

# Presentation Strategies and Tools

UCLA Research Workshop Series Spring 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



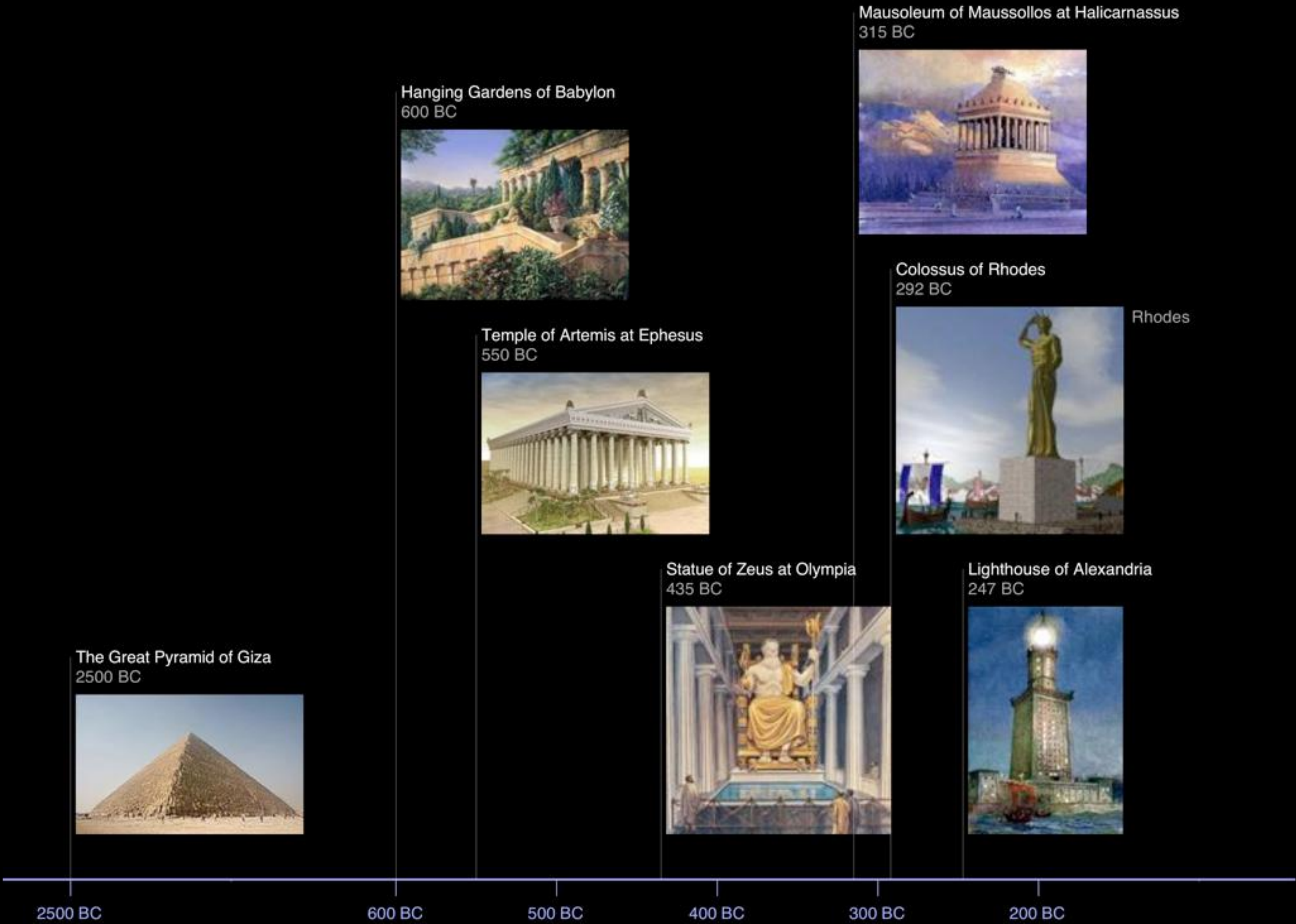
What should you do?

## Seven Wonders of the Ancient World

Great Pyramid of Giza	c.2500 BCE
Hanging Gardens of Babylon	c.600 BCE
Temple of Artemis at Ephesus	c.550 BCE
Statue of Zeus at Olympia	c.435 BCE
Mausoleum at Halicarnassus	c.315 BCE
Colossus of Rhodes	c.290 BCE
Lighthouse of Alexandria	c.280 BCE

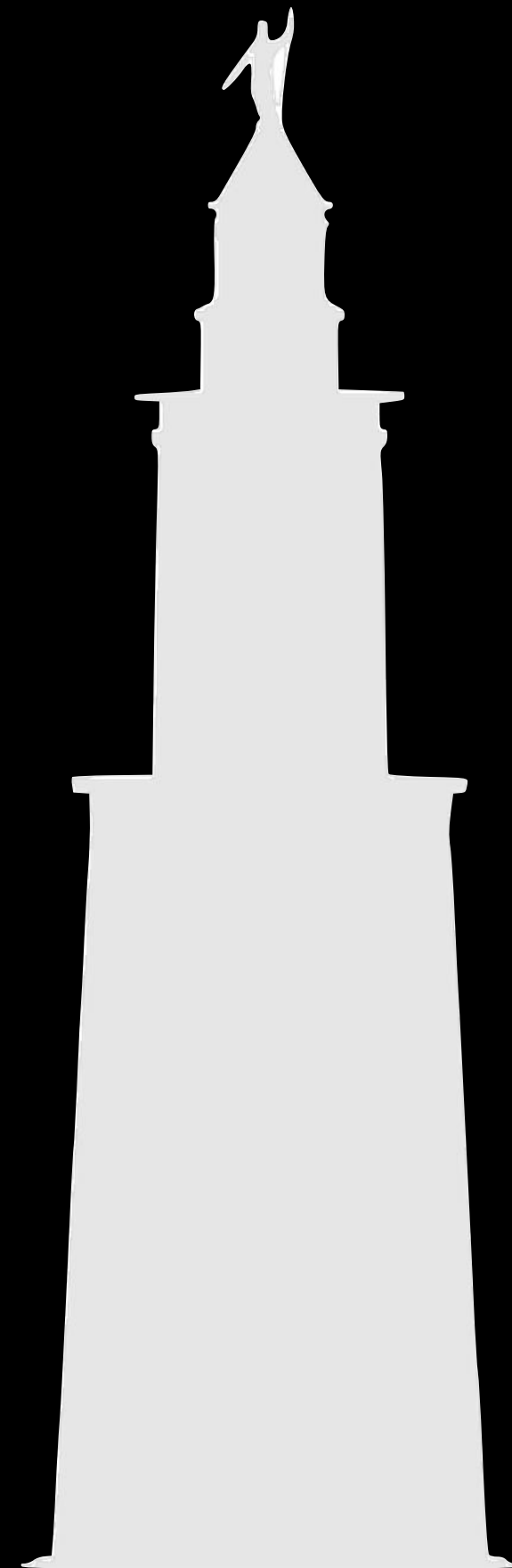


What should you do?



Seven Wonders of the Ancient World

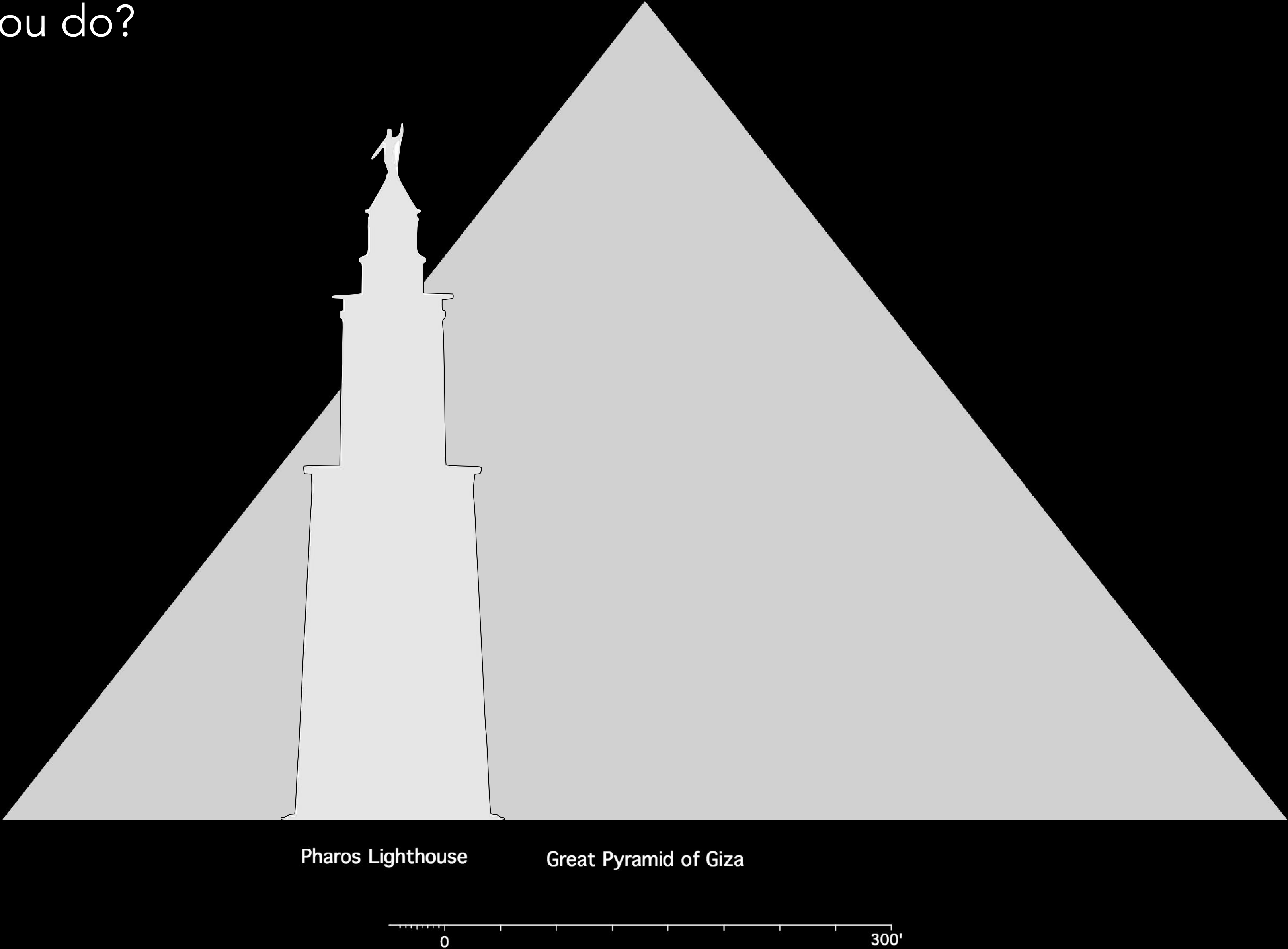
What should you do?



