Presentation Strategies and Tools

UCLA Research Workshop Series Fall 2019

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Death by powerpoint
Pharos Lighthouse: an experimental archeological digital reconstruction.

High-rise construction is considered the achievement of the industrial age, yet more than 2,000 years ago the ancient Pharos Lighthouse towered 129 meters over Alexandria, equivalent to a 42 story modern building. Compared to earlier lighthouses, the Alexandrian project of the third century BC represented a significant leap in architectural design, engineering and construction technology, acknowledged as one of the seven wonders of the ancient world. Faced with scant archaeological evidence, conflicting texts, and schematic pictorial representations, scholars have long argued over the design and appearance of the lighthouse. This research draws upon the historical data, but takes as its primary basis a close analysis of the structural challenges of the project. Based on the tenets of experimental archaeology, the resulting new digital reconstruction posits a technologically realistic result, calibrated and tested using engineering software. The process analysis underscores the notability of the achievement. The Great Pyramid of Giza built two millennia earlier was taller, but as a solid structure with little habitable space, it relied on simple compression. Building of the pyramid was an impressive achievement, yet its engineering was quite ordinary. The lighthouse of Alexandria responded to the new programmatic needs and scientific knowledge of the Hellenistic period. With this project, the Egyptians erected a towering multi-story stone building with multiple interior chambers, thus displaying a more complex understanding of structural forces. The solution was a series of post and beam stories, stacked with column and bearing members aligned in the manner of framed buildings of the modern era.
Better, but is still hard to understand

The Pharos Lighthouse one of the seven wonders of the ancient world.

• More than 2,000 years ago the ancient Pharos Lighthouse towered 129 meters over Alexandria, equivalent to a 42 story modern building.

• Compared to earlier lighthouses of the third century BC, the Alexandrian The Pharos Lighthouse represented a significant leap in architectural design, engineering and construction technology.

• The Great Pyramid of Giza built two millennia earlier was taller, but as a solid structure with little habitable space, it relied on simple compression.

• The lighthouse of Alexandria was a towering multi-story stone building with multiple interior chambers, thus displaying a more complex understanding of structural forces.

• The solution was a series of post and beam stories, stacked with column and bearing members aligned in the manner of framed buildings of the modern era.

• Faced with scant archaeological evidence, conflicting texts, and schematic pictorial representations, scholars have long argued over the design and appearance of the lighthouse.

• This research draws upon the historical data, but takes as its primary basis a close analysis of the structural challenges of the project.
What **should** you do?
Seven Wonders of the Ancient World

- Hanging Gardens of Babylon (600 BC)
- Temple of Artemis at Ephesus (550 BC)
- Statue of Zeus at Olympia (435 BC)
- Mausoleum of Maussollos at Halicarnassus (315 BC)
- Colossus of Rhodes (292 BC)
- Lighthouse of Alexandria (247 BC)
- The Great Pyramid of Giza (2500 BC)
Towering stone building with multiple interior chambers
"A picture is worth a thousand words"
Within a given circle to inscribe three semicircles, each touching the circumscribing circle, and their diameters forming a regular triangle.

- Draw two diameters, 1-2 and 3-4 at right angles to each other, intersecting in 5.

- Divide the circle into twice as many parts as there are semicircles to be inscribed, beginning at 1.

- Draw diameters 6-7 and 8-9. Connect 2-3, cutting diameter 8-9 in 10, which locates one point of the required triangle.

- With 5 as center and radius 5-10, set off 11 and 12, which when connected form the triangle.

- Draw 10-11, 11-12 and 12-10, giving points 13, 14 and 15, the centers of the required semicircles.
The Picture Superiority Effect
Pictures and images are more likely to be remembered than words

https://en.wikipedia.org/wiki/Picture_superiority_effect
Visualize your content
In General...
Slide design is: using color, images, and layout in a consistent way to structure information.
Use the power of images to:
create slides to help your audience remember and understand
Consistency in the formatting of your slides (colors and fonts)
Integrating: what you Show with what you Say

“The Pharos Lighthouse one of the seven wonders of the ancient world.”
Keep your slides simple:
(don’t do this)
Focus your audience’s attention.

https://www.stripes.com/
Building your Presentation
Presentation Flow
Typical research presentation pyramid

Jonathan Schwabish
Better Presentations

Introduction
Previous Literature
Data
Methods
Results
Conclusion
Inverted Pyramid

- News writers

The Lede

Important details

General and background Information
Hook and Preview

Methods, data, and details

Conclusions and takeaways

Hour Glass - scholarly presentation

http://justeyes.org/
Example:
Fire guts historic home with ties to Mark Twain
In 1857 James Clemens, Jr. commissioned architect Patrick Walsh to design the Greek Revival-style mansion.
The James Clemens, Jr. House of 1859-60 is an excellent example of the Greek Revival style. Architect Patrick Walsh is credited with designing the house. One of the unusual features is the extensive use of cast iron ornament on the front facade. It has been said it is the finest application of cast iron on a residential building outside of New York City. Cast iron was usually utilized on commercial structures.

