Death by powerpoint

Looks like this:

Pharos Lighthouse: an experimental archeological digital reconstruction.
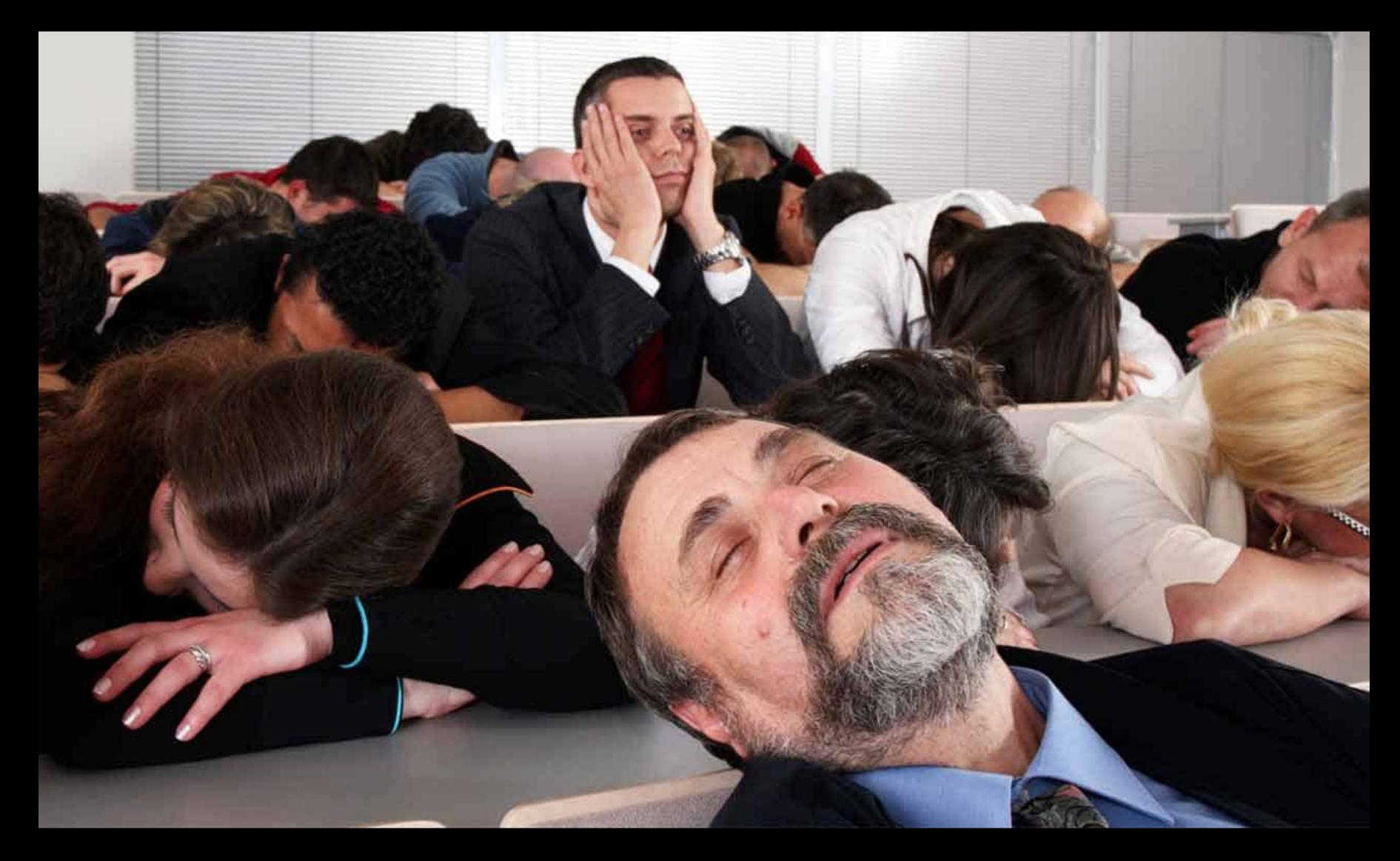
High-rise construction is considered the achievement of the industrial age, yet more than 2,000 years ago the ancient Pharos Lighthouse towered 129 meters over Alexandria, equivalent to a 42 story modern building. Compared to earlier lighthouses, the Alexandrian project of the third century BC represented 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.

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What **should** you do?

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What should you do?

Use images in place of words

Image source: Wonders of the past : the romance of antiquity and its splendors / Edited by J.A. Hammerton.

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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
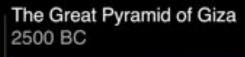
What should you do?

