

# Presentation Strategies and Tools

UCLA Research Workshop Series Winter 2021

Anthony Caldwell

# Death by powerpoint

**Looks like this:**

## **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.

And produces this:



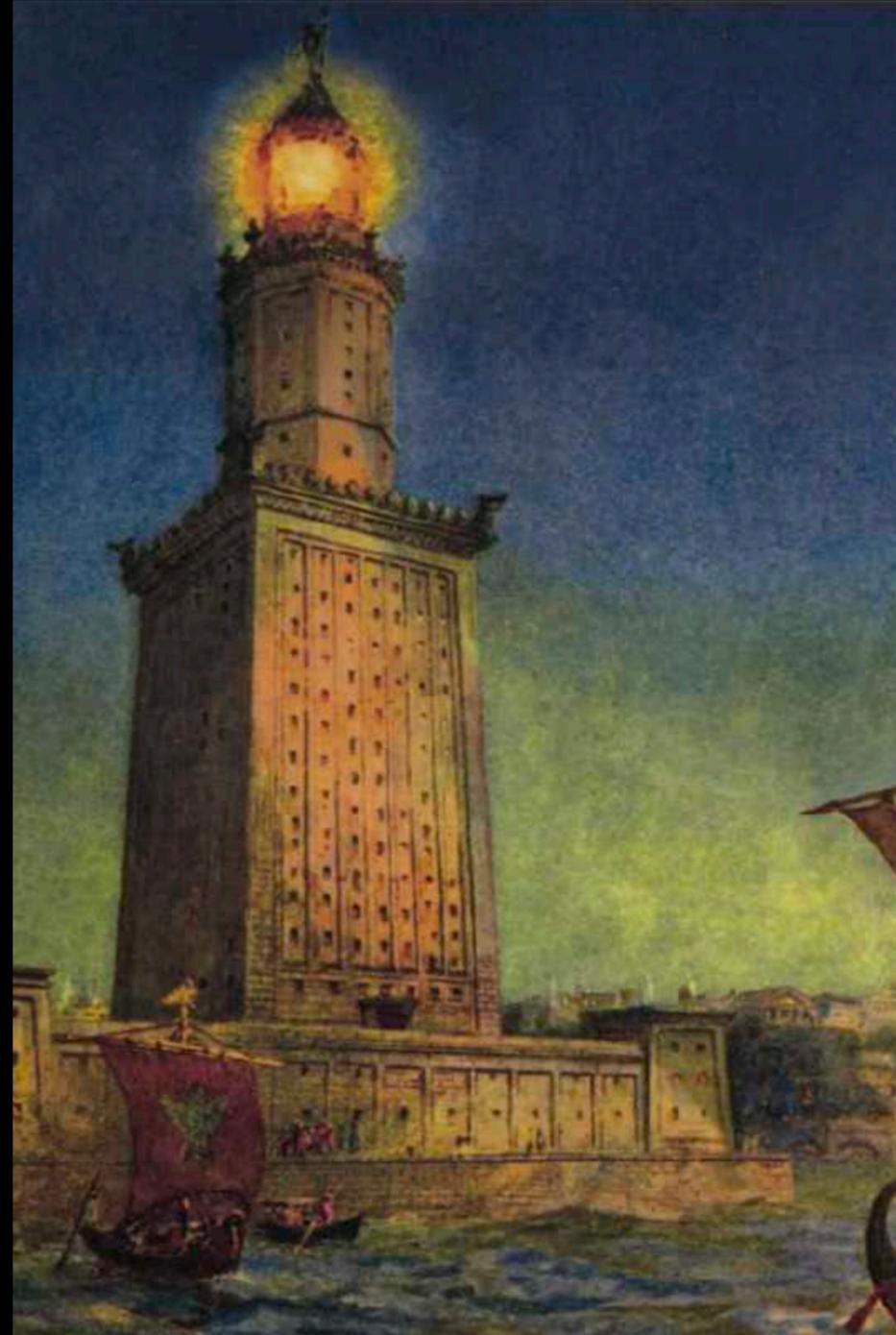
# Better, but is still hard to understand

## 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.

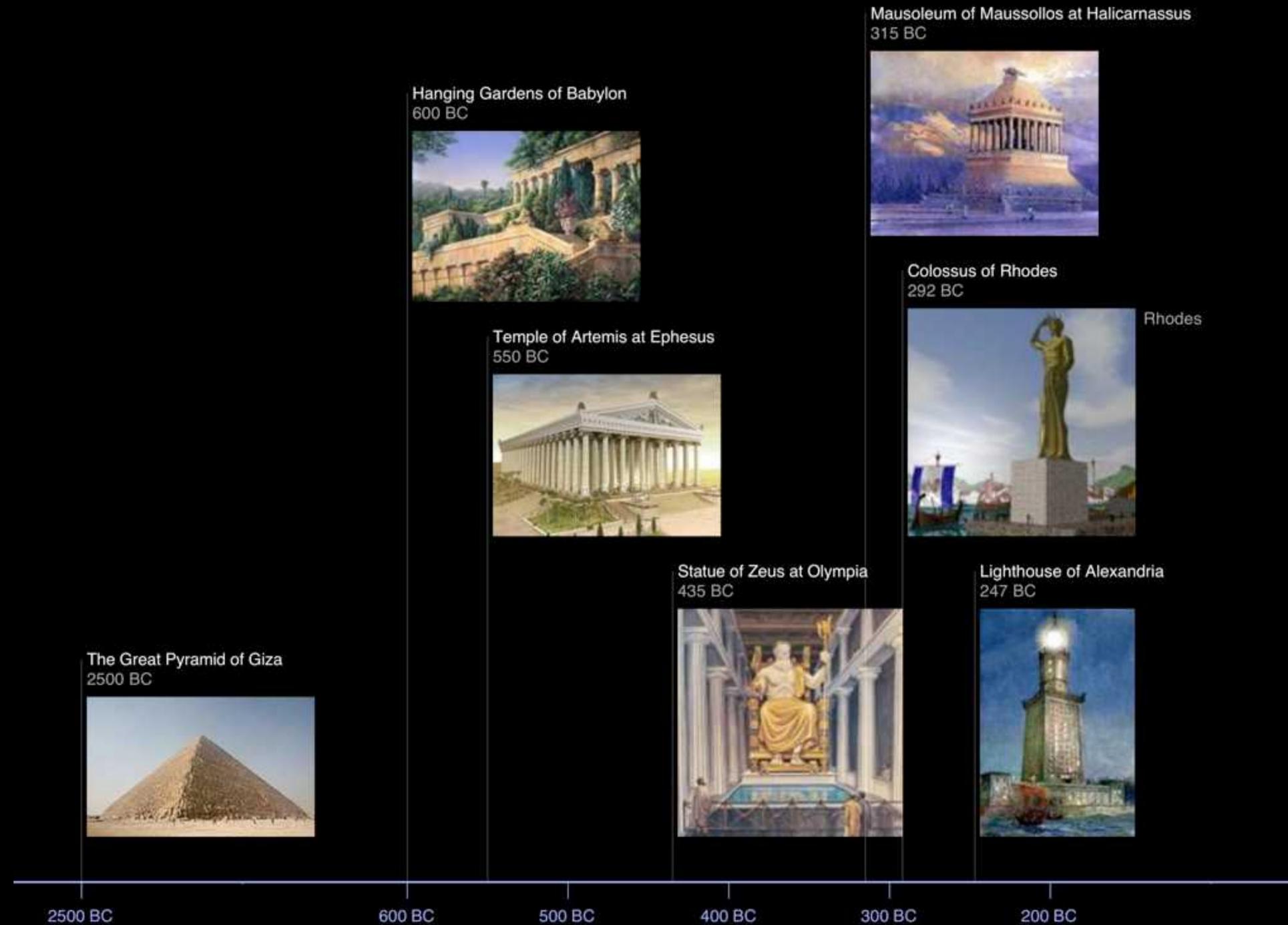
What **should** you do?

What should you do?



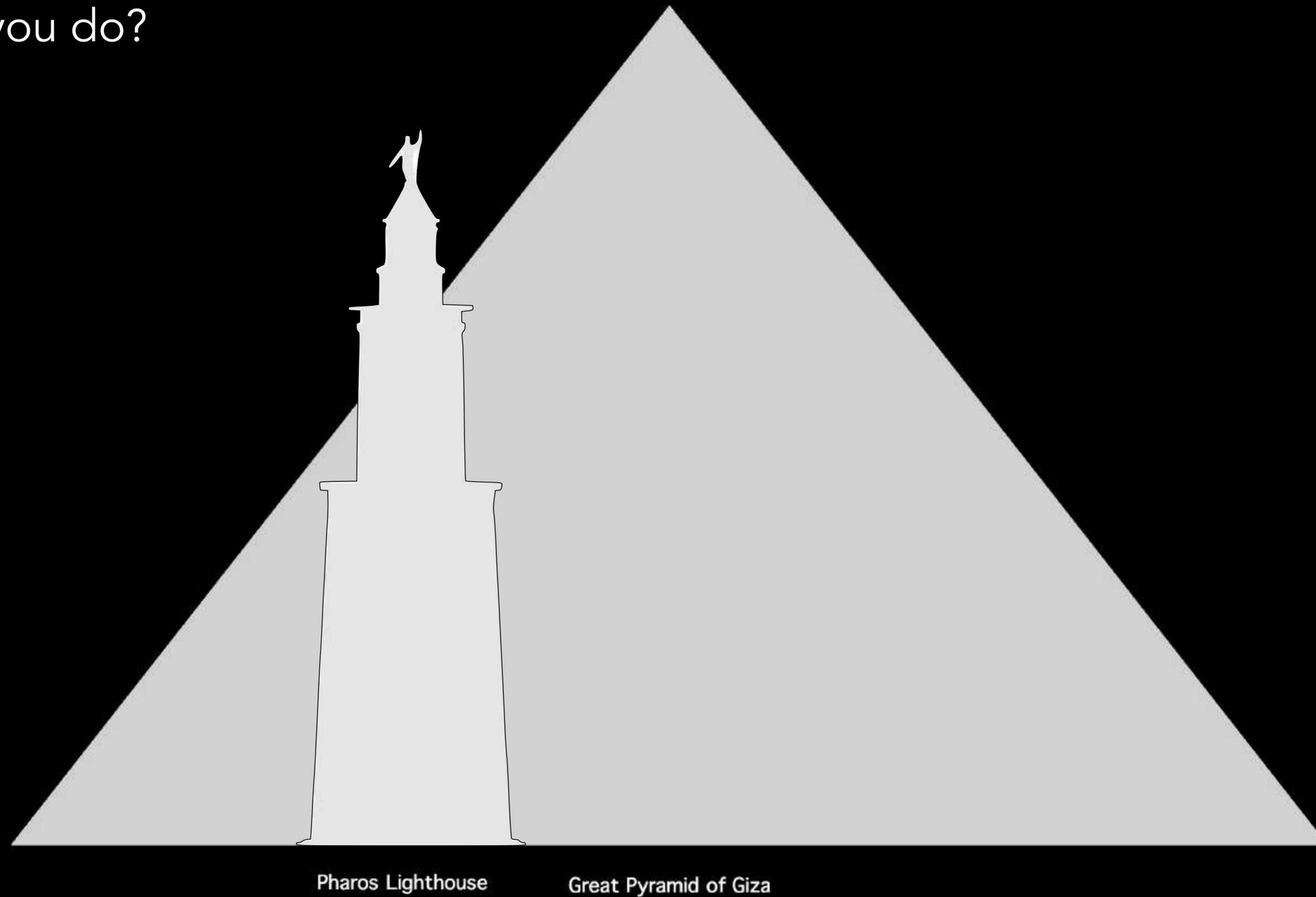
Use images in place of words

# What should you do?



## Seven Wonders of the Ancient World

What should you do?

