Presentation Strategies and Tools

UCLA Research Workshop Series Summer 2021

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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.
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?

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”
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…

Keep your slides simple: (don’t do this) **Focus** your audience’s attention.
Presentation Flow
Jonathan Schwabish
Better Presentations

- Introduction
- Previous Literature
- Data
- Methods
- Results
- Conclusion

Typical *research* presentation *pyramid*
Presentation Flow

Inverted Pyramid

News writers

The Lede

Important details

General and background Information
Presentation Flow

Scholarly presentations

Hook and Preview

Methods, data, and details

Conclusions and takeaways

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

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

Structure continues to decline
Who was watching
Example:

 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
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.”
Giving the Talk

Qualities of **Successful TED Talks**

Image source: https://www.ted.com
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

Break your presentation into sections

Three to five sections

You can reuse sections in other presentations
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)

- 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)
Building the Presentation

Presentation Title
Presentation Subtitle

Author and Date
Presentation Tools
Building the Presentation

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

Image source: https://www.products.office.com
Building the Presentation

Or Image?

Apple Keynote - Mac, iPad, iPhone, and Web

https://www.apple.com/keynote/
Building the Presentation

You can embed video files from Google Drive or directly place any YouTube video in your slide.

Google slides - Web

Image source: https://https://www.google.com
Building the Presentation

Apache OpenOffice Impress - Mac, Linux, Windows

Image Source: https://www.openoffice.org/product/impress.html
Building the Presentation

LibreOffice Impress - Mac, Linux, Windows
Building the Presentation

Prezi - Mac, Windows, iPad, iPhone, Android and Web
The Age of Zoom
Zoom Presentations

Why?
Zoom Presentations

1:1 "Square" Overhead Projectors
4:3 "NTSC" Original TV Format
16:9 "HDTV" Modern TV Format
2.35:1 "Cinemascope" Movie Theater

Presentation Aspect Ratio

Image source: https://avgadgets.com
Zoom Presentations

Screen Sharing Settings
Screen Sharing Settings
Screen Sharing Settings

- Limit your screen share to frames-per-second
- Show green border around the shared content
- Share selected app window only
- Use TCP connection for screen sharing
- Use hardware acceleration to optimize video sharing

Screen capture mode
- Advanced capture with window filtering
  - Auto
  - Capture with window filtering
  - Advanced capture with window filtering
  - Advanced capture without window filtering
  - Previous Operating Systems
Zoom Presentations

Screen Sharing
Zoom Presentations

Screen Sharing
Zoom Presentations

Screen Sharing
Zoom Presentations

Camera Angle

Image Source: https://na.panasonic.com

Image Source: https://effectivehomeoffice.com
Zoom Presentations

Lighting

Image Source: https://support.zoom.us
Zoom Presentations

Different Equipment?
Other Online Platforms

[Image of a platform interface with sections labeled Business Tech, Education & Training, and Grant Programs]

Image Source: https://www.wonder.me
Questions?

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