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'
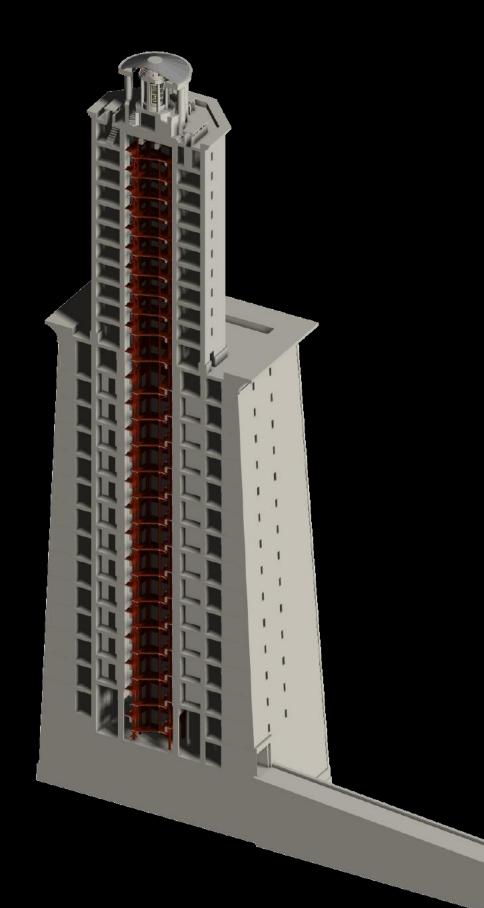
Size of the lighthouse

ETC
UCLA EXPERIENTIAL TECHNOLOGIES CENTER

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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.

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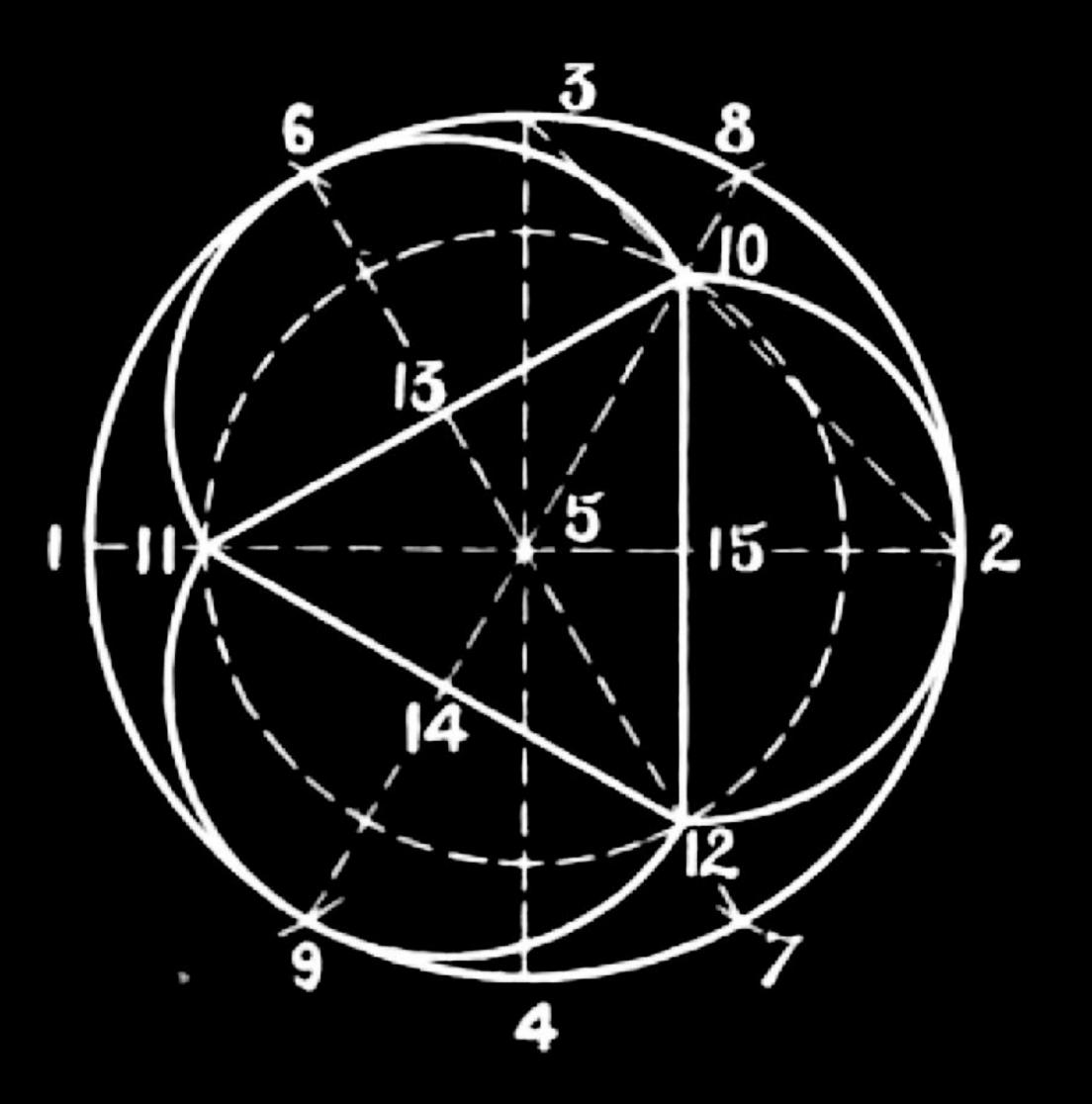
Passage from: Architectural Drawing By C. Franklin Edminster 1905

"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

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The Picture Superiority Effect