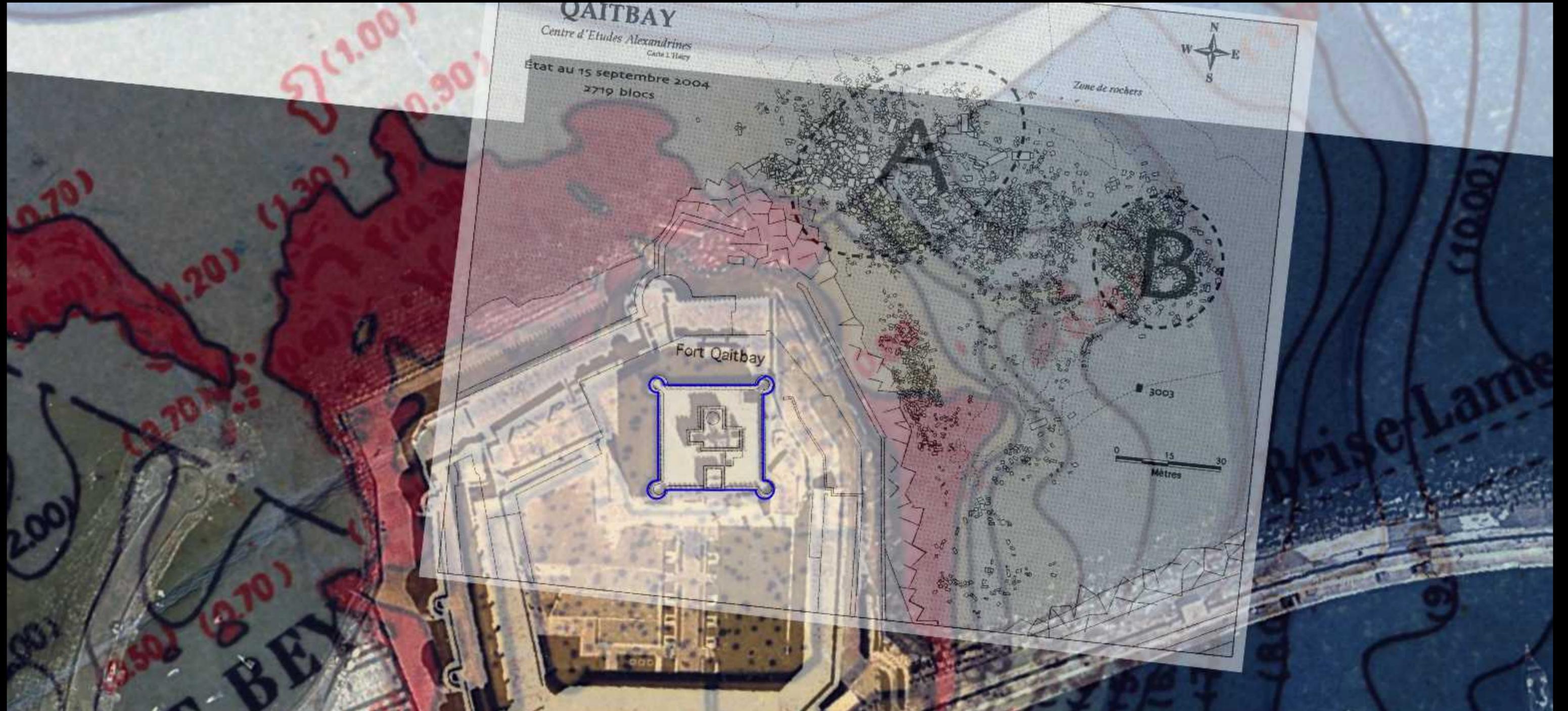


Pharos Lighthouse

Great Pyramid of Giza

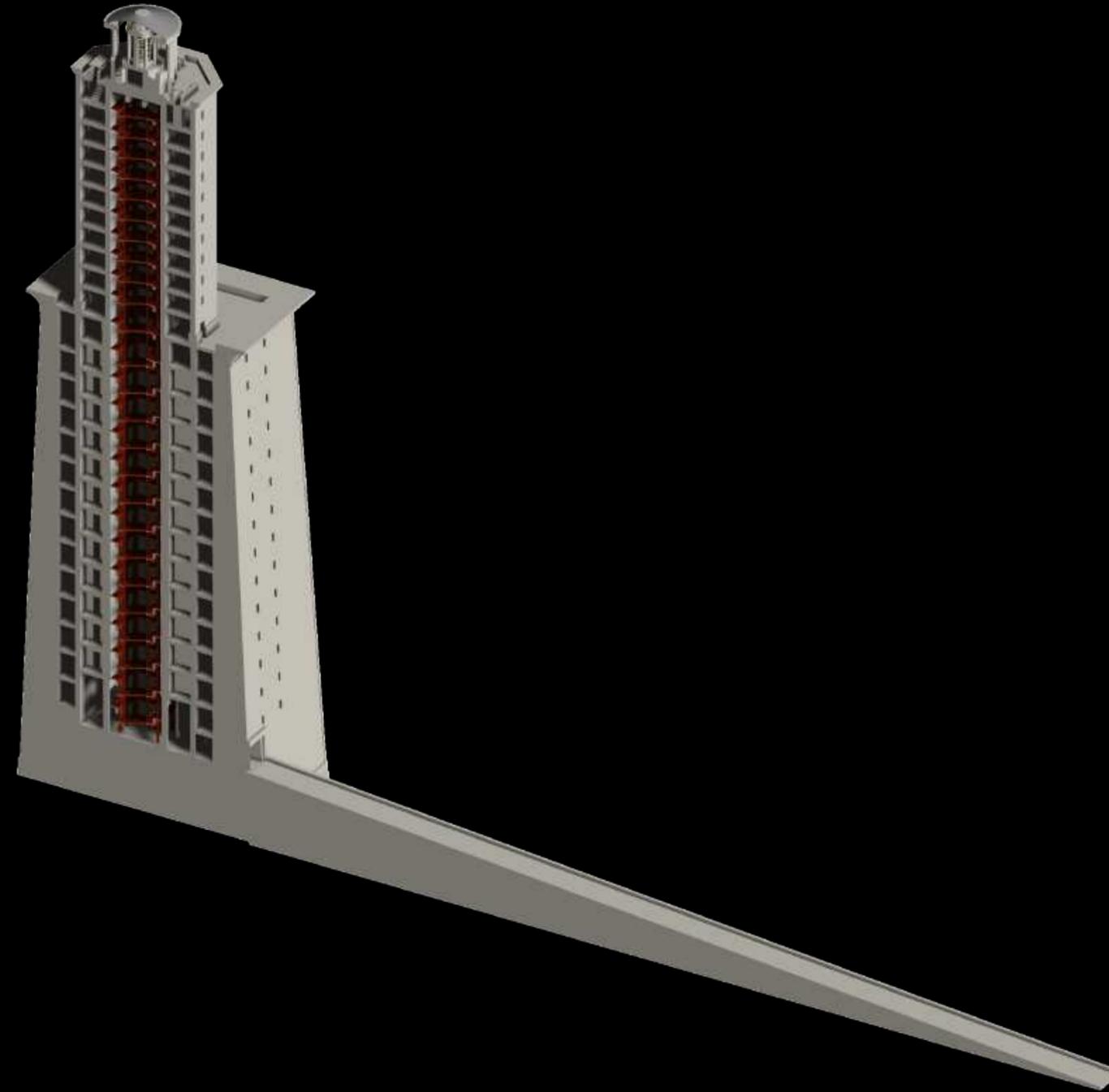
Size of the lighthouse

What should you do?



Site of the Lighthouse

What should you do?



3D Model of the Lighthouse

**“A picture is worth a thousand words”**

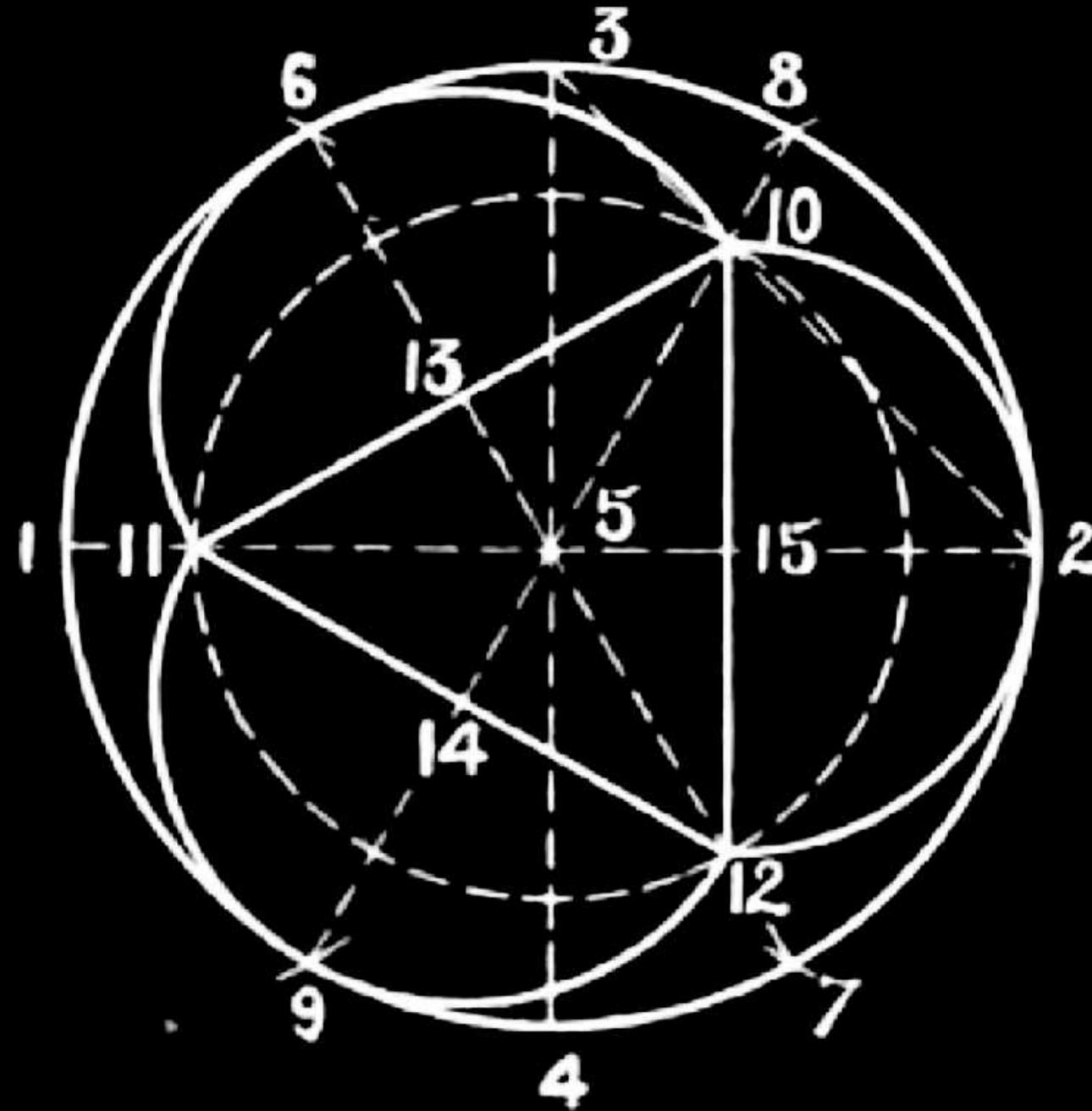
“A picture is worth a thousand words”