## Size of the lighthouse

The ancient Pharos Lighthouse towered 129 meters over Alexandria, equivalent to a 35 story modern building.

What should you do?



Pharos Lighthouse

Great Pyramid of Giza

0 300'

Size of the lighthouse



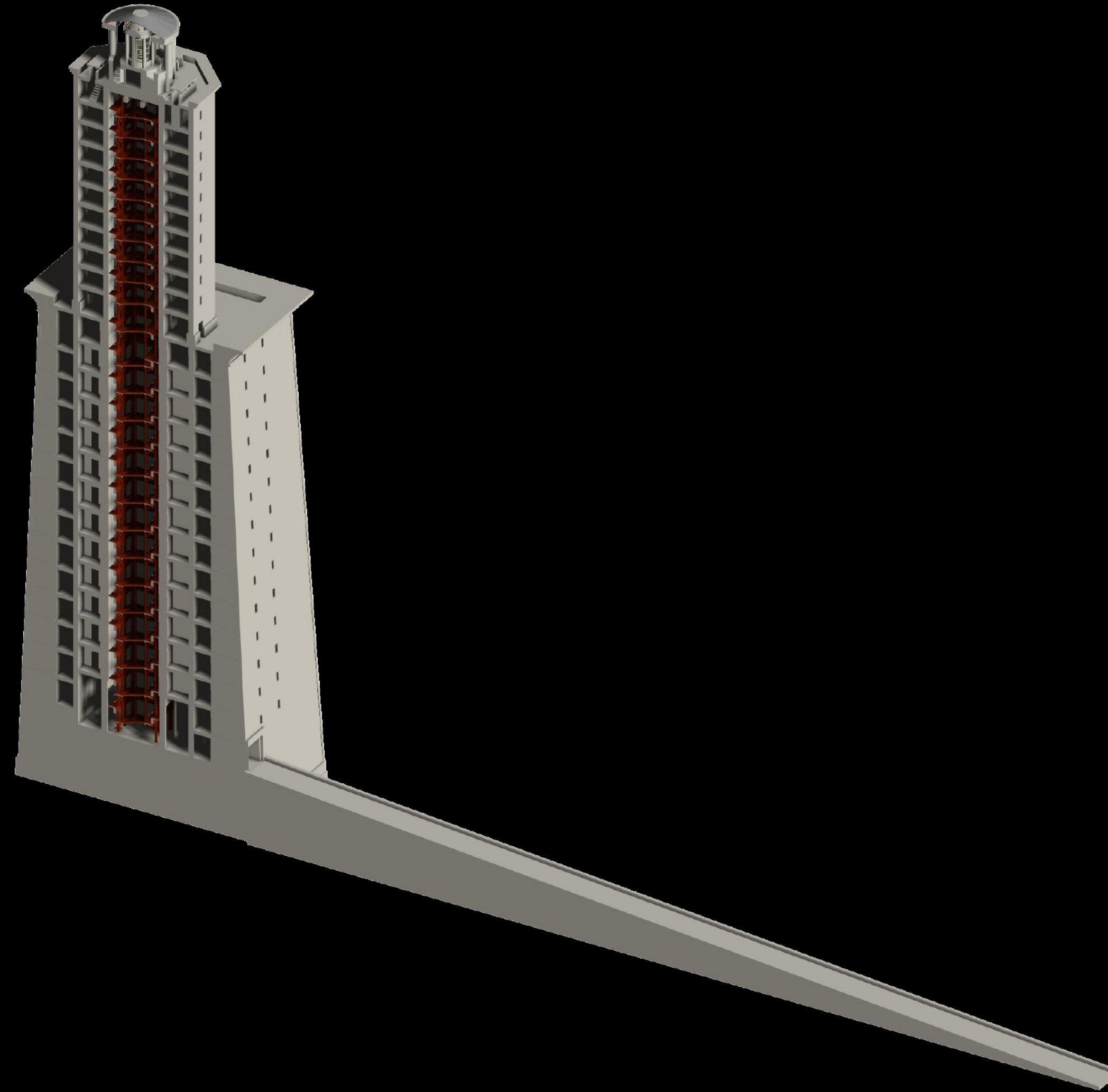
What should you do?



Site of the Lighthouse



What should you do?



3D Model of the Lighthouse

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



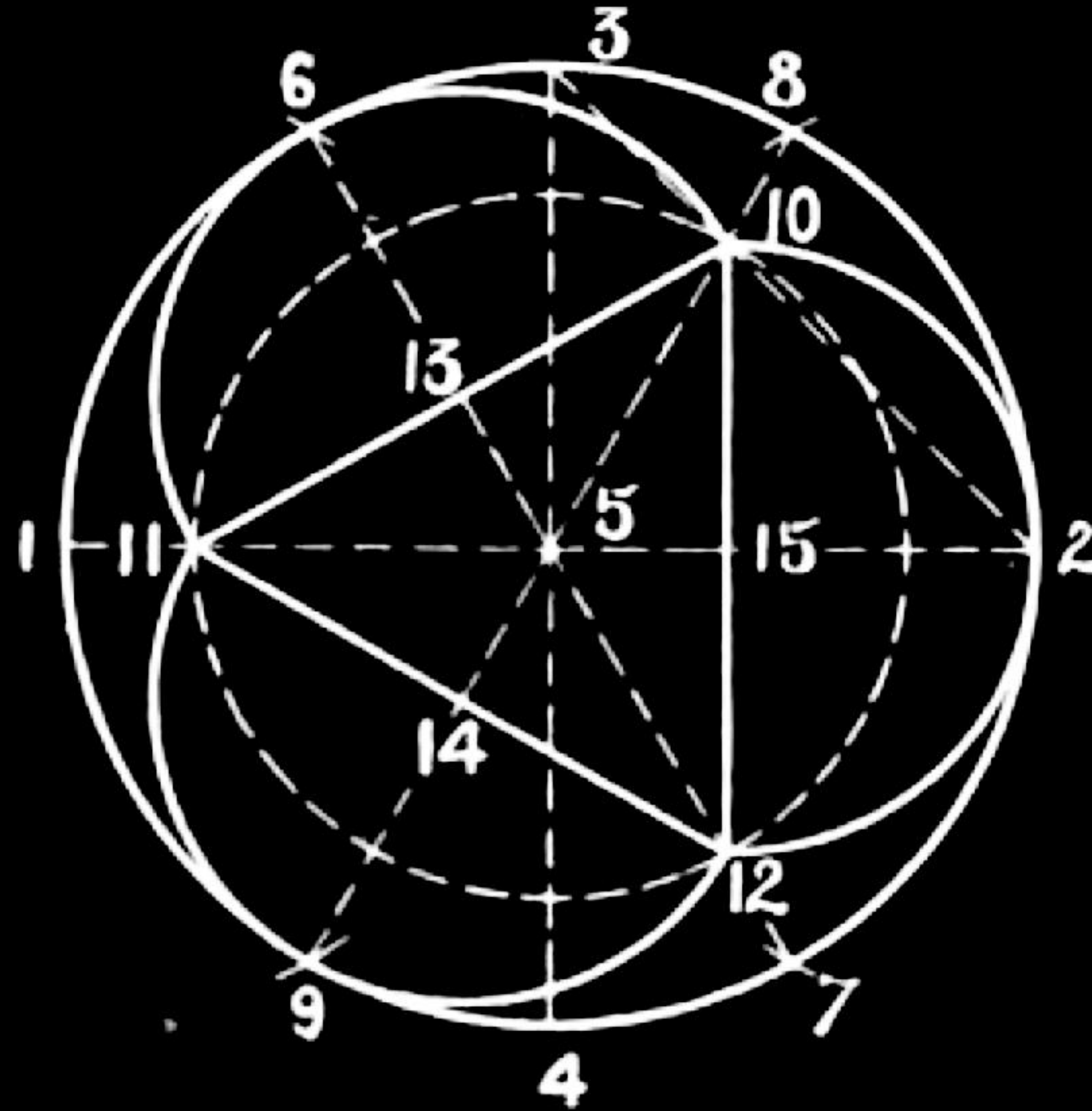
“A picture is worth a thousand words”

## 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"

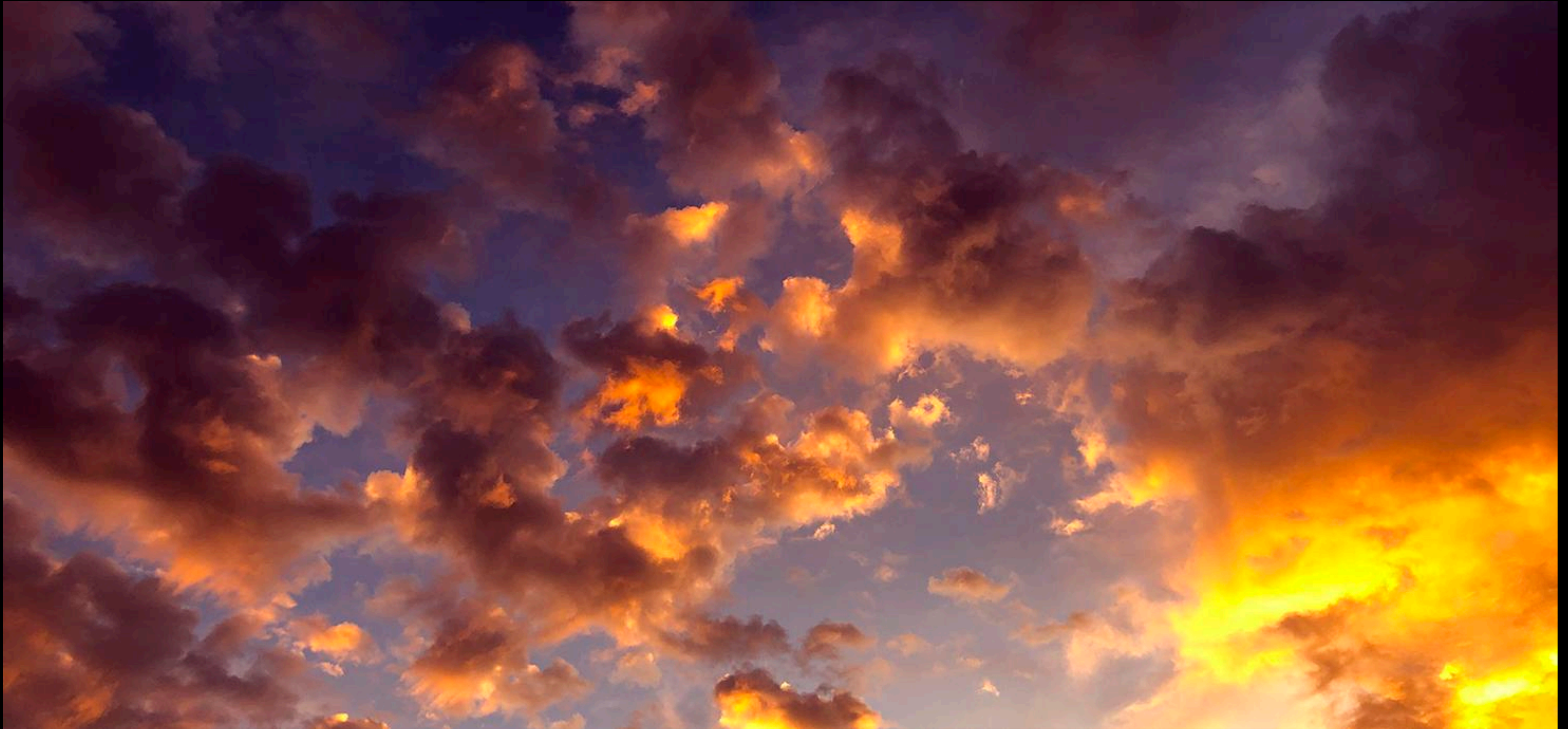


Or Image?