Visual Storytelling

The Picture Superiority Effect

Visualize your **content**

In General…

In General…
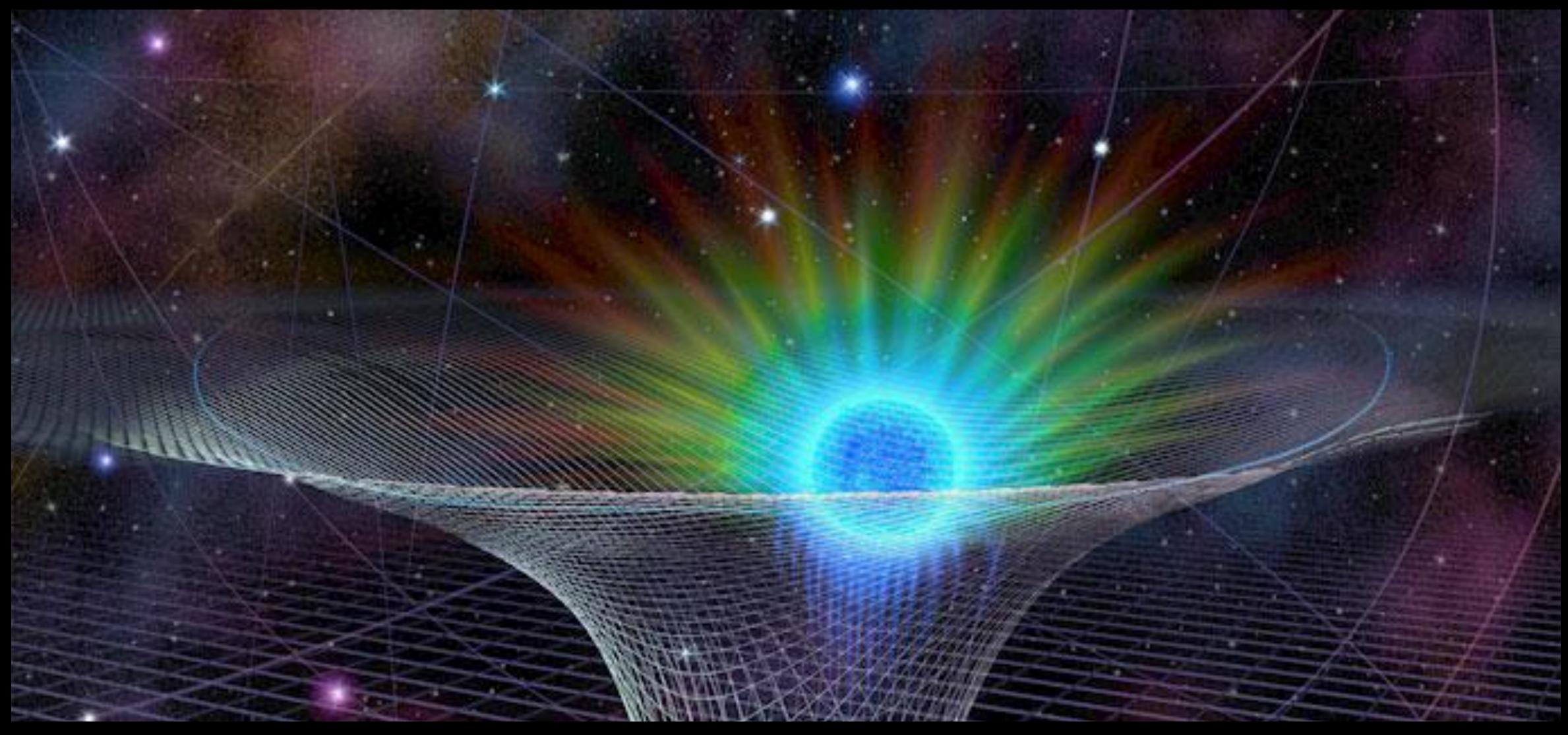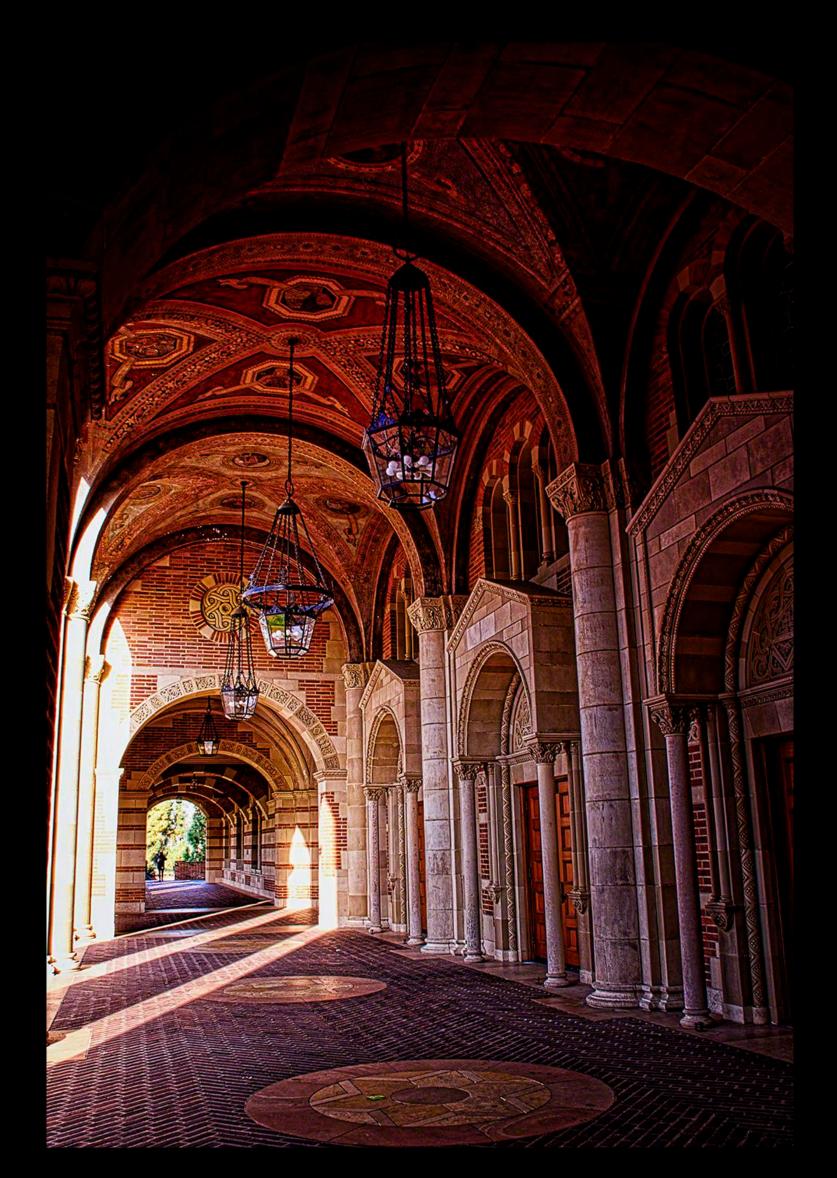
Slide design is:

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

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In General…
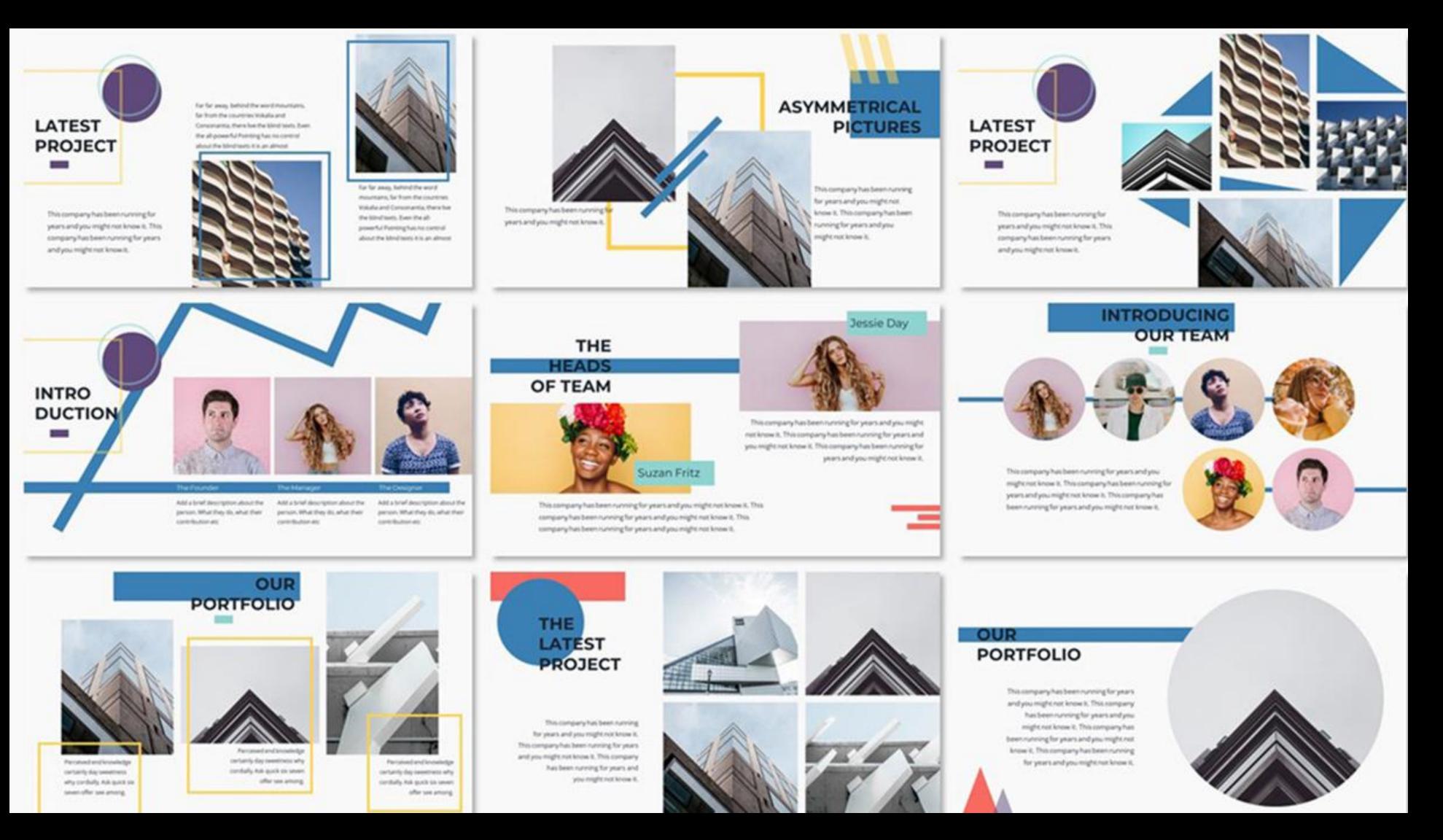
Use the power of images to:

create slides to help your audience

remember and understand

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In General…

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

Image source: https://powerpointify.com

In General…

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

Mausoleum of Maussollos at Halicarnassus
315 BC

Hanging Gardens of Babylon
600 BC

Colossus of Rhodes
292 BC

Rhodes

Temple of Artemis at Ephesus
550 BC

Statue of Zeus at Olympia
435 BC

Lighthouse of Alexandria
247 BC

The Great Pyramid of Giza
2500 BC

2500 BC | 600 BC | 500 BC | 400 BC | 300 BC | 200 BC

Integrating what **you Show** with what **you Say**

In General…

What is a High Reliability Organization (HRO)

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

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Presentation Flow

Jonathan Schwabish
Better Presentations

Introduction

Previous Literature

Data

Methods

Results

Conclusion

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

Image source: https://pixabay.com

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Inverted Pyramid

News writers

The Lede

Important details

General and
background Information

Hour Glass

Image source: http://justeyes.org

Scholarly presentations

Hook and Preview

Methods, data, and details

Conclusions and takeaways

Example:

Fire guts historic home with ties to Mark Twain

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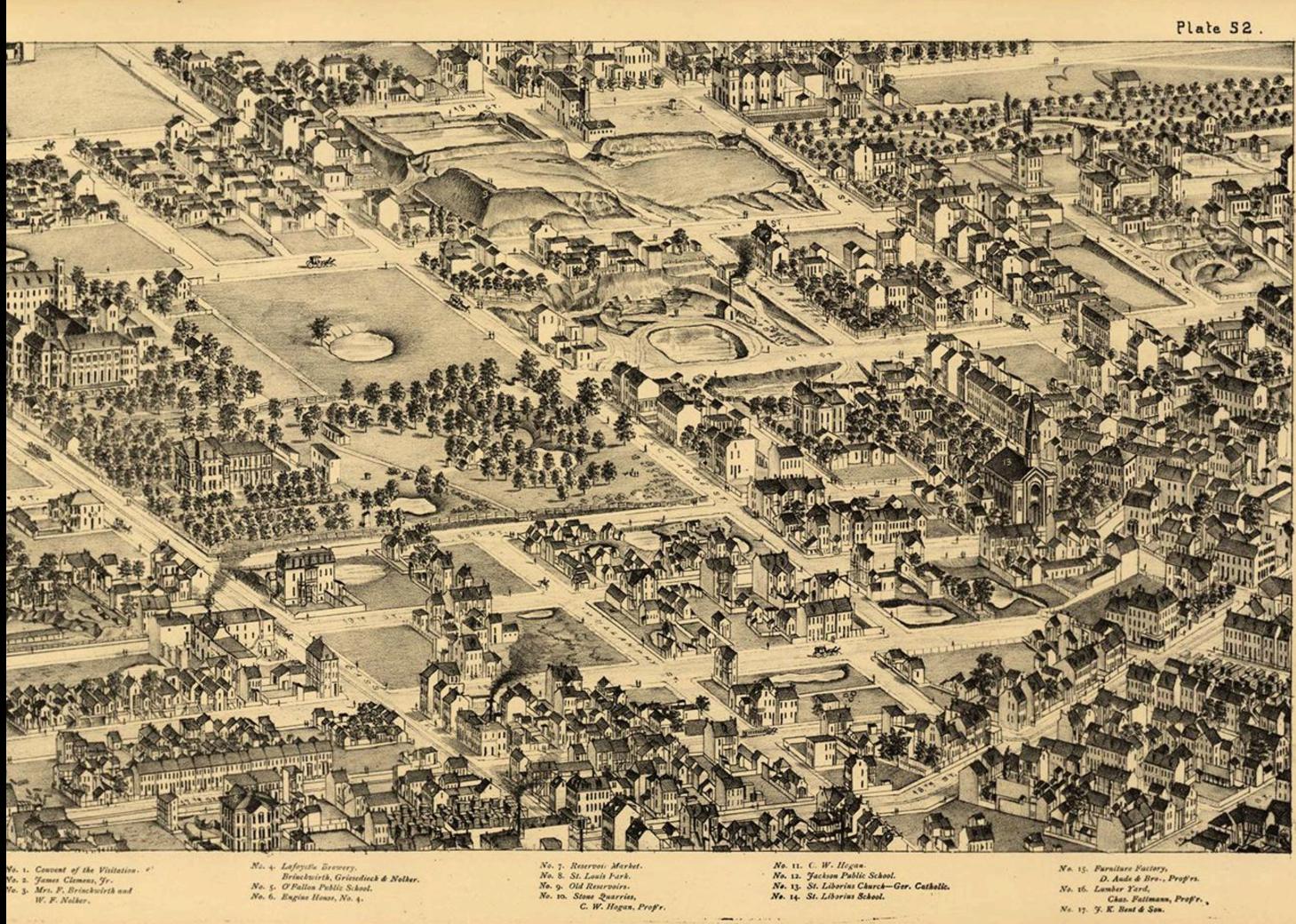
In 1857 James Clemens, Jr. commissioned architect Patrick Walsh
to design the Greek Revival-style mansion.
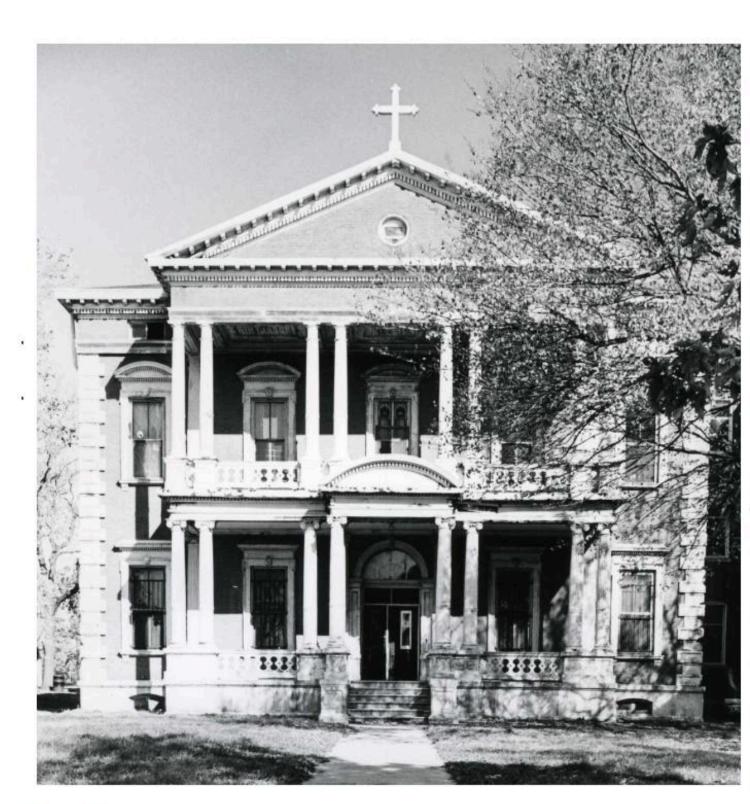
Example:

St. Louis Place

Example:

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 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.
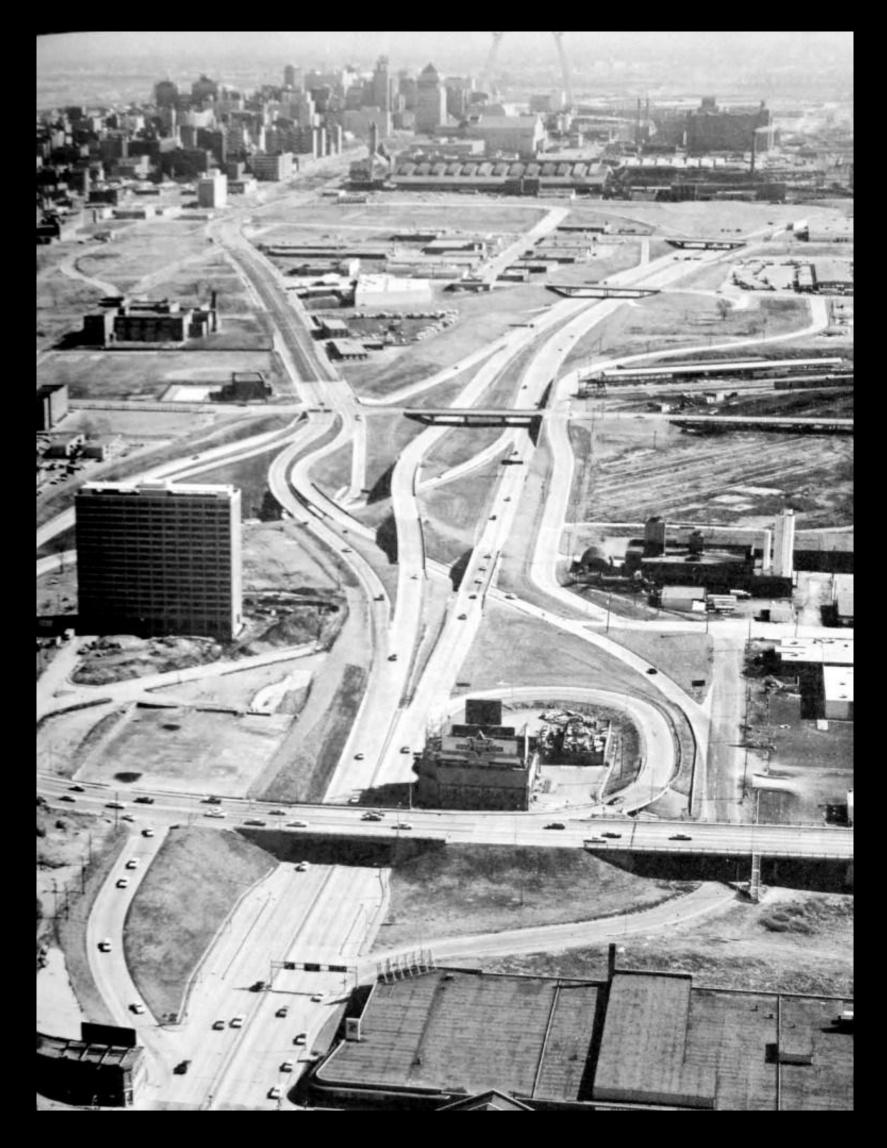
City Landmark