## Example: 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.

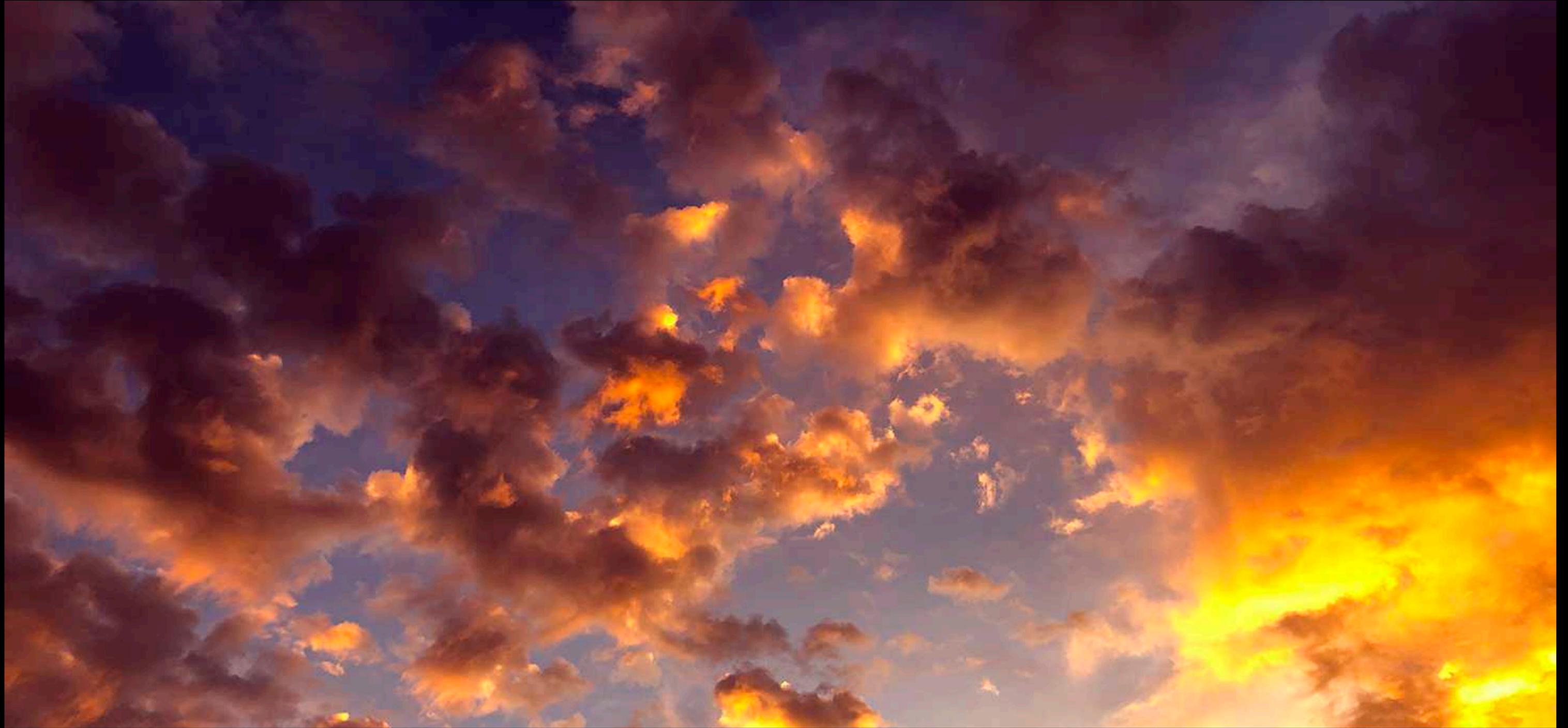
“A picture is worth a thousand words”



Or Image?

# The Picture Superiority Effect

# The Picture Superiority Effect



**Pictures** and **images** are more likely to be **remembered** than words

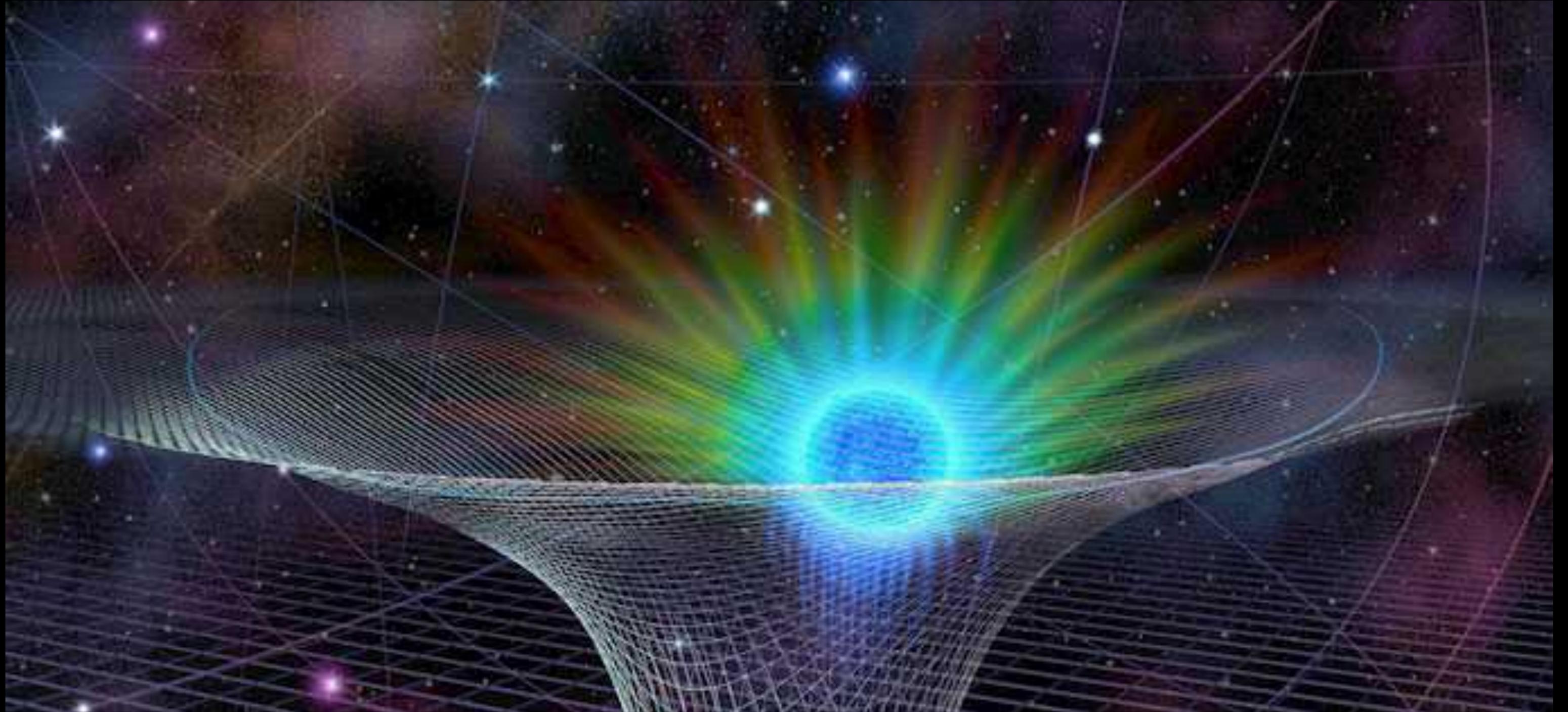
# The Picture Superiority Effect



**Visual** Storytelling

Image source: <https://www.uclaextension.edu>

# The Picture Superiority Effect

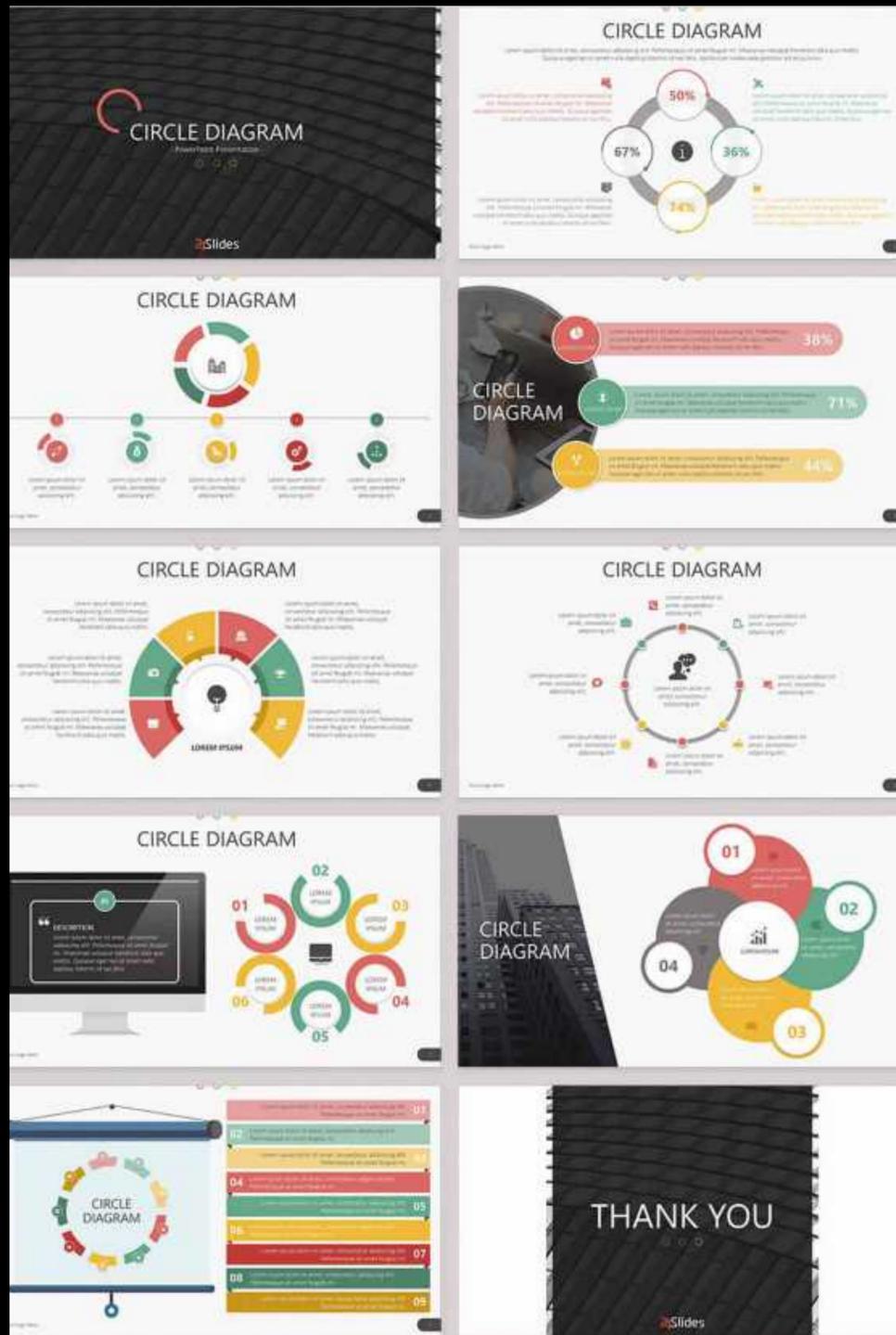


**Visualize** your content

Image source: <https://www.universityofcalifornia.edu>

In General...

In General...



Slide design is:

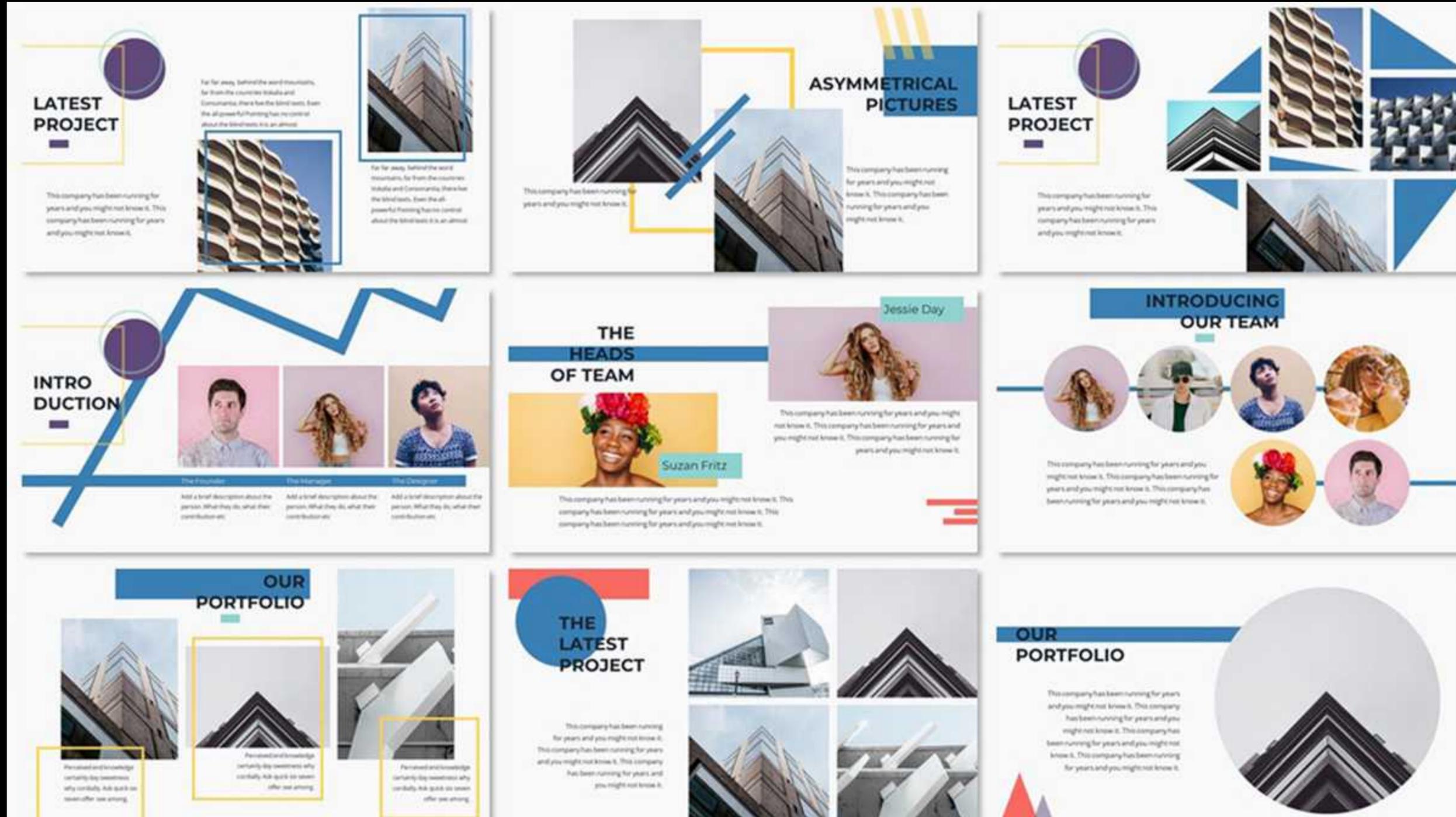
using **color, images, and layout**  
in a **consistent** way to structure  
**information**

In General...