# The Picture Superiority Effect



# The Picture Superiority Effect



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



# The Picture Superiority Effect

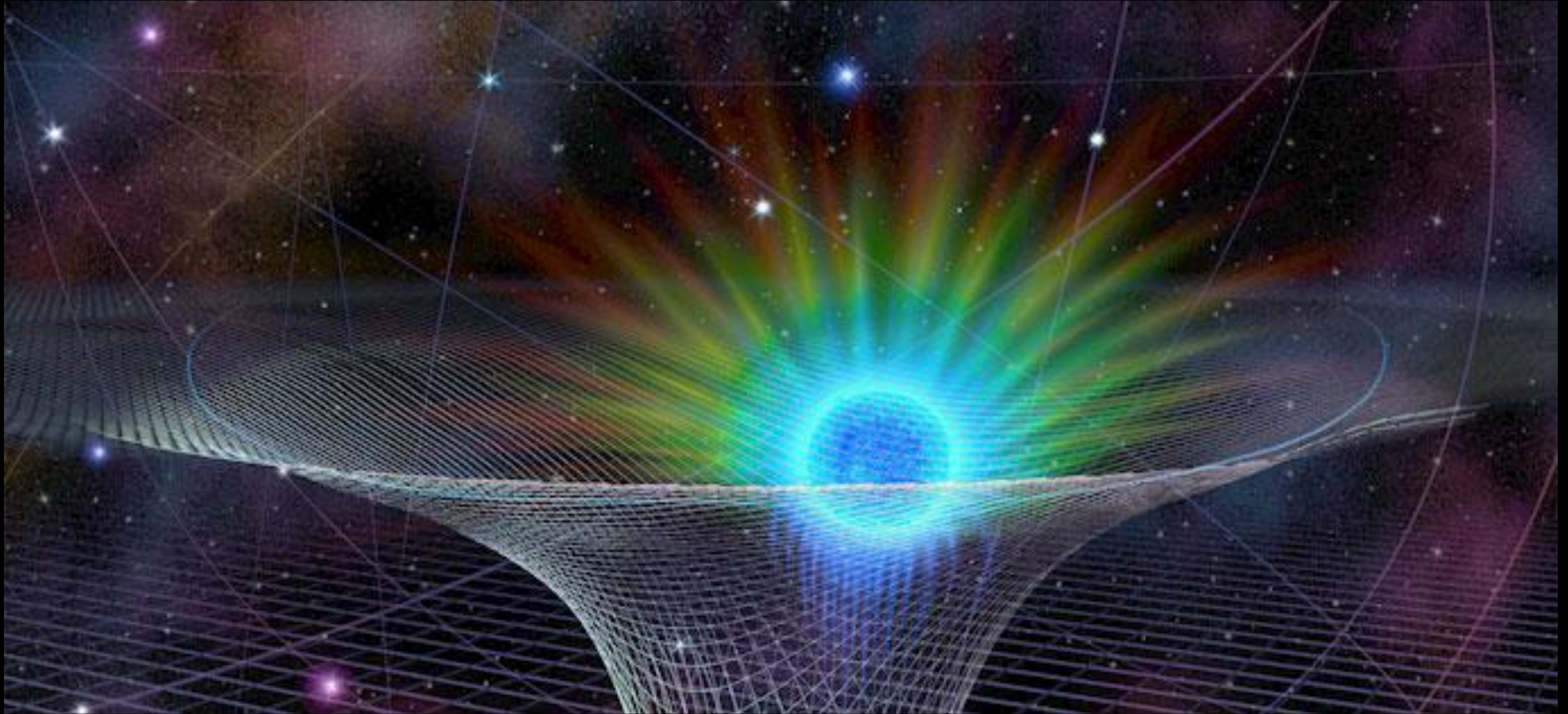


**Visual** Storytelling

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



# The Picture Superiority Effect

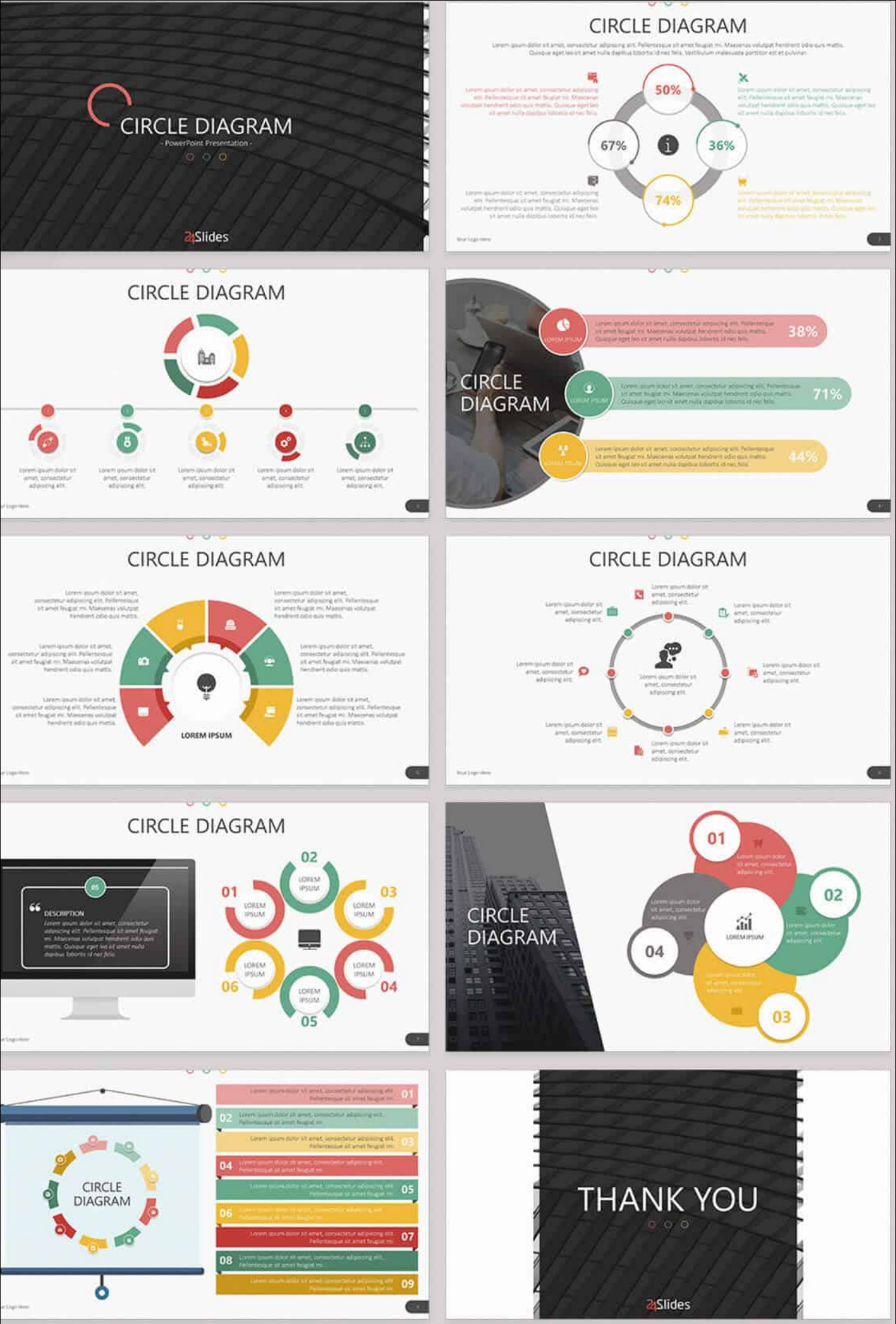


**Visualize** your content

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



In General...



Slide design is:

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

**In General...**



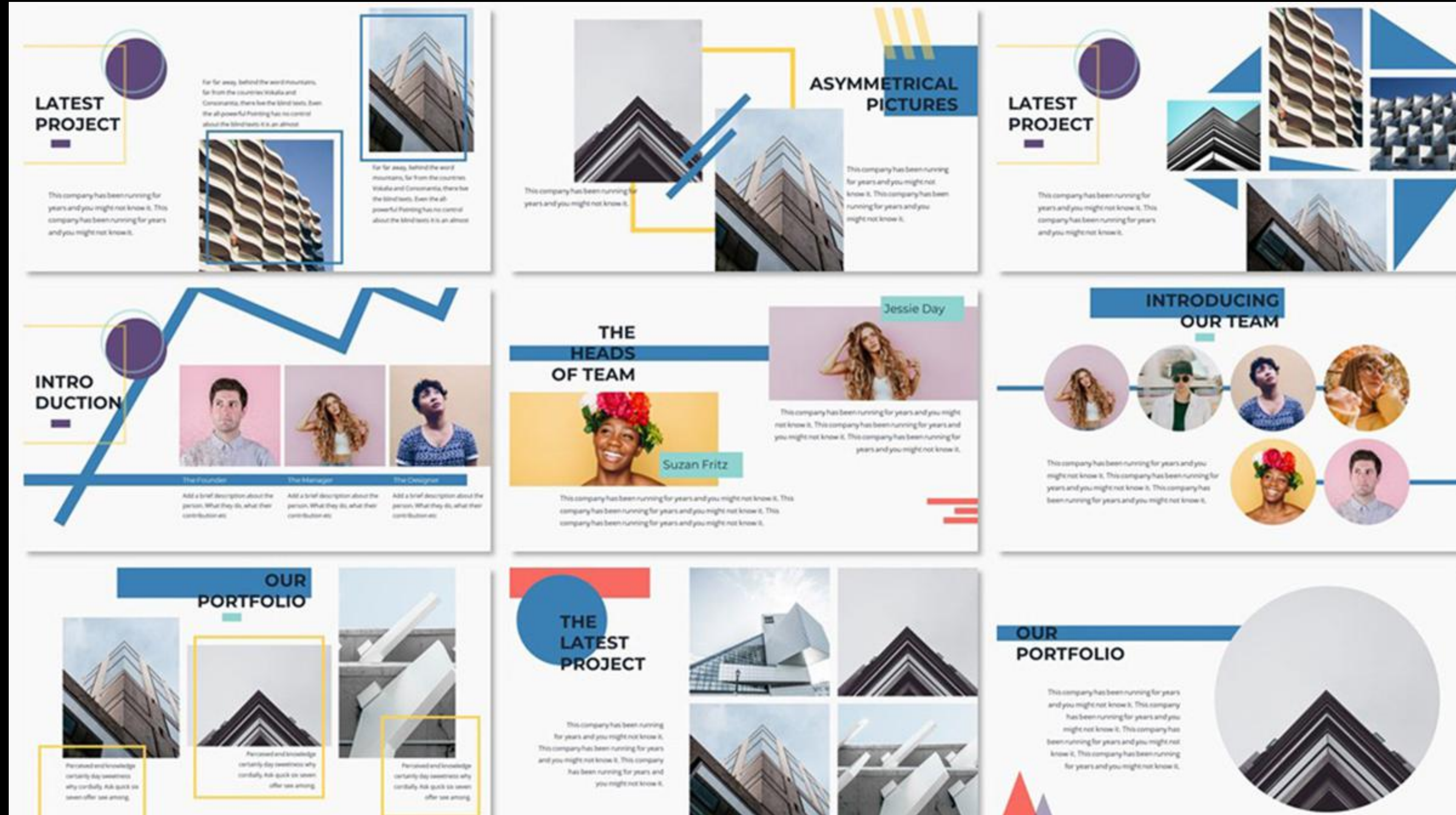
In General...



