*BMI ≥30, or ~ 30 lbs overweight for 5′4″ woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1995

(*BMI ≥30, or ~30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1996

(*BMI ≥30, or ~30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1997

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1998

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 1999

(*BMI ≥30, or ~ 30 lbs overweight for 5'4" woman)

Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Obesity Trends* Among U.S. Adults

BRFSS, 2001

(*BMI ≥30, or ~30 lbs overweight for 5’4” woman)

Focusing Attention
Take-Home Points

• A few basic design principles can greatly enhance your presentations
• There are times when any rule should be ignored
• Less is generally more
• Use your experience as an audience member to improve your own slides
Thank you!