Use the **power** of images to:  
create slides to help your audience  
**remember** and **understand**

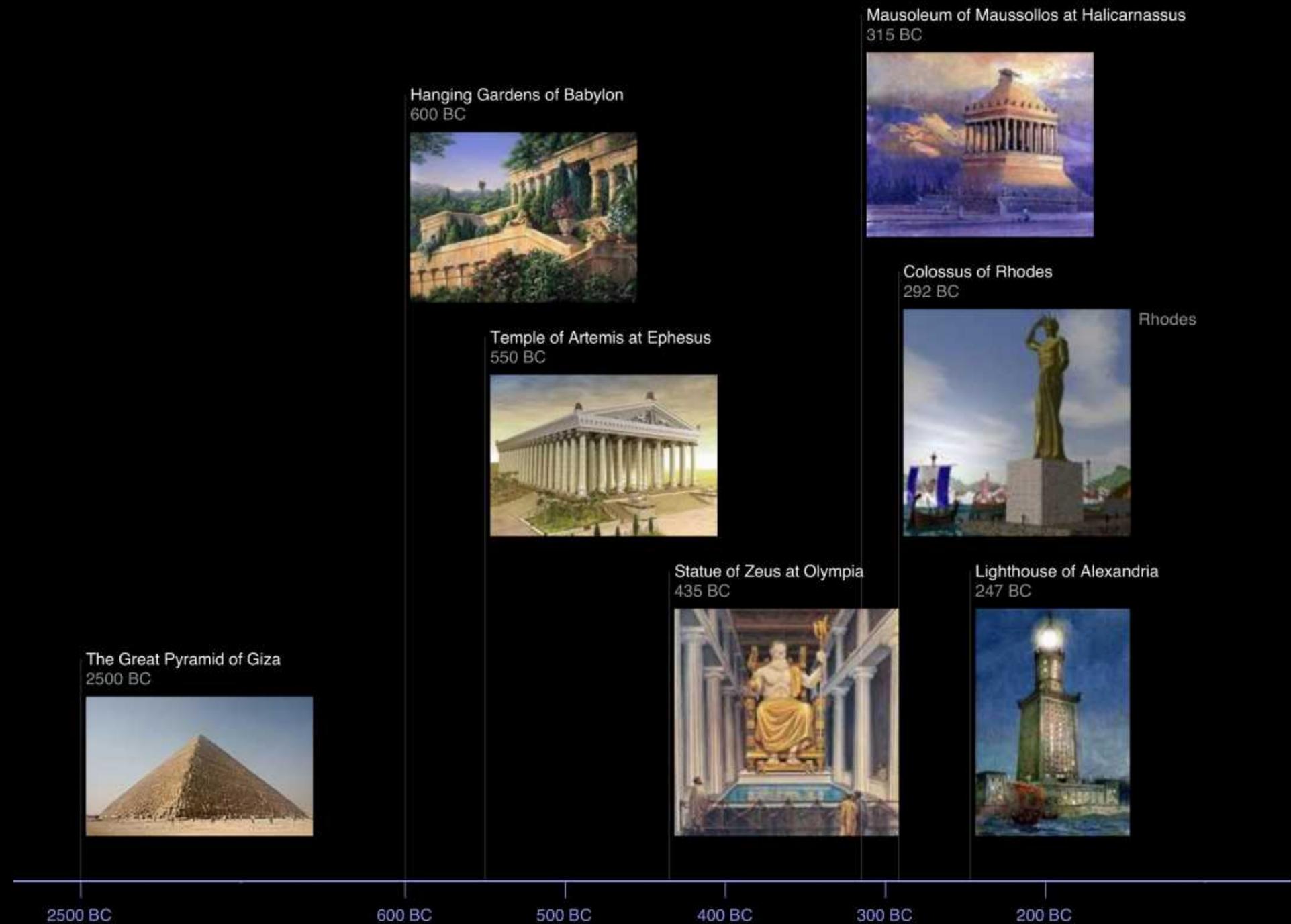
In General...



Consistency in the **formatting** of your slides (**colors and fonts**)

In General...

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



Integrating what you Show with what you Say

In General...



# What is a High Reliability Organization (HRO)



### High Reliability Organization

- A High Reliability Organization (HRO):**
  - An organization that has succeeded in avoiding catastrophes in an environment where normal accidents can be expected due to task factors and complexity.
- Focus of a HRO**
  - Safe reliable performance
  - Core characteristics embedded into the fabric of the organization
  - Leaders build expectations into daily organizational roles, routines, and strategies
  - Expectations create order and predictability around processes and practices
  - Members of the organization manage unexpected events through "mindfulness"

### Three Imperatives to Becoming a HRO

- Leadership Commitment**
  - Leadership commitment is important as without it, no important initiative for organizational change can succeed
  - Everyone must be committed to a long-term process and recognize that it may take ten to fifteen years
  - In addition, leaders must focus on the journey from low to high reliability by making it their highest priority
- Safety Culture**
  - A culture that involves three mutually reinforcing imperatives:
    - Trust, Report, and Improve
- Robust Performance Improvement**
  - A systematic approach using performance improvement methodologies and change management principles to dissect complex safety problems and guide organizations to deploy highly effective solutions

### Why Army Medicine Wants to be an HRO

- HRO internal and external experts will lead organizations to:
  - Provide safe effective care with a goal of eliminating all serious patient harm
- HRO concepts will be used to improve and/or build a culture of reliability:
  - Design reliable, standardized systems that support staff decisions
  - Develop calculable and measurable decisions and actions
  - Allow everyone to improve situational awareness
  - Leverage human factors through creation of visible designs that help people do the right thing
  - Manage by prediction and implement robust plans for expected and unexpected situations
- HRO Theory will:
  - Provide opportunities to apply best practice ideas in a healthcare setting
  - Allow staff to develop deeper understanding of what Army Medicine must do to provide the best possible care to each beneficiary
  - Improve beneficiary care and create a safe environment for patients and staff

### Achieving High Reliability

#### Building Blocks to Achieving High Reliability



The Joint Commission

AMEDD Center and School  
The Leadership Challenge Model  
The Joint Executive Skills Institute  
AMEDD Executive Skills Course

Team Organizational Development Directorate  
Team Building  
Self Awareness  
Change Management



MEDCOM has 502 completed projects  
22 focus on Patient Safety, 43 on Quality, and 40 Access to Care.

Directorate of Strategy Management  
654 Green Belts  
558 Black Belts  
34 Master Black Belts

### What can High Reliability Organizations teach Health Care Organizations?

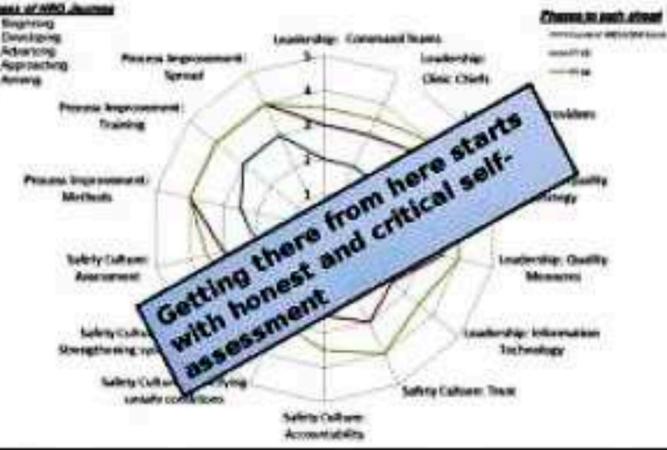
**"Collective mindfulness"** – prize the identification of errors or close calls for the lessons learned from careful analysis and remedies identified to strengthen protocols and reduce failure

Five High-Reliability Principles – *all are necessary*:

- Preoccupation with failure** - Any minor lapse is a symptom that something may be wrong with the system
- Reluctance to Simplify** - Create a complete and nuanced picture, subtle differences matter
- Sensitivity to Operations** - Attentive to the front line where real work is done, small deviations are earliest indicators of threats to safety
- Commitment to Resilience** - Not error-free, rather errors don't disable the organization, recognize errors quickly to reduce harm
- Deference to Expertise** - Authority migrates to people with most expertise and not organizational hierarchy or rank

Source: Wickens and Sutcliffe, 2007 - Managing the Unexpected

### MEDCOM Self Assessment of HRO Components (just an example, not actual assessment)



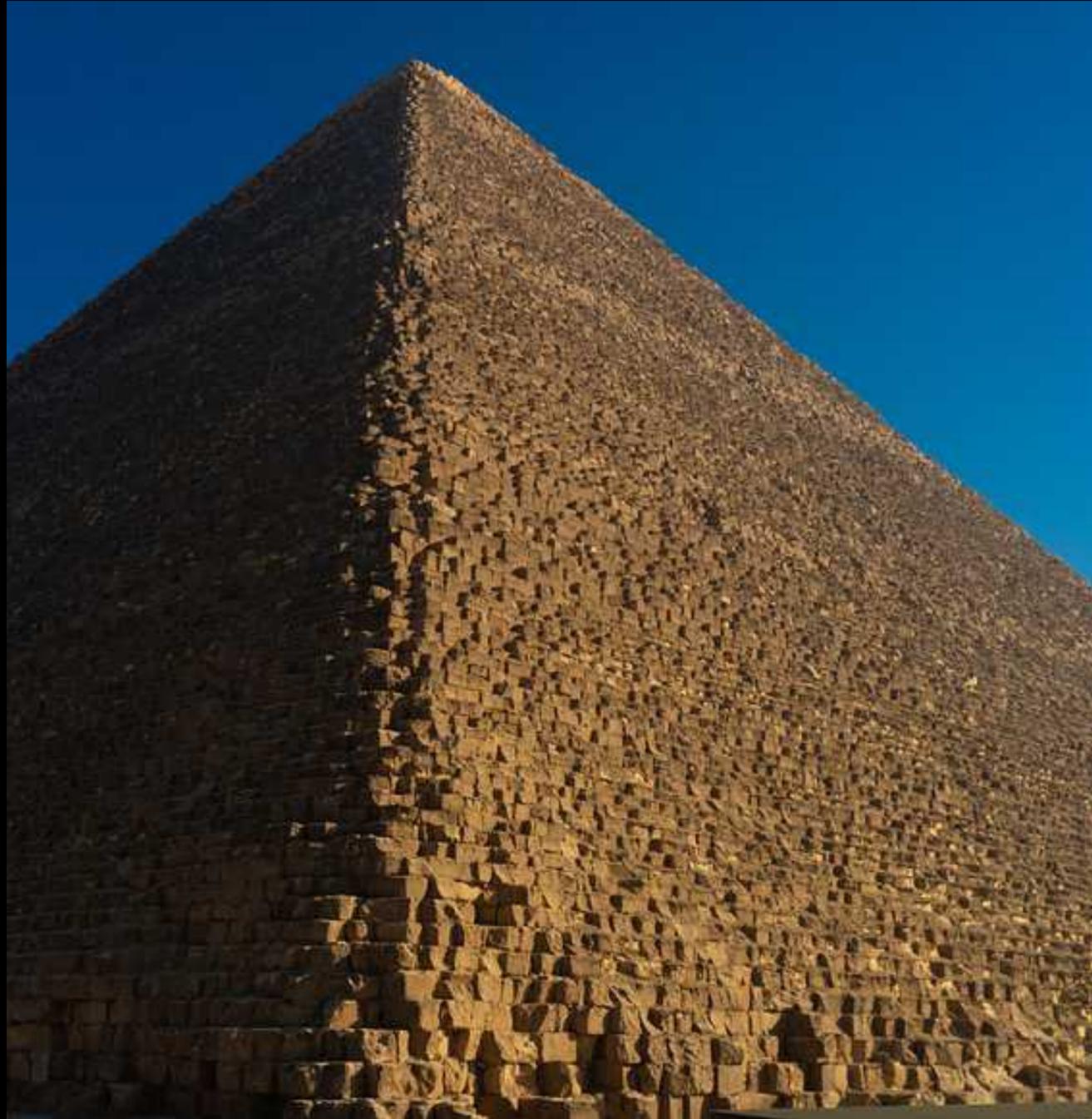
**Getting there from here starts with honest and critical self-assessment**

**Reference Article: High-Reliability Health Care: Getting there from here** Mark R. Chassin and Jerod M. Loeb  
The Milbank Quarterly, Vol. 91, No 3, 2013 (pp459-490)

Keep your slides **simple**: (don't do this) **Focus** your audience's **attention**.