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



In General...

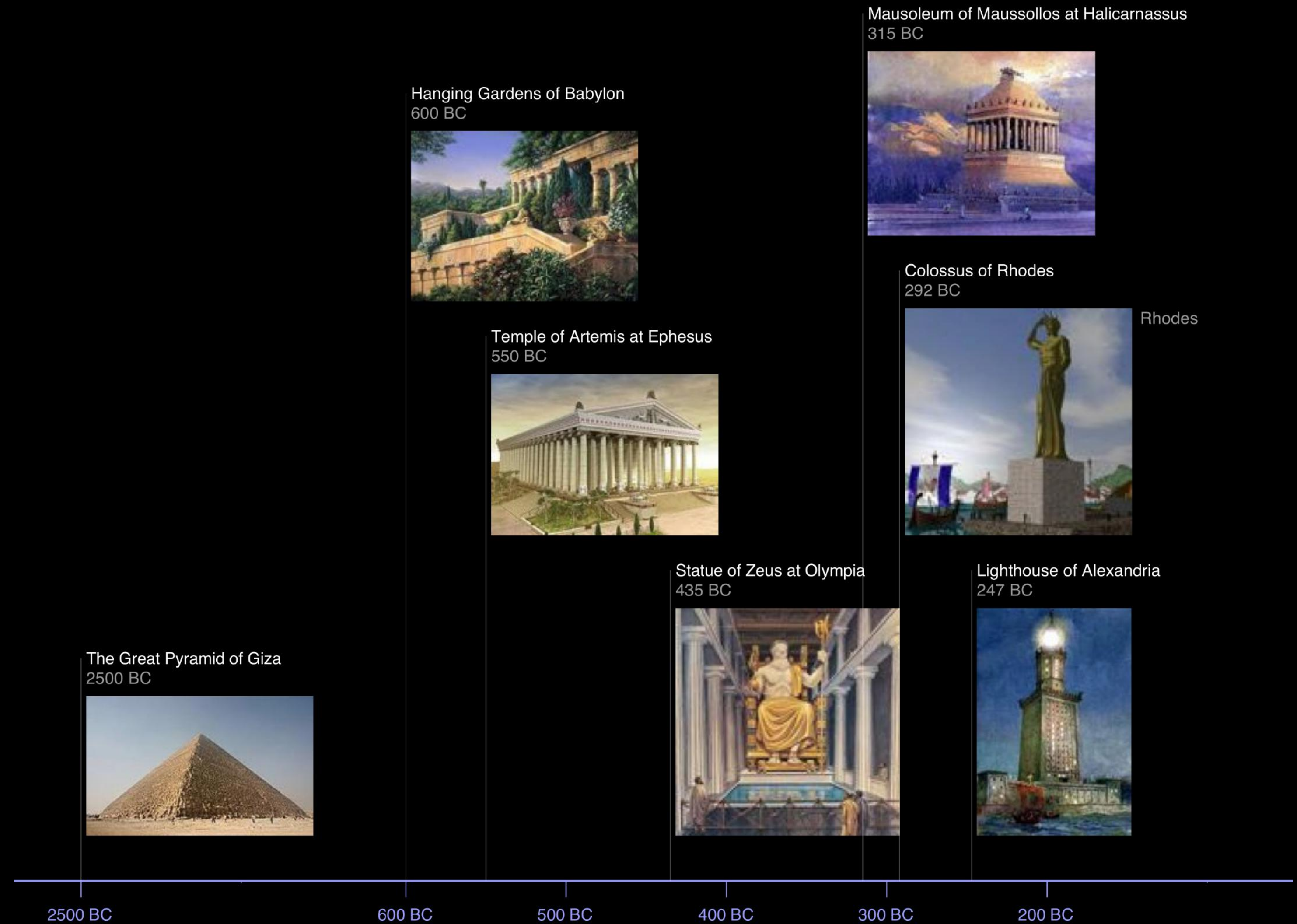


**Consistency** in the **formatting** of your slides (**colors and fonts**)



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 calculated and mindful decisions and actions
  - Allow everyone to improve situational awareness
  - Leverage human factors through creation of intuitive 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



All people always experience the safest, highest quality, best value health care across all settings

Five stages of maturity:  
- Beginning  
- Developing  
- Advancing  
- Approaching  
- Arriving - no hospital could achieve across all activities


Robust Process Improvement

Safety Culture

Leadership Commitment

Compliance with Joint Commission Standards & National Patient Safety Goals, Excellent Accountability Measures Performance

## 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.



SCHOLARLY  
InnovationLab

Image source: "Military Industrial Powerpoint Complex" collection at the Internet Archive



UCLA



# 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:**



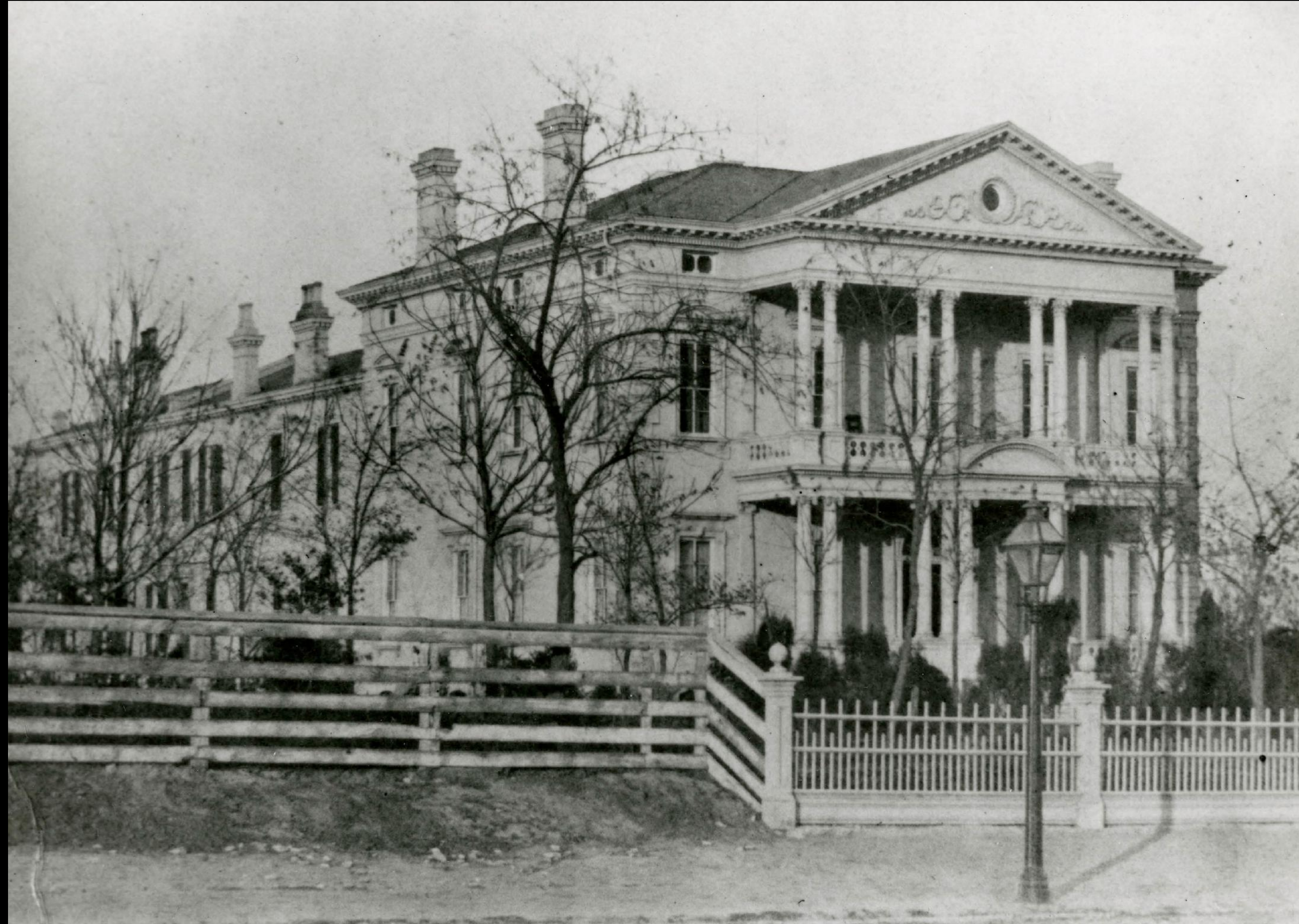
Jul 12, 2017



Fire guts historic home with ties to Mark Twain



Example:

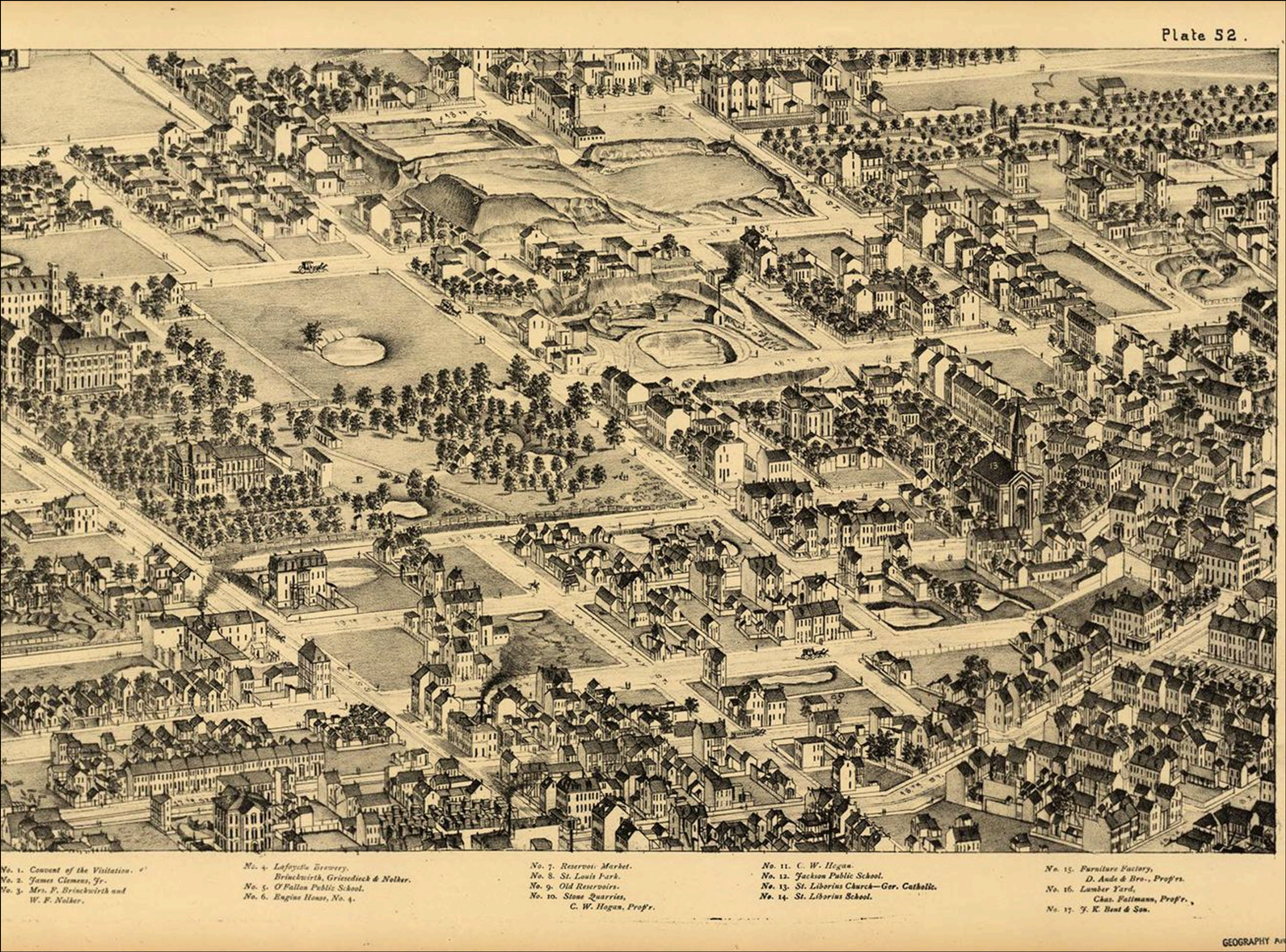


In 1857 James Clemens, Jr. commissioned architect Patrick Walsh to design the Greek Revival-style mansion.

Image source: Historic American Buildings Survey (HABS)



Example:



# St. Louis Place

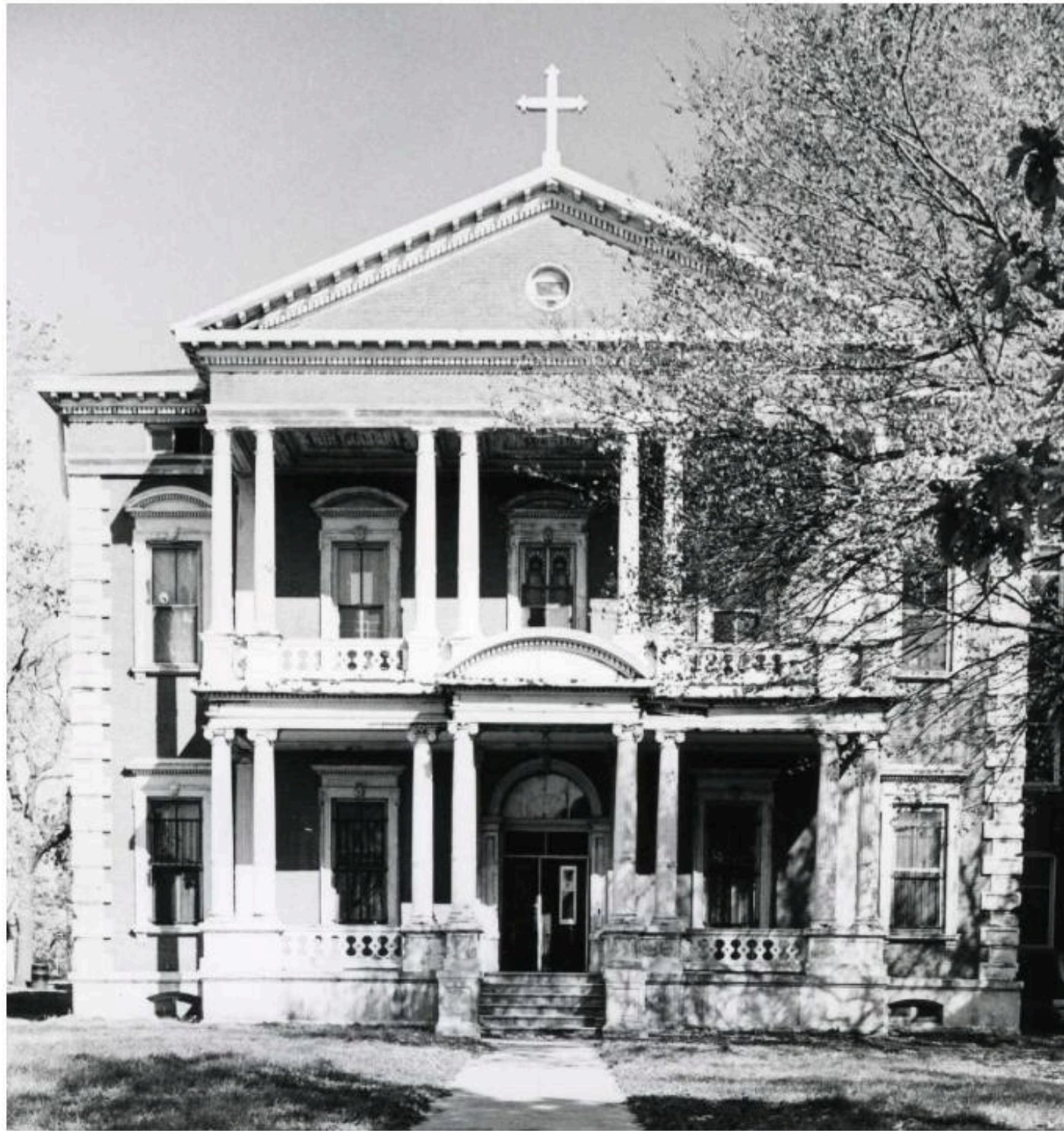
Image source: Pictorial St. Louis Library of Congress



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



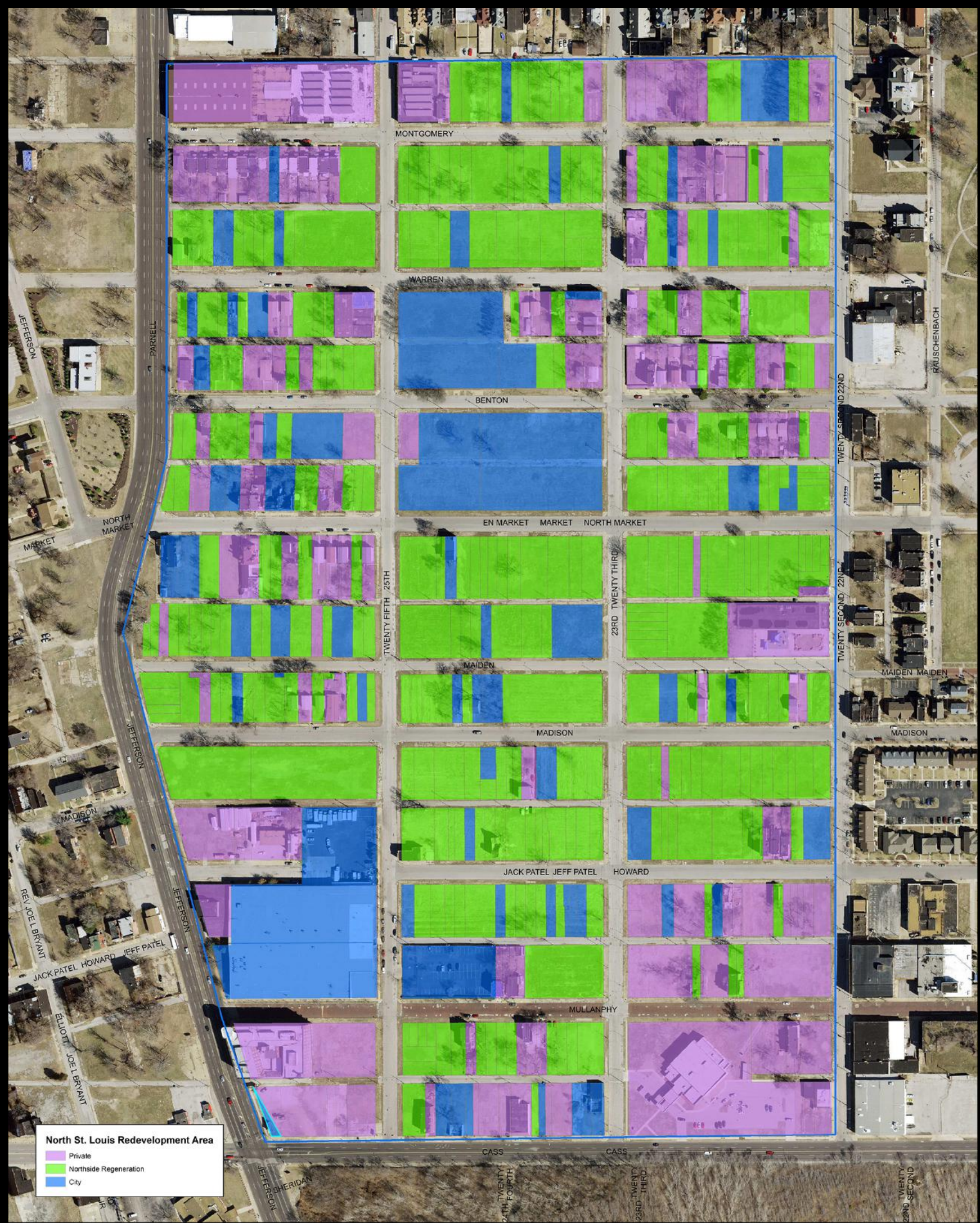
Example:



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

Preservation  
Research  
Office



LANDMARKS  
*association of st. louis, inc.*

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

NEXTSTL  
Next St. Louis

ST. LOUIS POST-DISPATCH



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**

Image source: <https://pixabay.com>



# Giving the Talk



Give people a **reason to care**

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



# Giving the Talk



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



# Giving the Talk



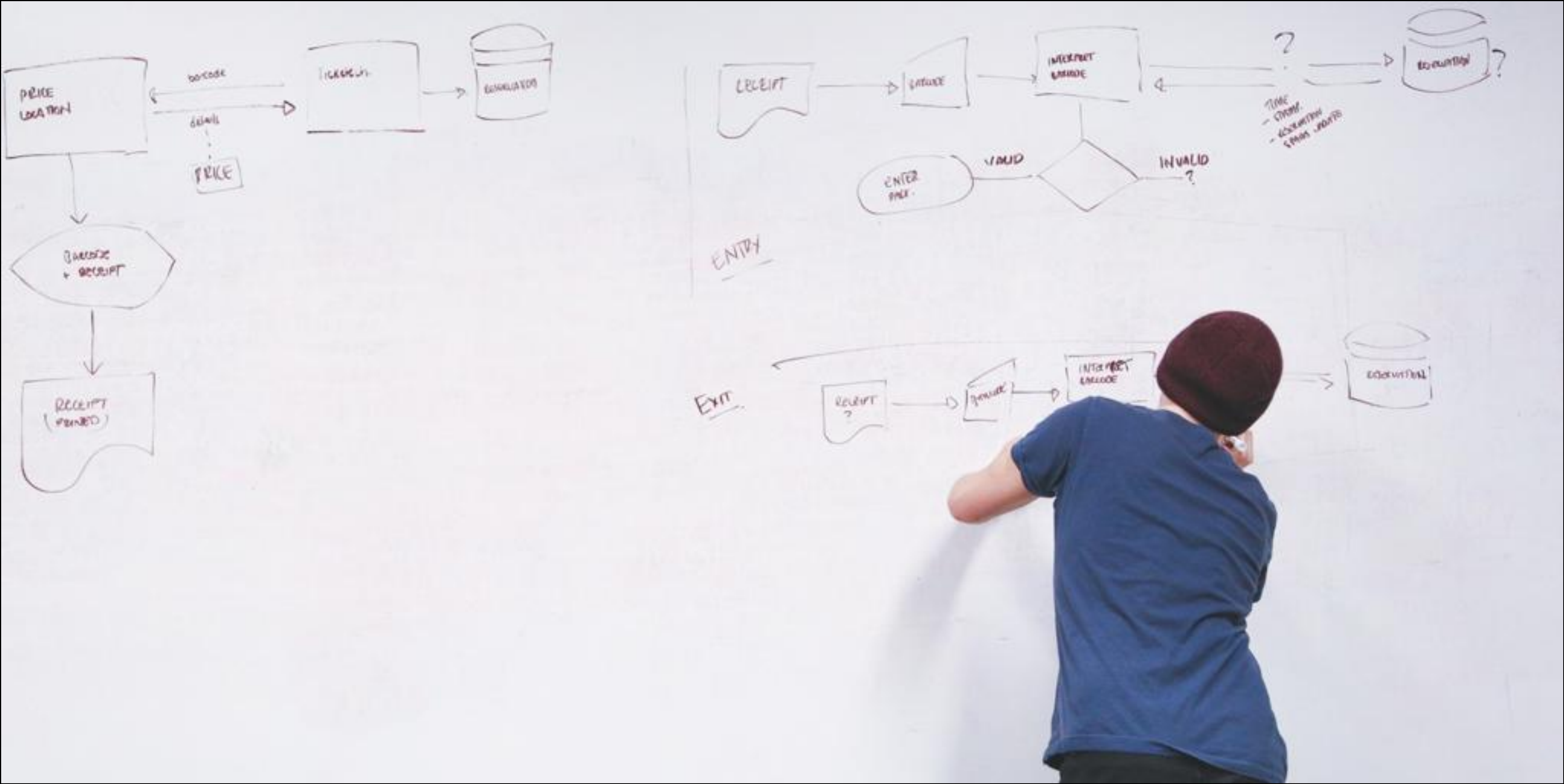
Should you **read** your paper?



# 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?

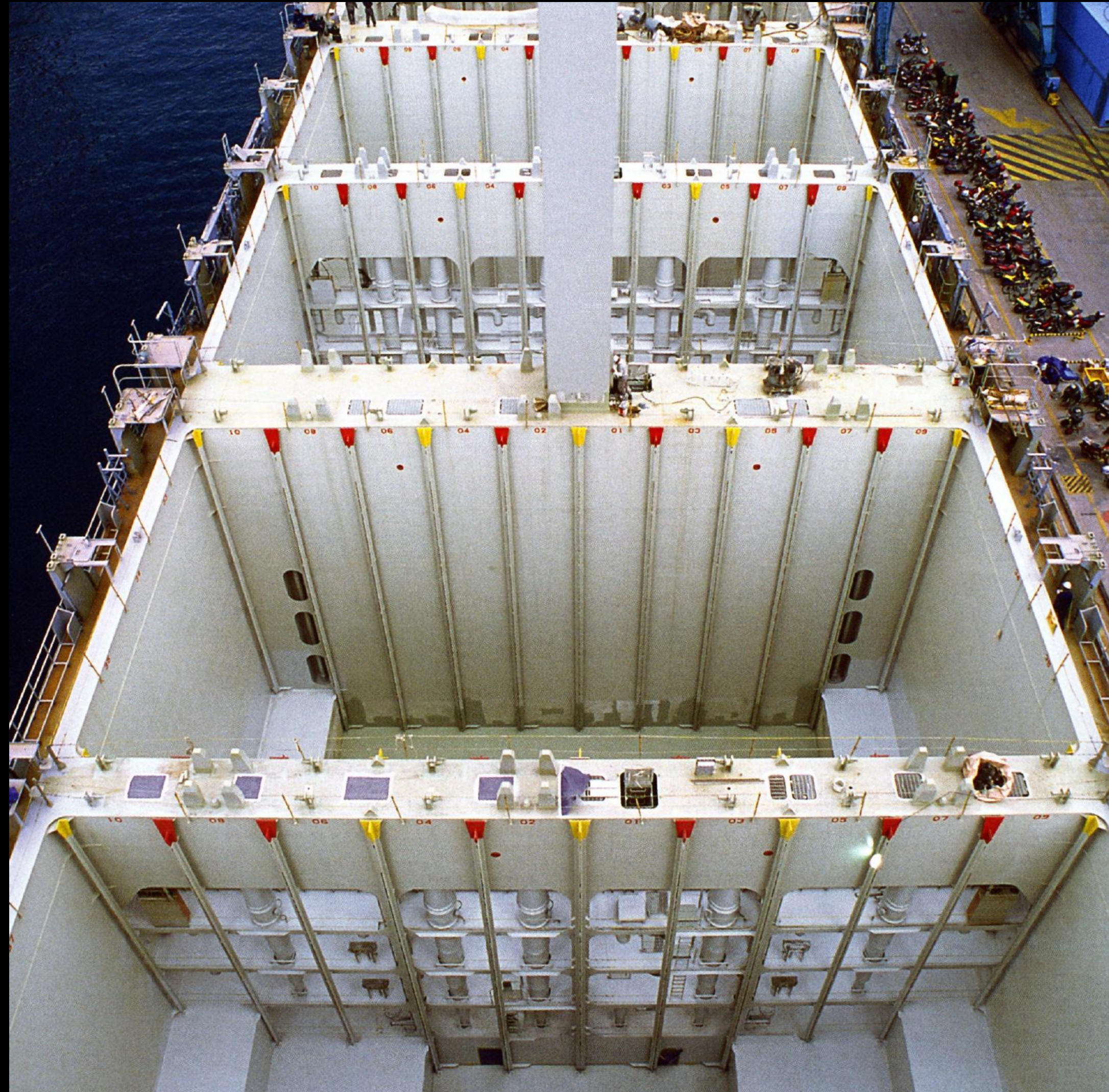
What points do you  
need to make and  
their order