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Example:

Highway Projects

Example:

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

Image source: STLtourguide, Notes from St. Louis

Example:
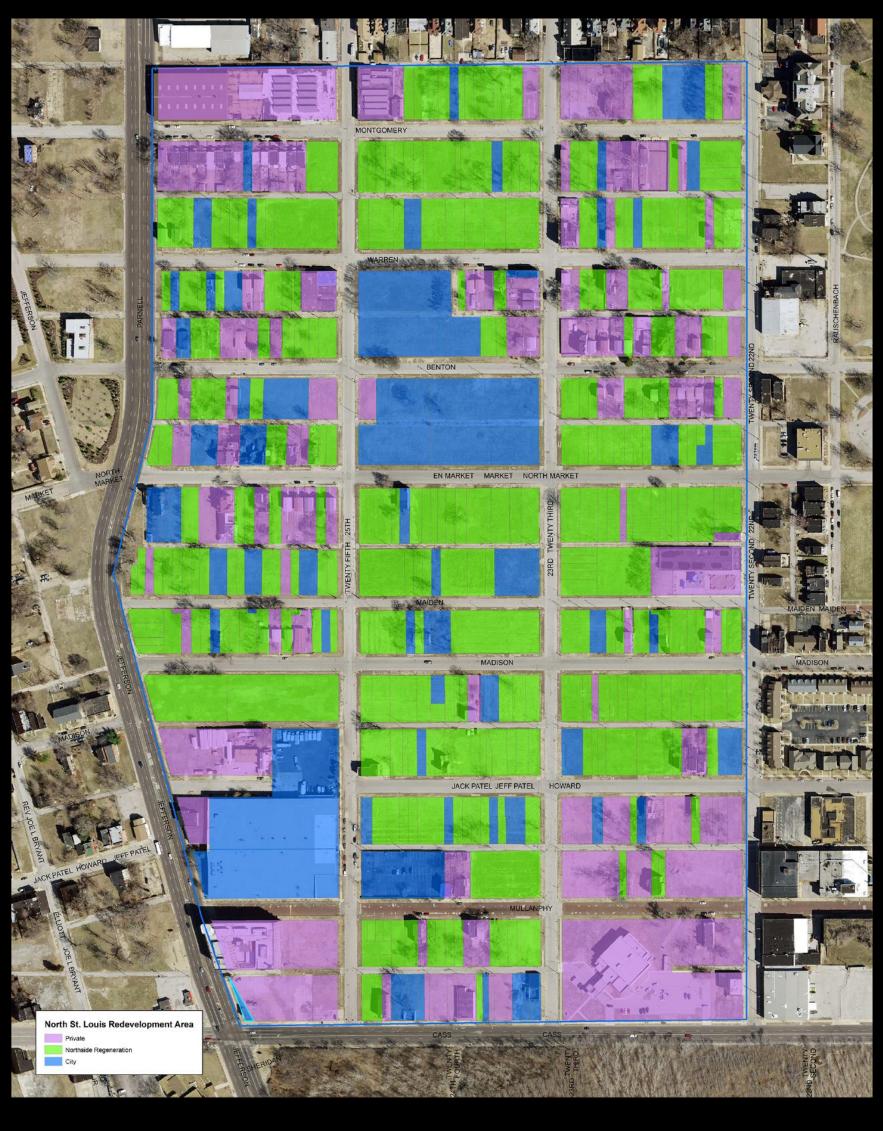
2004 The property sold to a subsidiary of Northside Holding Companies

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.Louis Public Radio
90.7 KWMU • 90.3 WQUB • 88.5 & 96.3 KMST

Preservation Research Office

RFT RIVERFRONT TIMES

LANDMARKS association of st. louis, inc.