# Presentation Flow

# Presentation Flow



**Jonathan Schwabish**  
**Better Presentations**

Introduction

Previous Literature

Data

Methods

Results

Conclusion

Typical **research** presentation **pyramid**

# Presentation Flow



**News writers**

The Lede

Important details

General and  
background Information

**Inverted Pyramid**

# Presentation Flow



## Scholarly presentations

Hook and Preview

Methods, data, and details

Conclusions and takeaways

## Hour Glass

Image source: <http://justeyes.org>

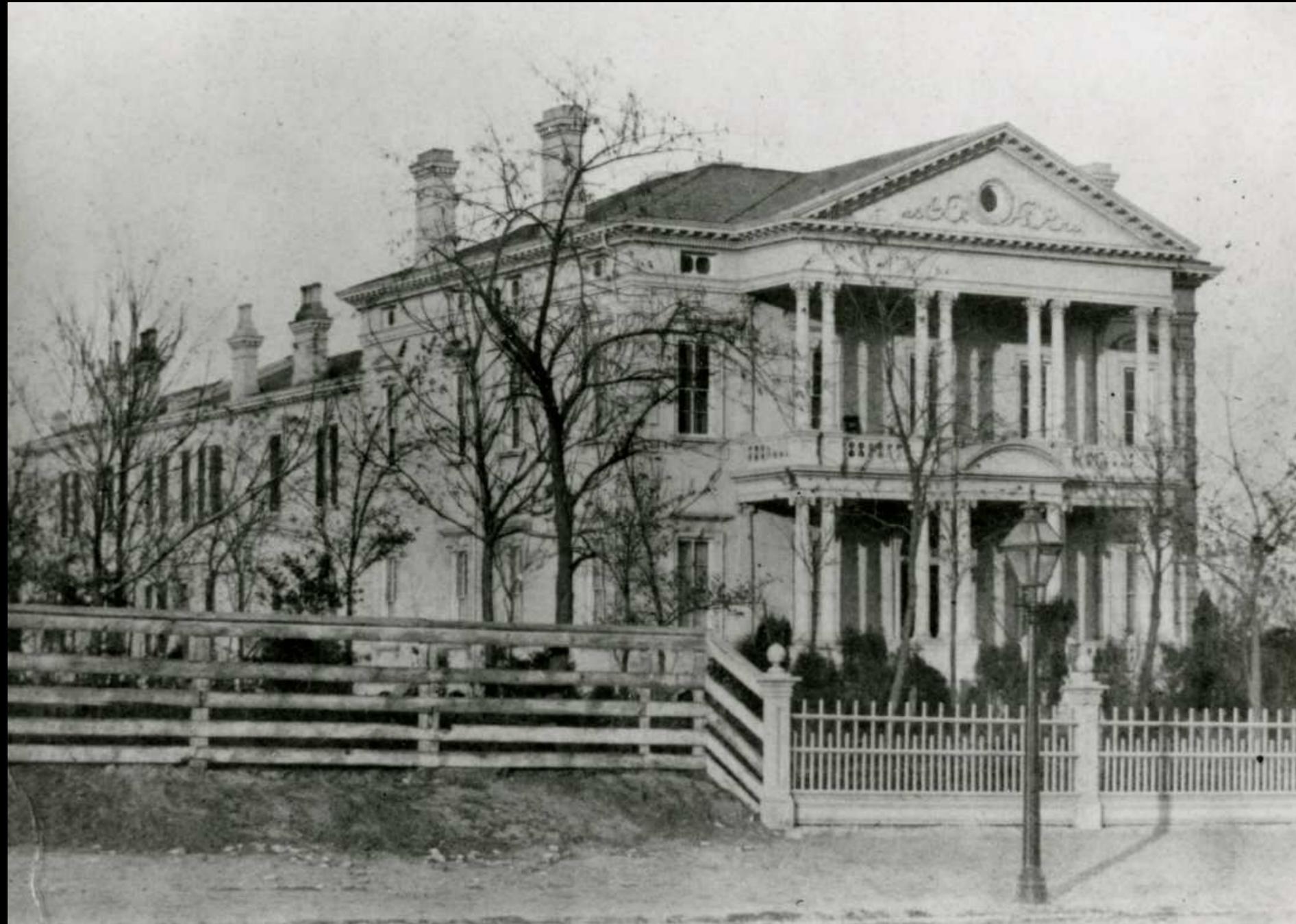
**Example:**

Jul 12, 2017



Fire guts historic home with ties to Mark Twain

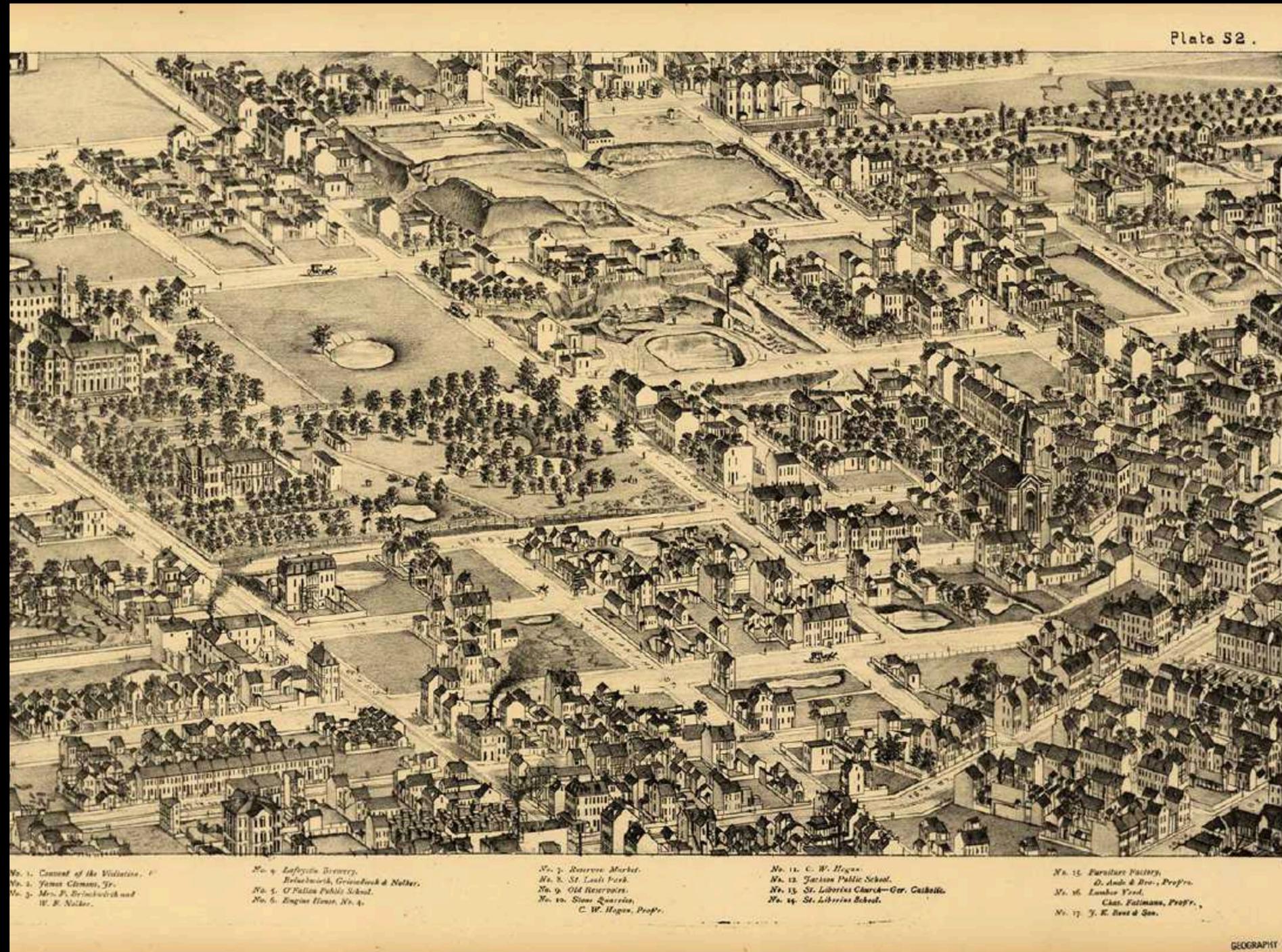
Example:



In 1857 James Clemens, Jr. commissioned architect Patrick Walsh to design the Greek Revival-style mansion.

Image source: Historic American Buildings Survey (HABS)

Example:



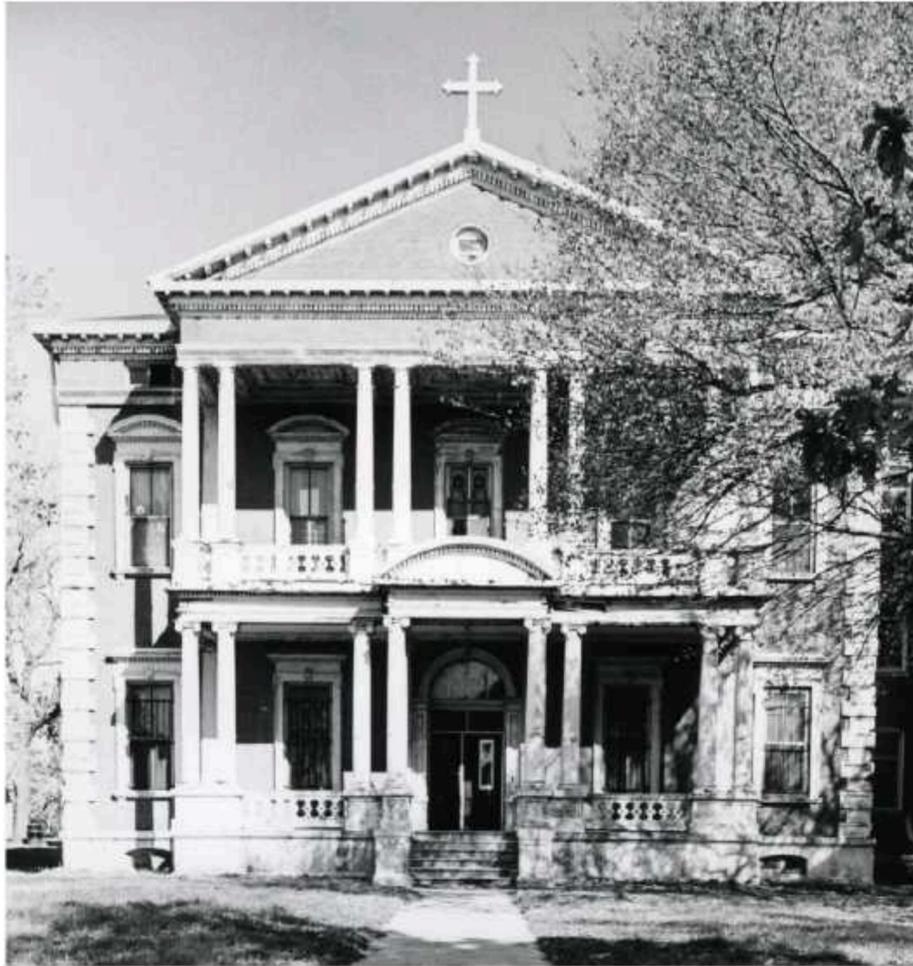
## St. Louis Place

Image source: Pictorial St. Louis Library of Congress

Example:

## James L. Clemens House – City Landmark #44

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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 occasions. 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.