**Create a checklist**

Image source: <http://planpilot.com>



# Building the Presentation



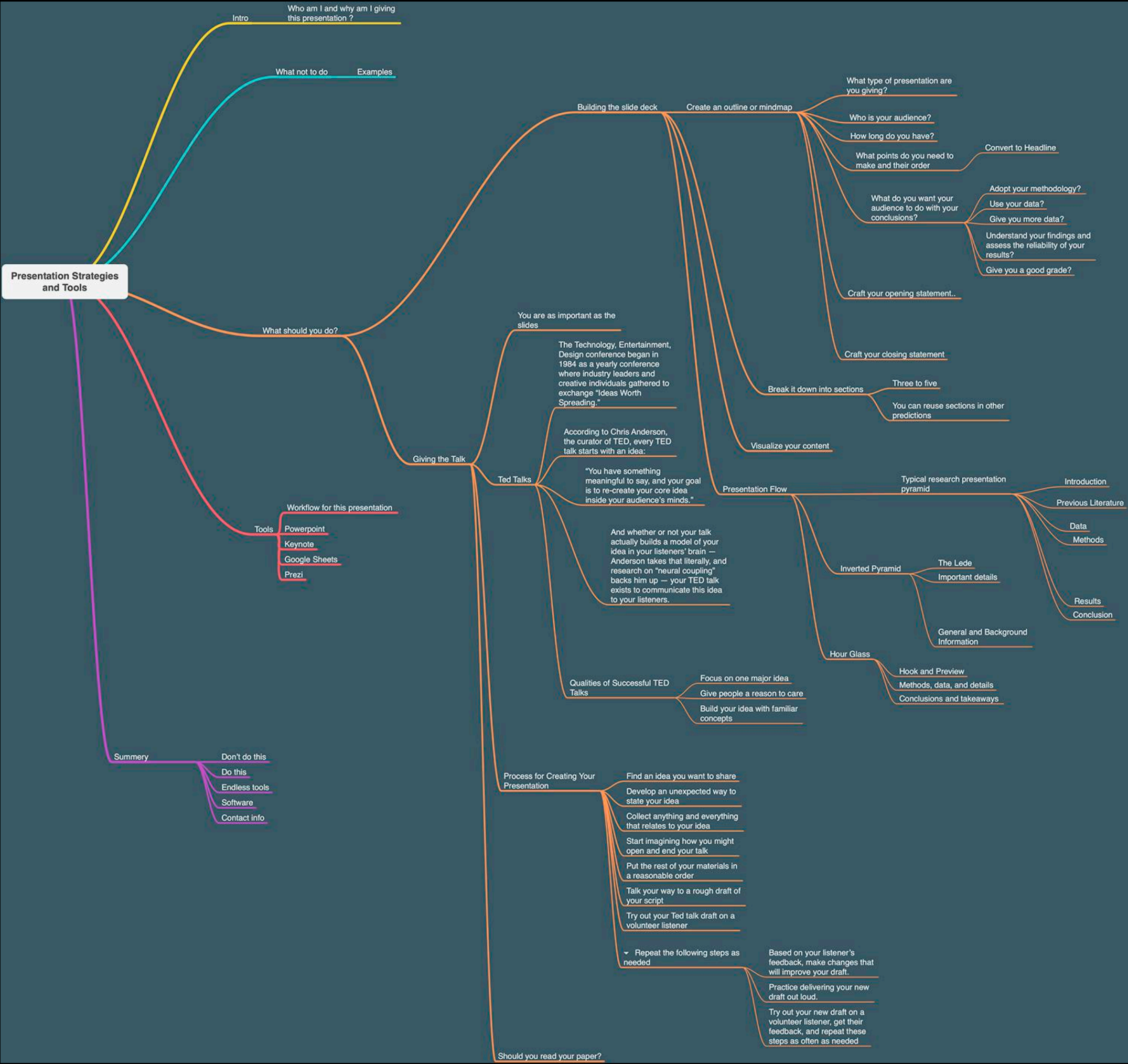
Three to five sections

You can reuse sections  
in other presentations

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



# Building the Presentation



Mind mapping



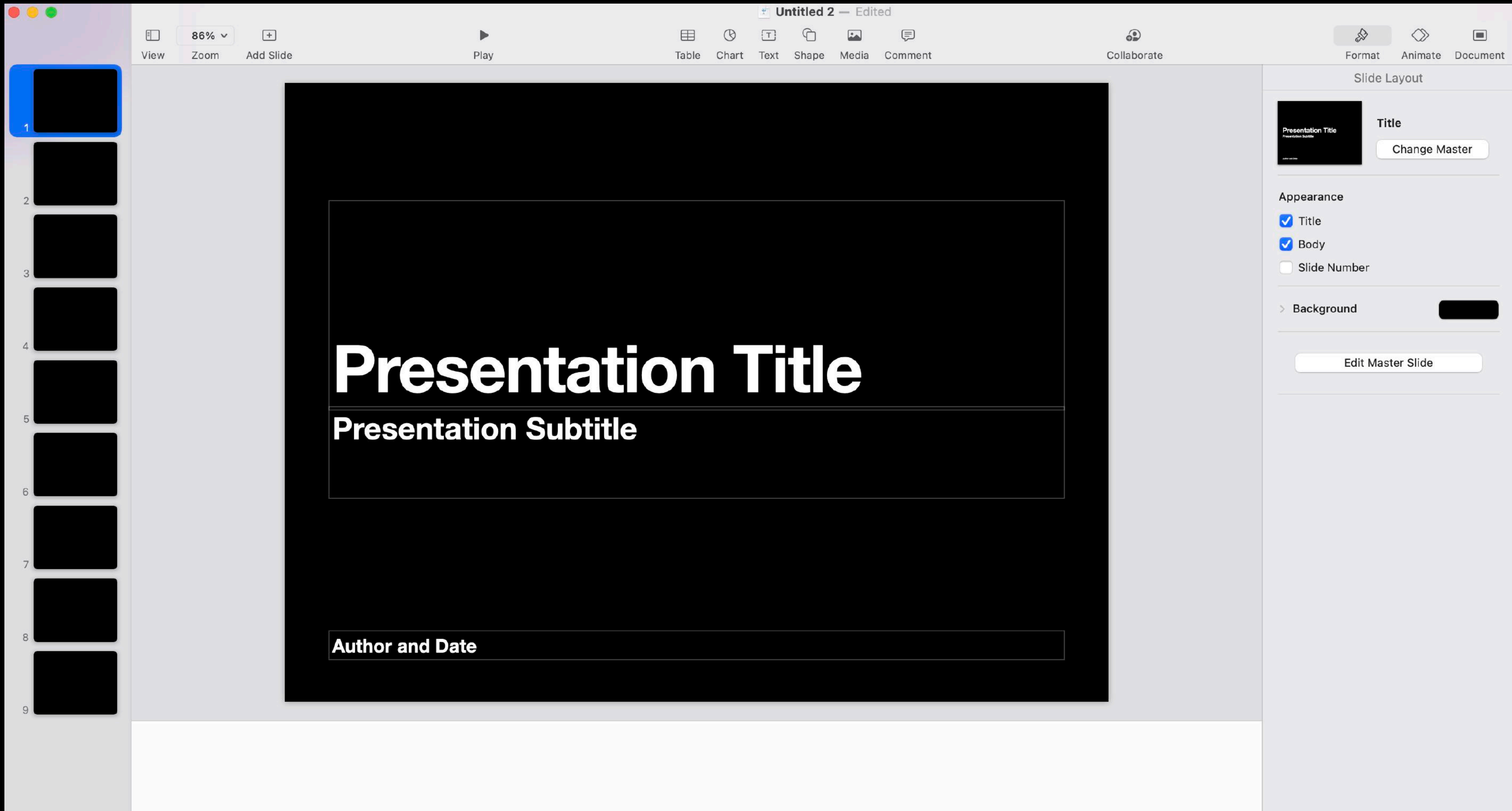
# Building the Presentation

• 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)
<i>Schwabish, Jonathan. Better Presentations . Columbia University Press. Kindle Edition</i>
▼ 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