James' nephew Samuel Clemens (Mark Twain) was said to have visited the house on several occasion. James Clemens died in 1878. His heirs sold the mansion in 1885 to the Sisters of St. Joseph, who constructed a large chapel on the grounds in 1896. The Sisters remained there until 1949 when the property was purchased by the Vincentian Fathers and Brothers.

The house was made a City Landmark in 1971 and is located at 1849 Cass.
Highway Projects
2002 The building department condemns the buildings and city's Land Reutilization Authority takes ownership of the building.
2004 The property sold to a subsidiary of Northside Holding Companies
2007 The total number of parcels held by Northside Holding Companies reach 662
Structure continues to decline
BUSINESS: 7 historic structures St. Louis lost in the last 7 years

Editorial: When property neglect leads to tragedy, who holds owners accountable?
What type of presentation are you giving?

Who is your audience?

How long do you have?

What points do you need to make and their order

Create an outline
Break your presentation into sections

Three to five sections

You can reuse sections in other presentations

https://en.wikipedia.org/wiki/File:Containerladeräume_Schiff_retouched.jpg
Giving the Talk

You are as important as the slides

https://online.husson.edu
According to **Chris Anderson**, the curator of TED, every TED talk starts with an idea:
“You have something meaningful to say, and your goal is to re-create your core idea inside your audience’s minds.”
Qualities of Successful TED Talks
Focus on one major idea
Give people a reason to care
Build your **idea** with **familiar concepts**
Should you **read** your paper?
https://hello.rindle.com/how-to-design-your-ideal-workflow/
Presentation Strategies and Tools

What should you do?

You are as important as the slides.

According to Chris Anderson, the curator of TED, every TED talk starts with an idea:

"You have something meaningful to say, and your goal is to re-create your core idea inside your audience’s minds."

And whether or not your talk actually builds a model of your idea in your listeners’ brain — Anderson takes that literally, and research on “neural coupling” backs him up — your TED talk exists to communicate this idea to your listeners.

Qualities of Successful TED Talks:

- Focus on one major idea
- Give people a reason to care
- Build your idea with familiar concepts

Process for Creating Your Presentation:

- Find an idea you want to share
- Develop an unexpected way to state your idea
- Collect anything and everything that relates to your idea

Tools:

- PowerPoint
- Keynote
- Google Sheets
- Prezi

Workflow for this presentation:

- Some tips:
  - Don’t do this
  - Do this
  - Endless tools
  - Software
  - Contact info

Summary:

- Review
- Q&A
- Conclusion

Presentation Flow:

- Typical research presentation pyramid
- Inverted Pyramid
- The Lede
- Important details
- General and Background Information
- Results
- Conclusions and takeaways

Methods, data, and details:

- Hour Glass
- Hook and Preview
- Methods, data, and details
- Conclusions and takeaways

- Data
- Methods
- Previous Literature
- Introduction

Craft your opening statement.

Craft your closing statement.

Break it down into sections.

Three to five sections.

You can reuse sections in other predictions.

What do you want your audience to do with your conclusions?

Adopt your methodology?

Use your data?

Give you more data?

Understand your findings and assess the reliability of your results?

Give you a good grade?

Craft your opening statement.

Craft your closing statement.

Three to five sections.

You can reuse sections in other predictions.

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Understand your findings and assess the reliability of your results?

Give you a good grade?

Mind mapping

UCLA
Outlining

Presentation Strategies and Tools

- Intro
- Who am I and why am I giving this presentation?

- What not to do
  - Death by powerpoint
  - Examples (presentation)

- What should you do?
  - A picture is worth a thousand words (image)
  - The Picture Superiority Effect (image)
  - Pictures and images are more likely to be remembered than words
  - Visualize your content
  - In General
    - Slide design is about using color, images, and layout in a consistent way to structure information so others can better understand your work. (image)
    - Use the power of images to create well-designed slides to help your audience remember and understand more of what you say. (image)
    - Consistency in your use of colors and fonts, in the formatting of your slides, and in integrating what you say with what you show on the screen. (image)
    - Focus your audience’s attention. Instead of putting up as much information as possible on every slide keep your slides simple (image)
  - Building the Presentation (image)
  - Presentation Flow (image)

- Typical research presentation pyramid (image)
  - Introduction
  - Previous Literature
  - Data
  - Methods
  - Results
Presentation Software
Tools

https://oit.ucla.edu/research-tools
You can embed video files from Google Drive or directly place any YouTube video in your slide.
Prezi
https://prezi.com
Questions?

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