City Landmark

Example:



## Highway Projects

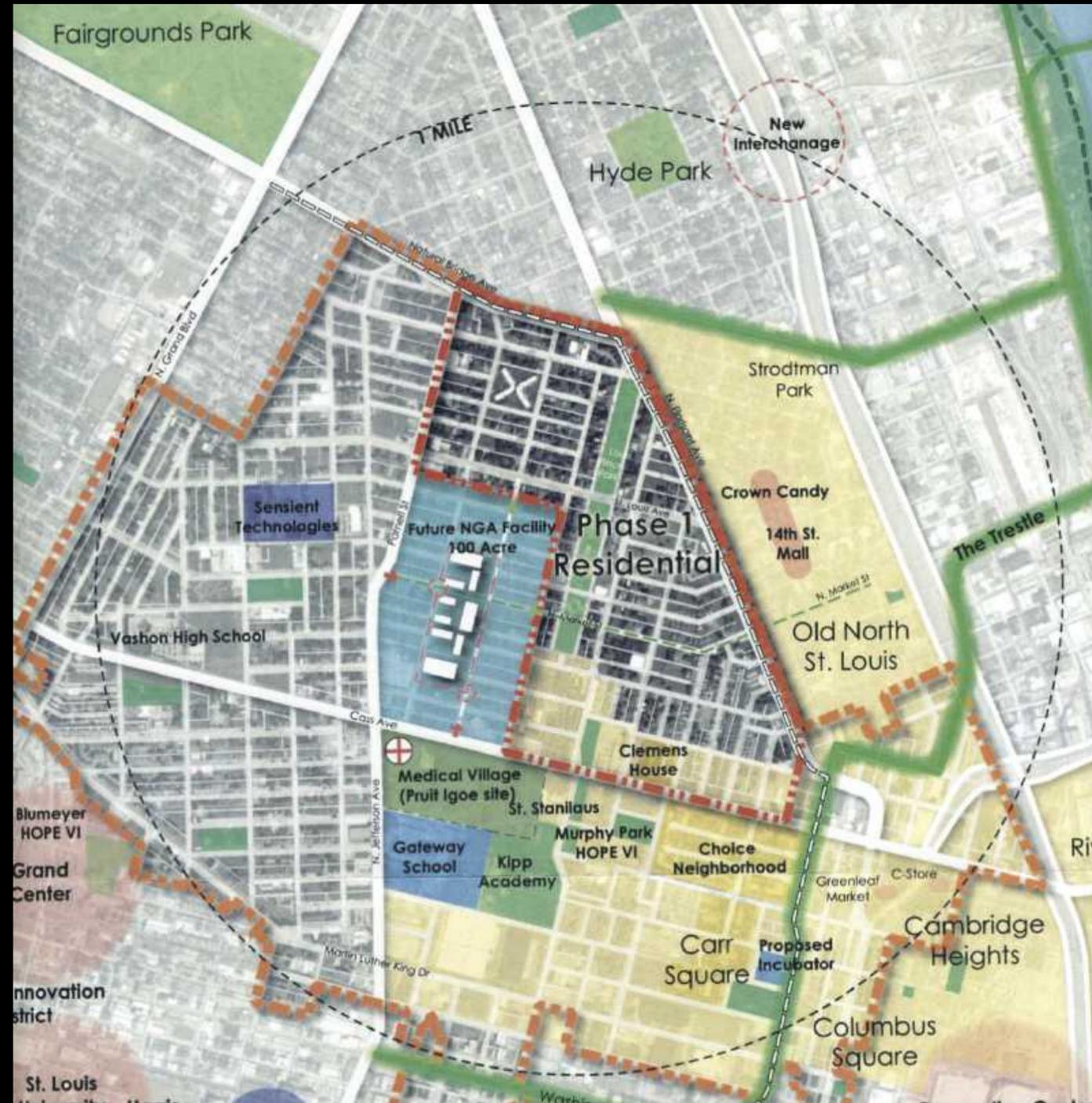
Image source: Landmarks Association of St. Louis, Preservation Research Office

Example:



2002 The building department condemns the buildings and city's  
Land Reutilization Authority takes ownership of the building

Example:



2004 The property sold to a subsidiary of Northside Holding Companies

Example:



2007 The total number of parcels held by Northside Holding Companies reach 662

Example:



Structure continues to decline

Example:

STLOUIS-MO GOV

James L. Clemens House - City Landmark #44



National Register  
of Historic Places

Clemens House-Columbia Brewery District

St.LouisPublicRadio  
90.7 KWMU • 90.3 WQUB • 88.5 & 96.3 KMST

LANDMARKS  
association of st. louis, inc.

Preservation  
Research  
Office

RFT  
RIVERFRONT TIMES

NEXTSTL  
Next St. Louis

ST. LOUIS POST-DISPATCH

MISSOURI  
DEPARTMENT OF  
NATURAL RESOURCES

Missouri Advisory Council on Historic Preservation

STLOUIS-MO GOV

Cultural Resources Office

Who was watching

Example:



ST. LOUIS POST-DISPATCH

Jul 21, 2017

**BUSINESS: 7 historic structures St. Louis  
lost in the last 7 years**



Jul 27, 2017

**Editorial: When property neglect leads to  
tragedy, who holds owners accountable?**

# Giving the Talk

# Giving the Talk



Giving **the Talk You are** as **important** as the **slides**

# Giving the Talk



Technology, Entertainment, Design

# Giving the Talk



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

# Giving the Talk



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

Image source: <http://www.keyline.co.za>

# Giving the Talk



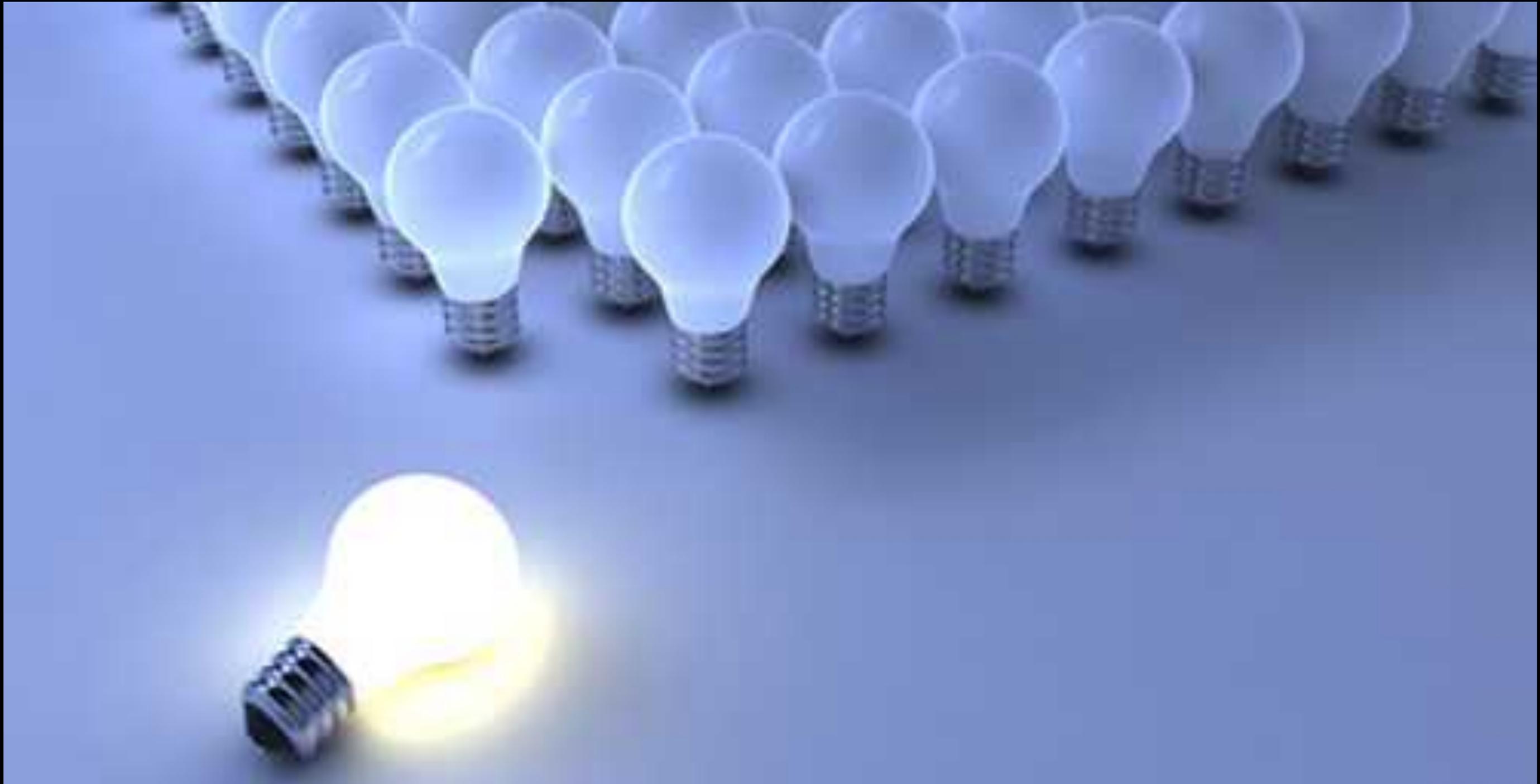
## Qualities of **Successful TED Talks**