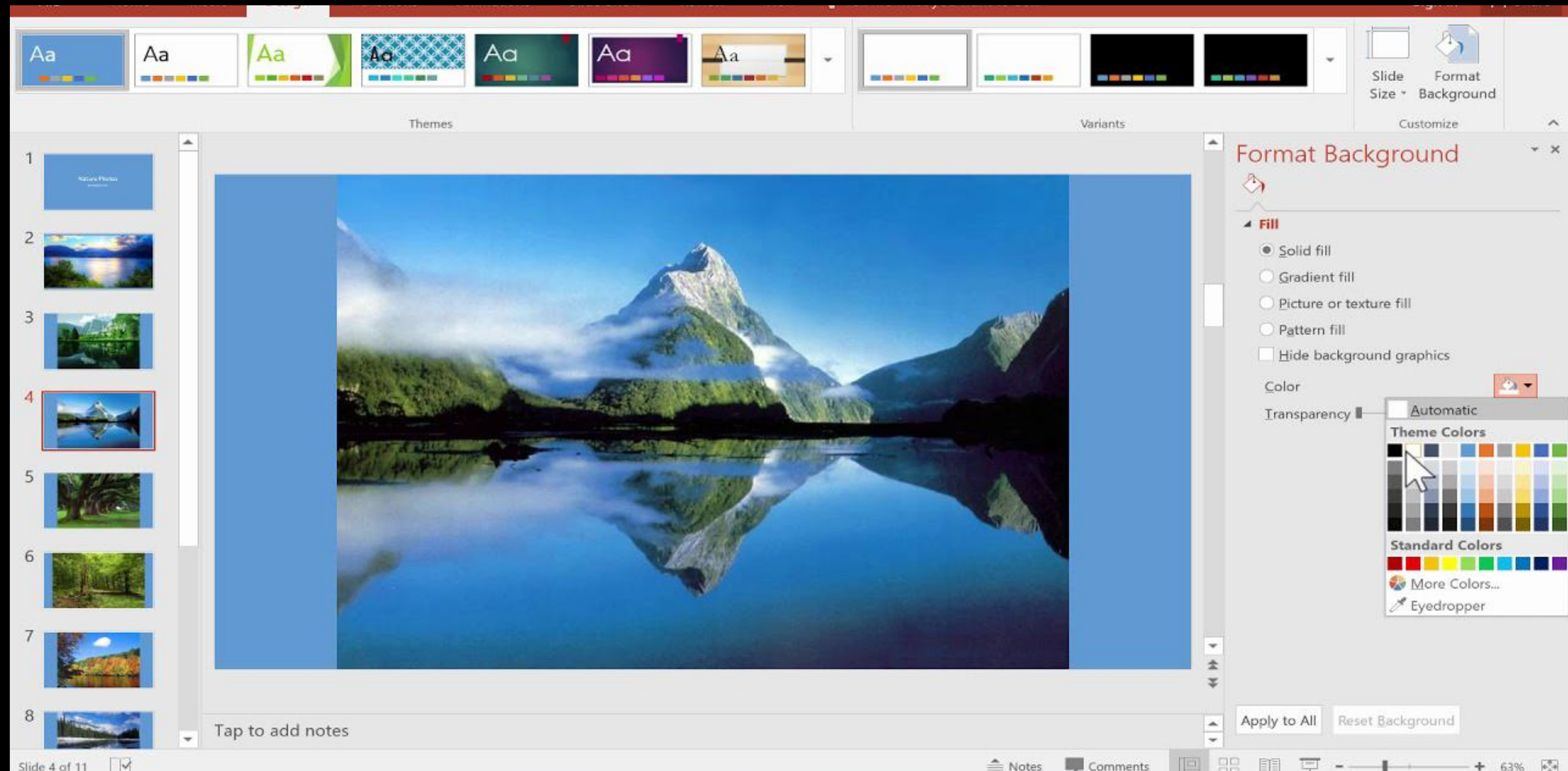
Presentation Platform



# Presentation Tools



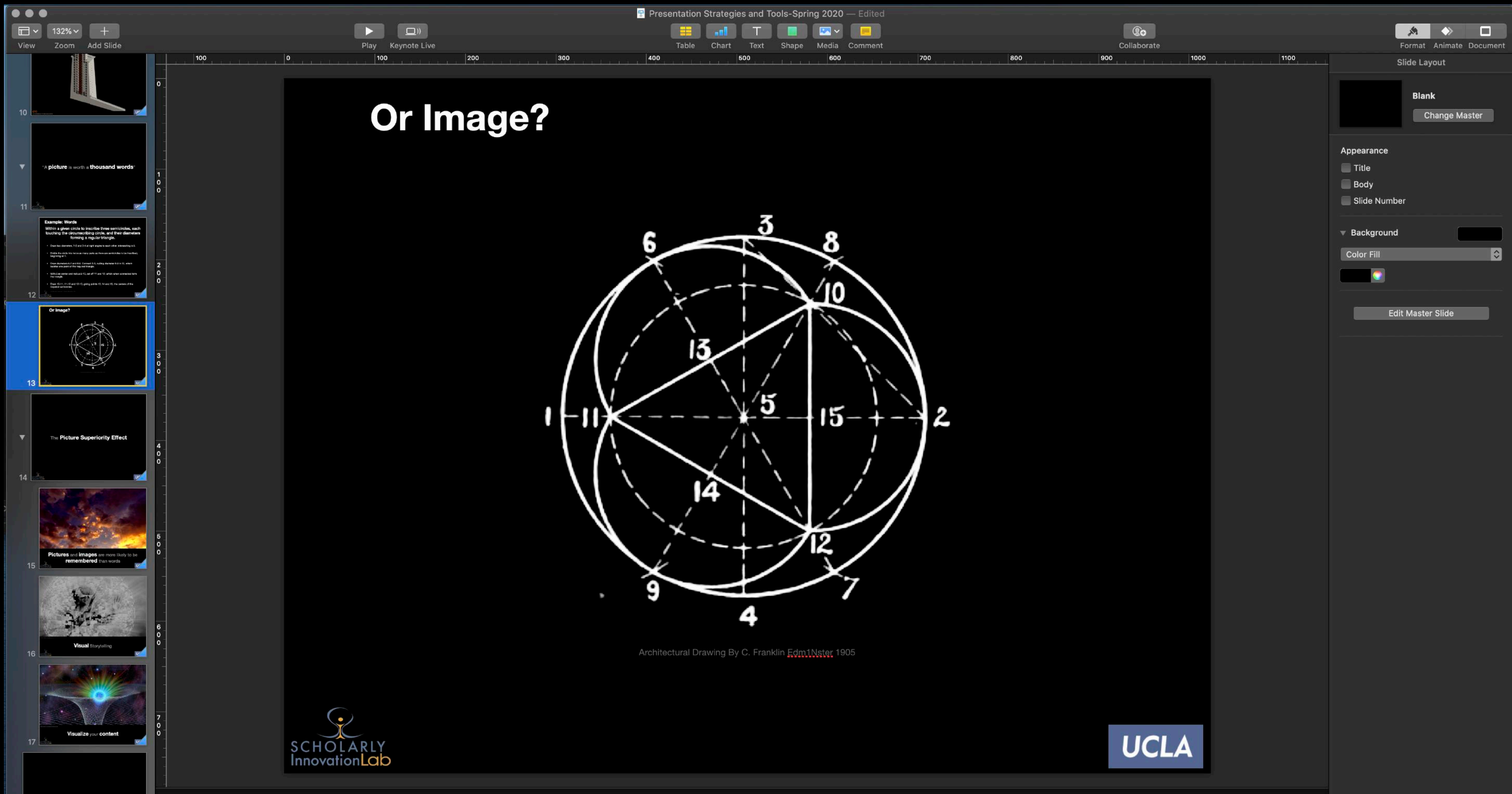
# Building the Presentation



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



# Building the Presentation

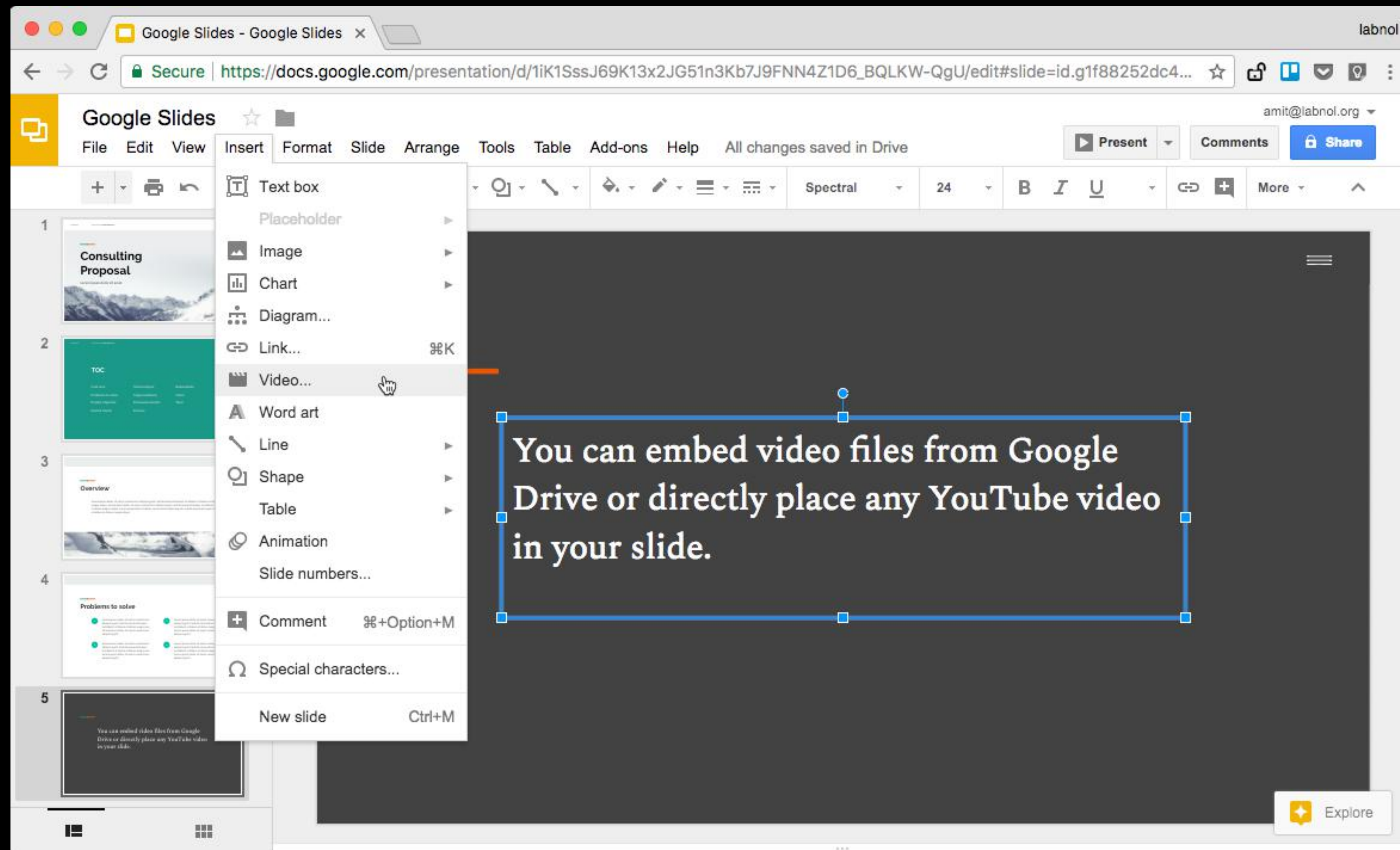


Apple Keynote - Mac, iPad, iPhone, and Web

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



# Building the Presentation

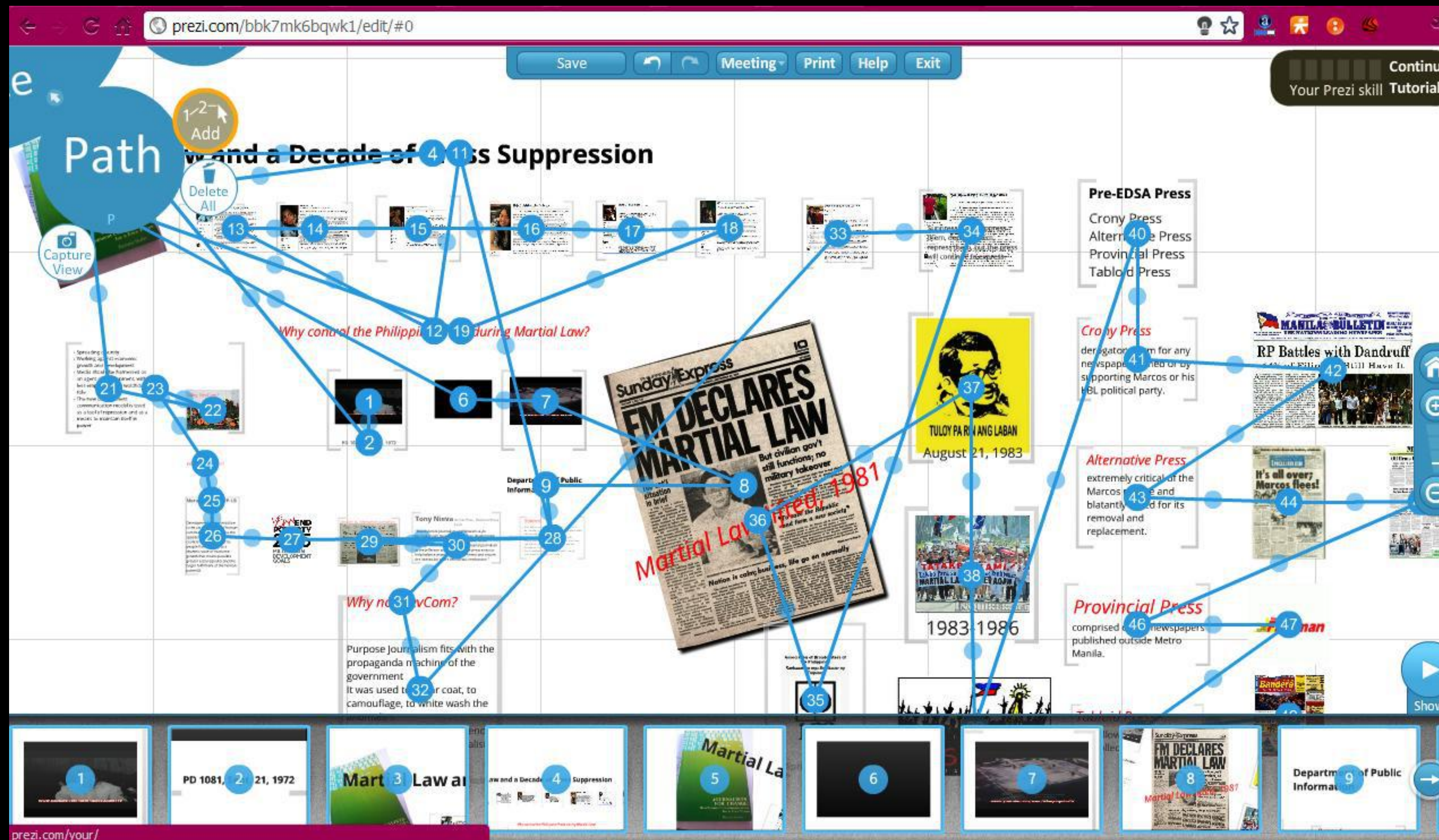


Google slides - Web

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



# Building the Presentation



Prezi - Mac, Windows, iPad, iPhone, Android and Web



# Questions?

Anthony Caldwell  
UCLA Digital Research Consortium  
Scholarly Innovation Labs  
11630L Charles E. Young Research Library  
[sil@ucla.edu](mailto:sil@ucla.edu)



## 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>