# Giving the Talk



**Focus** on **one major idea**

# Giving the Talk



Give people a **reason to care**

# Giving the Talk



Build your **idea** with **familiar concepts**

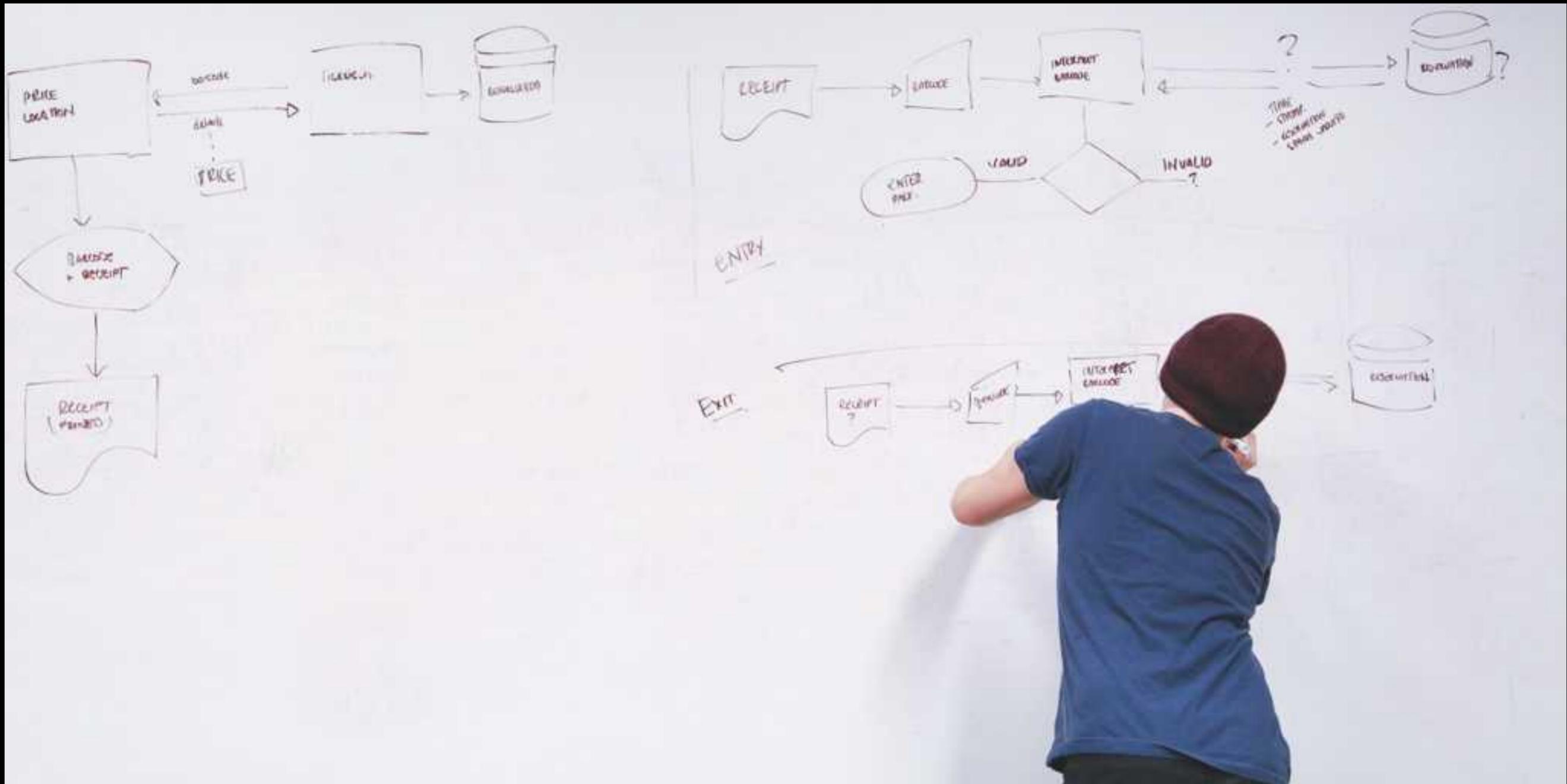
# Giving the Talk



Should you **read** your paper?

# Building the Presentation

# Building the Presentation



My Workflow

Image source: <https://hello.rindle.com>

## Building the Presentation



What type of presentation  
are you giving?

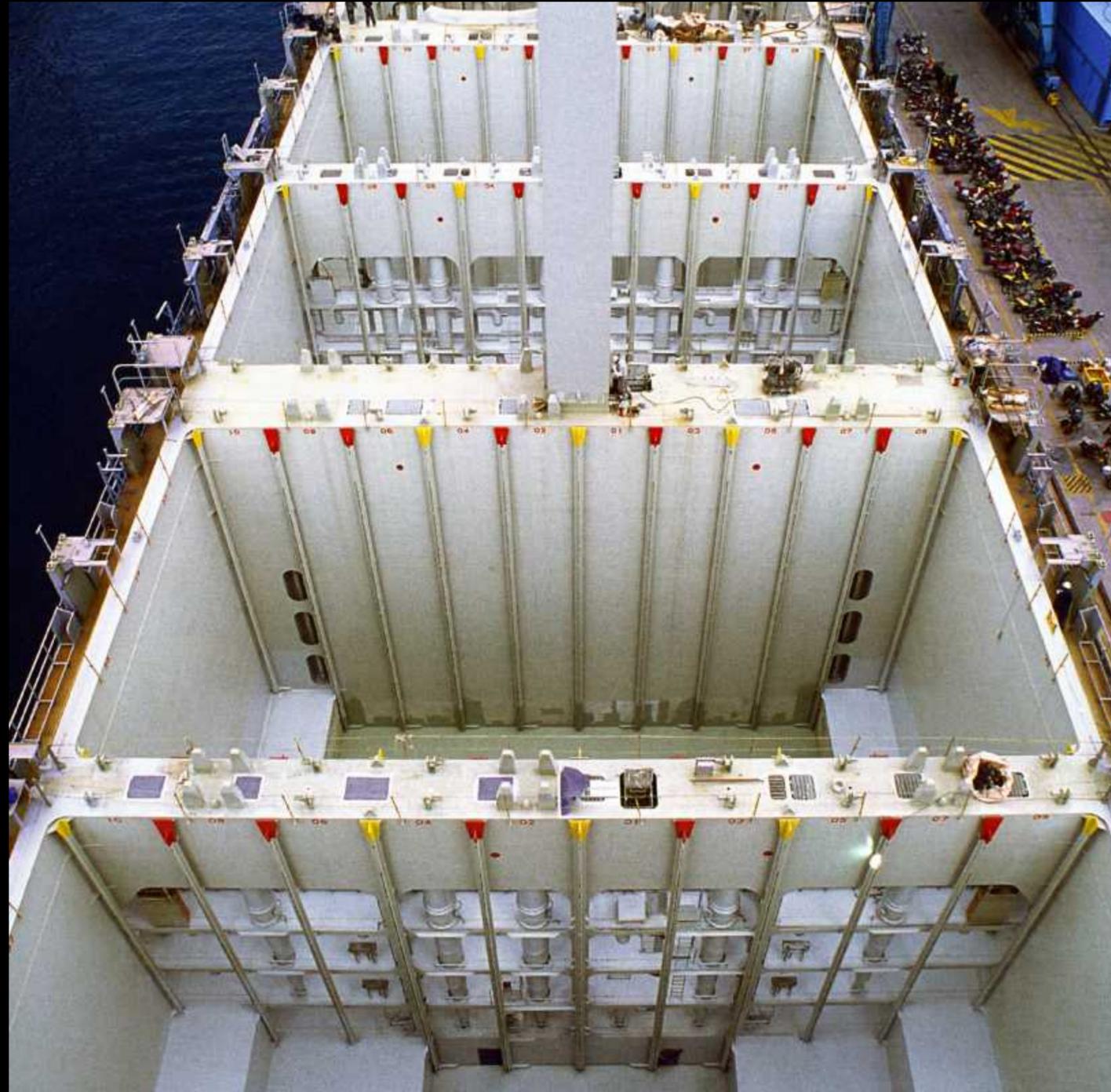
Who is your audience?

How long do you have?

What points do you  
need to make and  
their order

**Create a checklist**

# Building the Presentation

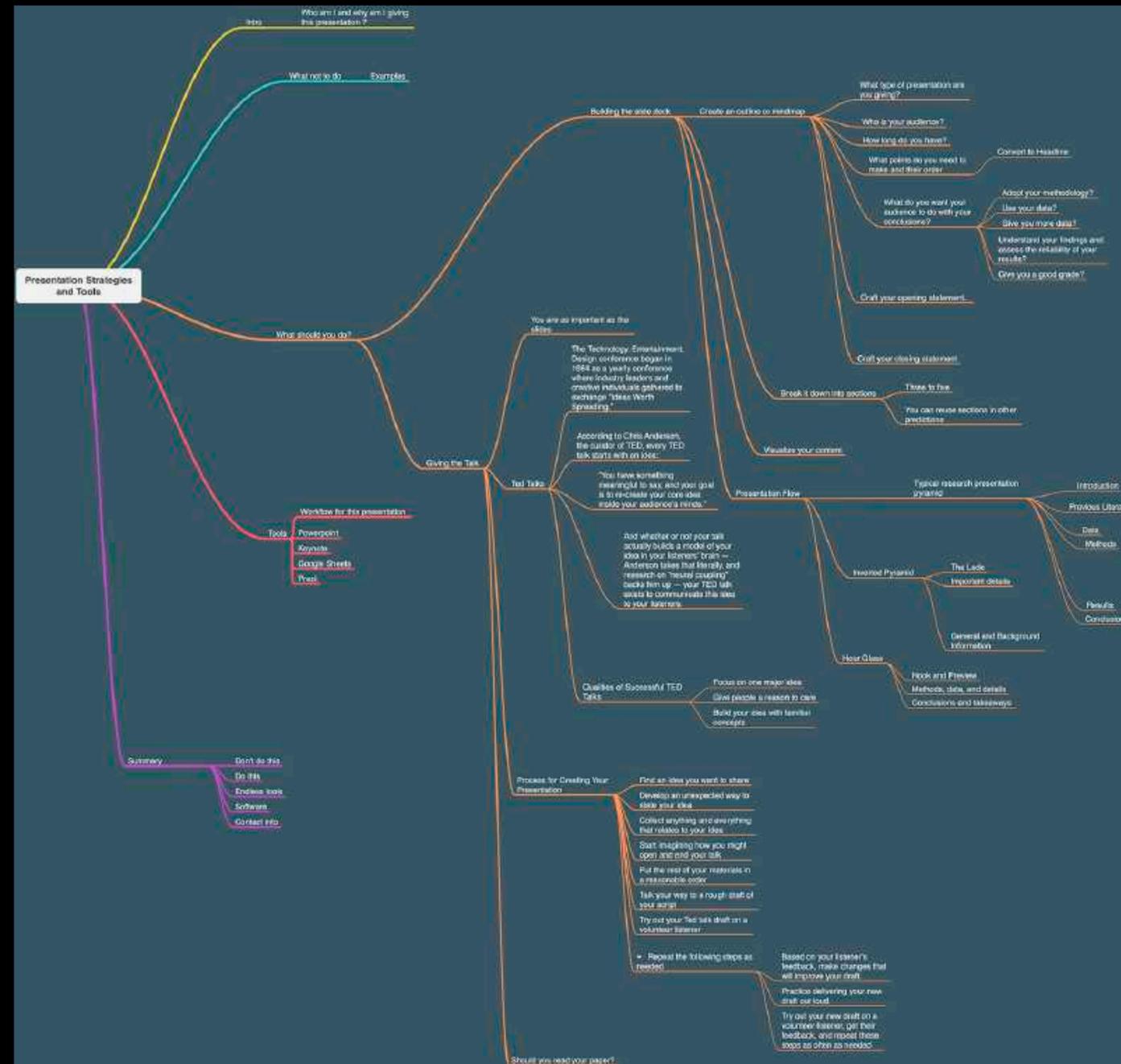


Three to five sections

You can reuse sections  
in other presentations

Break your **presentation** into **sections**

# Building the Presentation



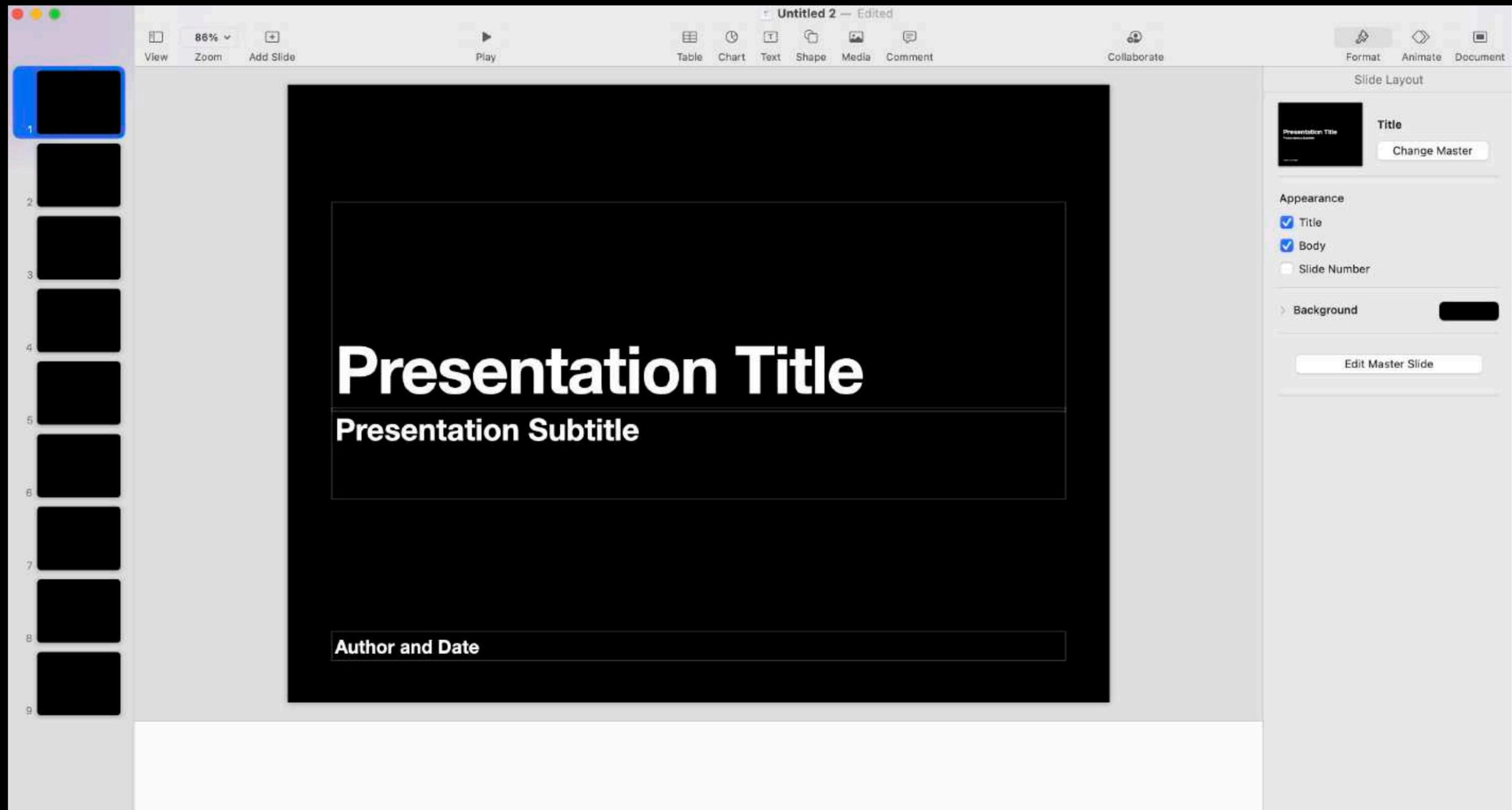
Mind mapping

# Building the Presentation

- 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)  
Schwabish, Jonathan. Better Presentations . Columbia University Press. Kindle Edition
- ▼ Typical research presentation pyramid (image)
  - Introduction
  - Previous Literature
  - Data
  - Methods
  - Results
  - Conclusion
- ▼ Inverted Pyramid (image)
  - The Lede
  - Important details
  - General and Background Information
- ▼ Hour Glass (image)

## Outlining

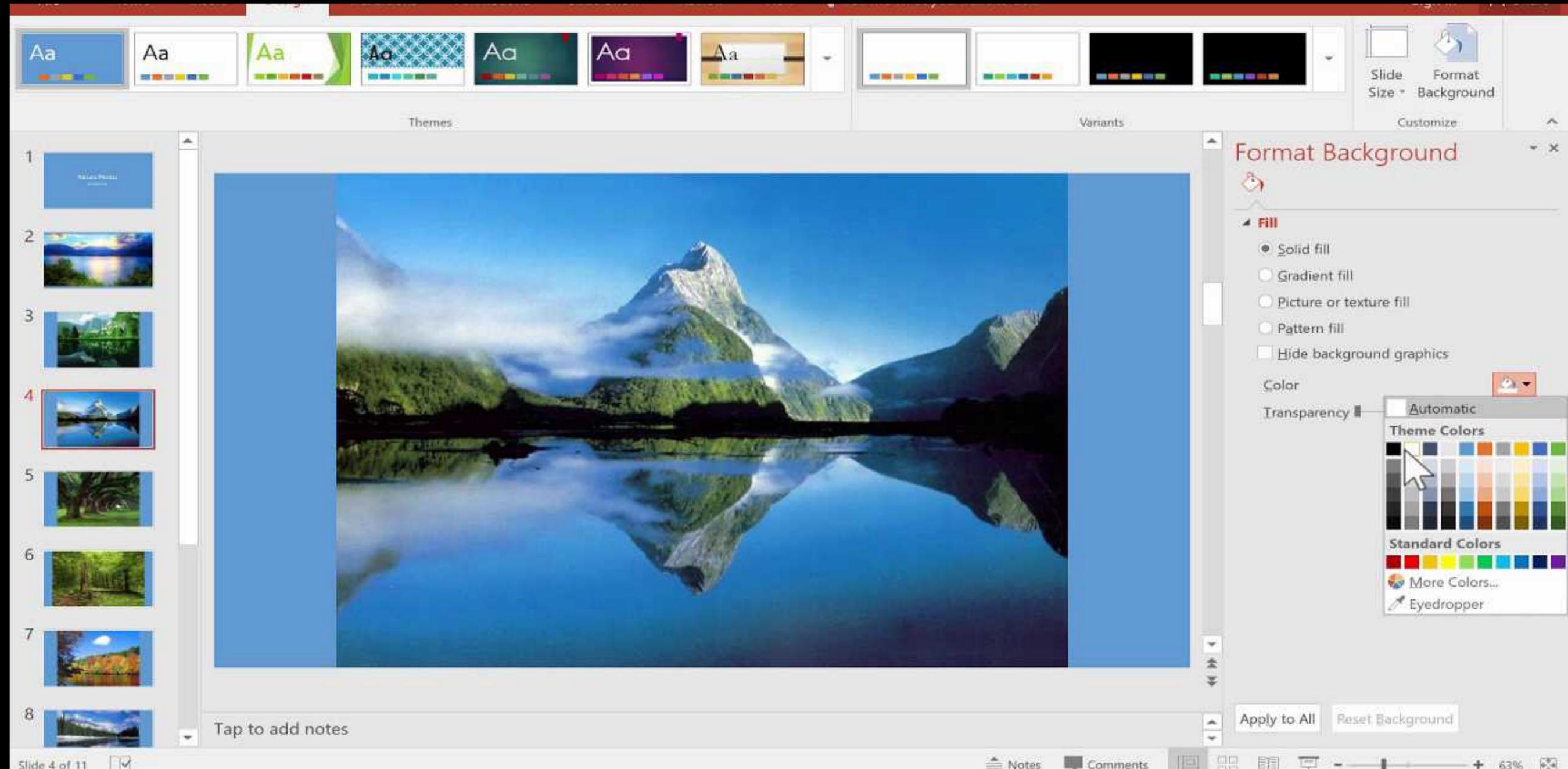
# Building the Presentation



Presentation Platform

# Presentation Tools

# Building the Presentation



**Microsoft PowerPoint** - Mac, Windows, iPad, iPhone, Android and Web

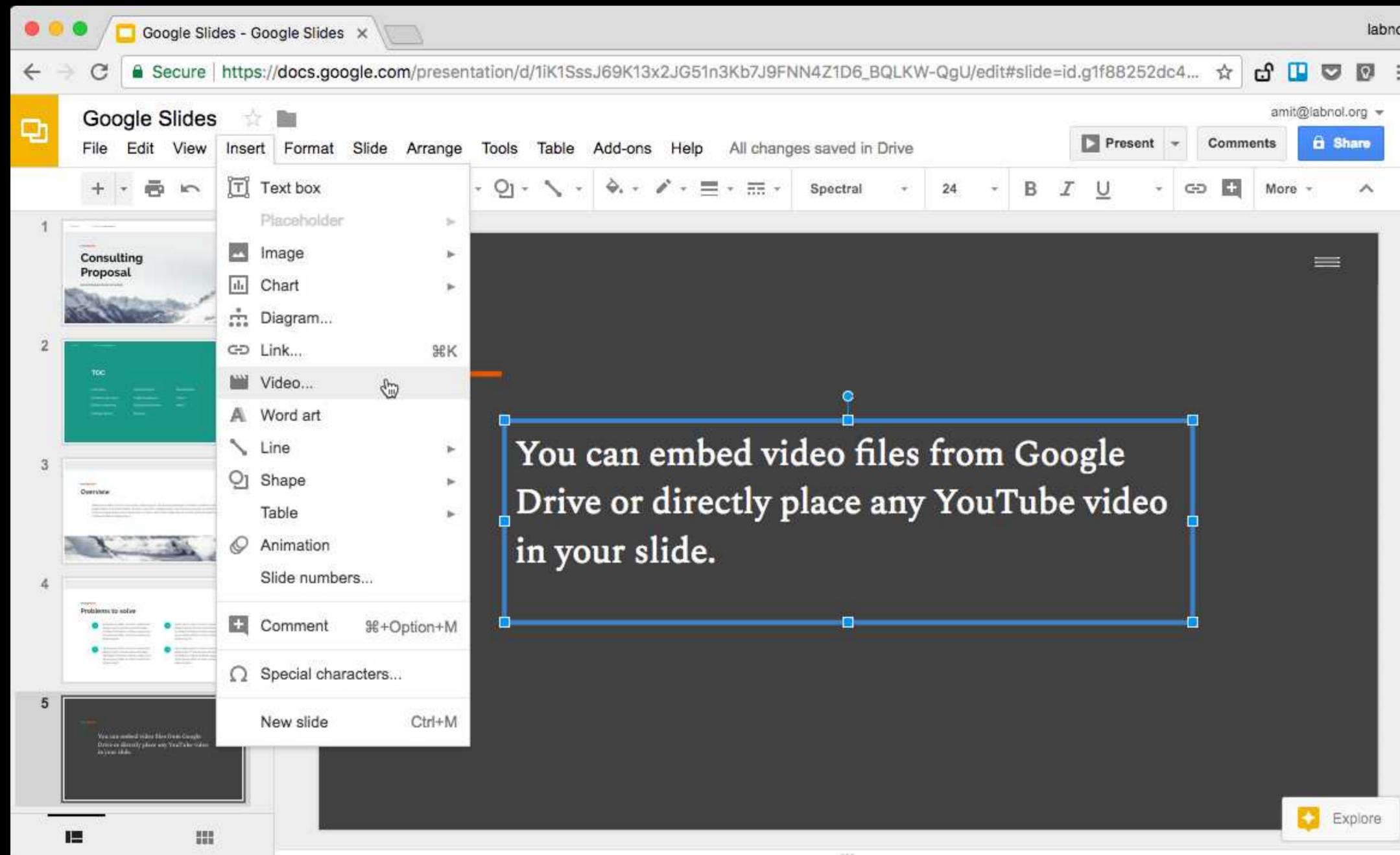
# Building the Presentation

The screenshot displays the Apple Keynote application interface. The main slide, titled "Or Image?", features a complex geometric diagram consisting of a circle with various internal lines and points labeled with numbers 1 through 15. The diagram is centered on a dark background. Below the diagram, the text "Architectural Drawing By C. Franklin Edmiston, 1905" is visible. The slide also includes the "SCHOLARLY InnovationLab" logo in the bottom left and the "UCLA" logo in the bottom right. The interface includes a top toolbar with options like "View", "Zoom", "Add Slide", "Play", "Keynote Live", "Table", "Chart", "Text", "Shape", "Media", "Comment", and "Collaborate". A left sidebar shows a thumbnail view of the presentation slides, with slide 13 (the current slide) highlighted. A right sidebar shows the "Slide Layout" panel with options for "Blank", "Appearance" (Title, Body, Slide Number), and "Background" (Color Fill).

Apple Keynote - Mac, iPad, iPhone, and Web

<https://www.apple.com/keynote/>

# Building the Presentation



Google slides - Web

Image source: <https://https://www.google.com>

# Building the Presentation

prezi.com/bbk7mk6bqwk1/edit/#0

Save Meeting Print Help Exit

Continue Your Prezi skill Tutorial

Path

Add Delete All Capture View

1 PD 1081, 21, 1972

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3 Martial Law and a Decade of Press Suppression

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8 FM DECLARES MARTIAL LAW

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12 Why control of the Philippines during Martial Law?

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31 Why not vCom?

32 Purpose Journalism fits with the propaganda machine of the government. It was used to give it a coat, to camouflage, to white wash the

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36 Martial Law ended, 1981

37 TULOY PA RIN ANG LABAN August 21, 1983

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40 Pre-EDSA Press

41 Crony Press

42 RP Battles with Dandruff

43 Alternative Press

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46 Provincial Press

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# Questions?

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## Books:

**Better Presentations by Jonathan, Schwabish. Columbia University Press. 2017** [https://www.amazon.com/dp/B01M9EOI1K/ref=dp-kindle-redirect?\\_encoding=UTF8&btkr=1](https://www.amazon.com/dp/B01M9EOI1K/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)

**Lighting for animation : the art of visual storytelling by Jasmine Katatikarn and Michael Tanzillo. 2017**  
<https://www.amazon.com/Lighting-Animation-Art-Visual-Storytelling/dp/1138018678>

## Links:

**Ted Talks** <https://www.ted.com/talks>

## Software:

**OmniOutliner Outliner** <https://www.omnigroup.com/omnioutliner>

**Mindnode Mind Mapping** <https://mindnode.com>