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

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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**

Technology, Entertainment, Design

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Giving the Talk

According to **Chris Anderson**, the curator of TED, **every TED talk starts with an idea**:
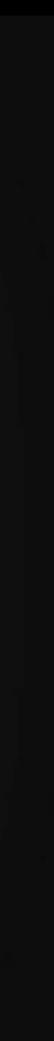
"You have something meaningful to say, and your goal is to re-create your core idea inside your audience's minds."

Image source: http://www.keyline.co.za
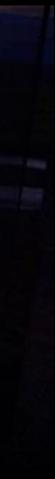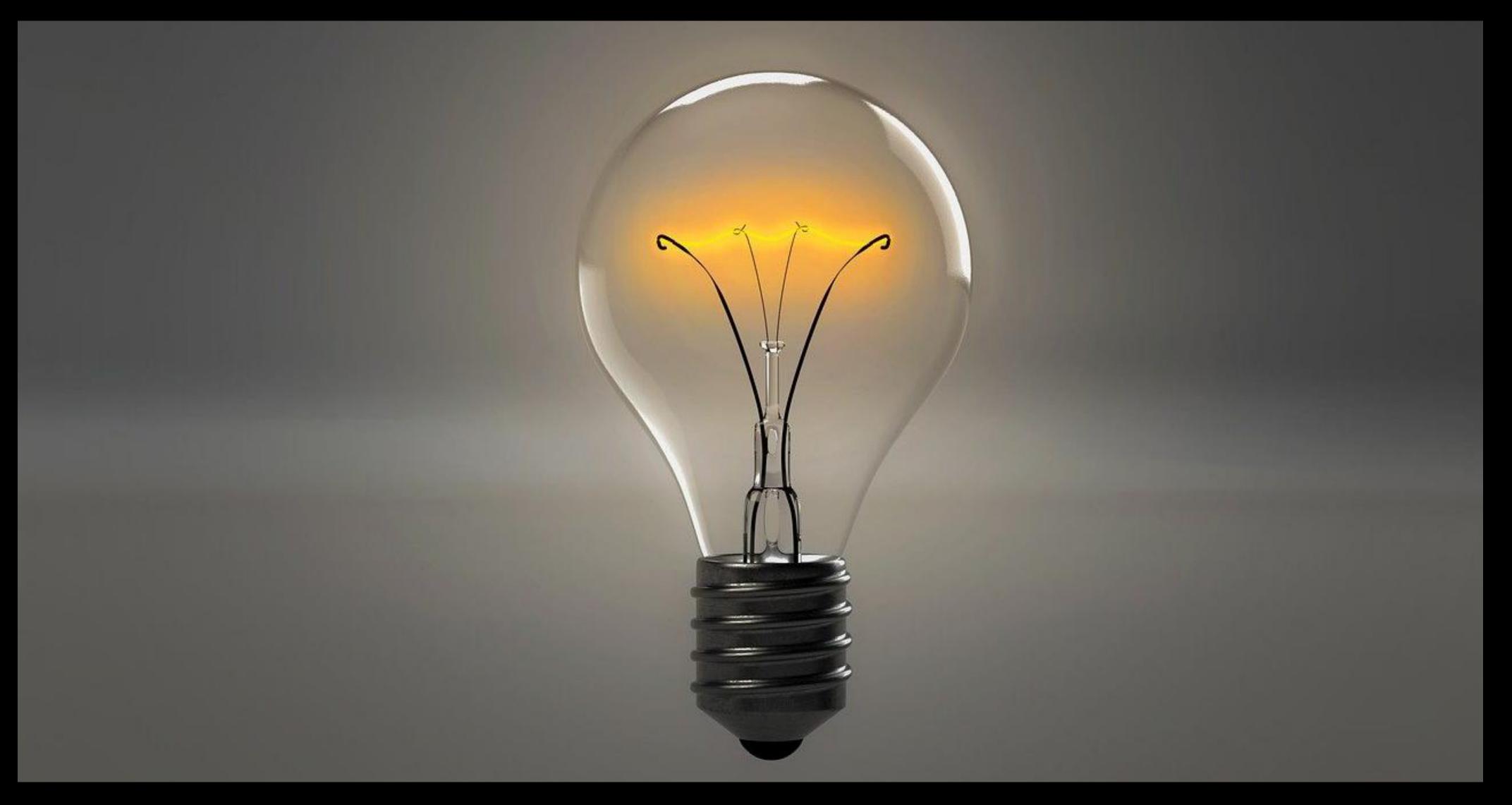
Qualities of **Successful TED Talks**

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

Focus on **one major idea**

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Give people a **reason to care**
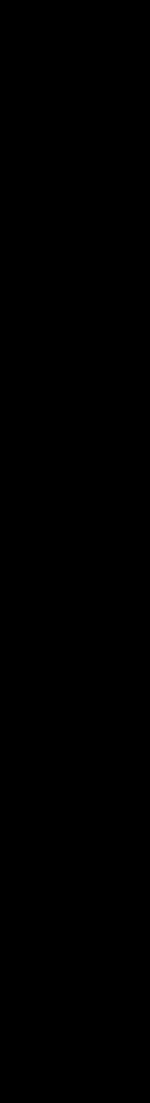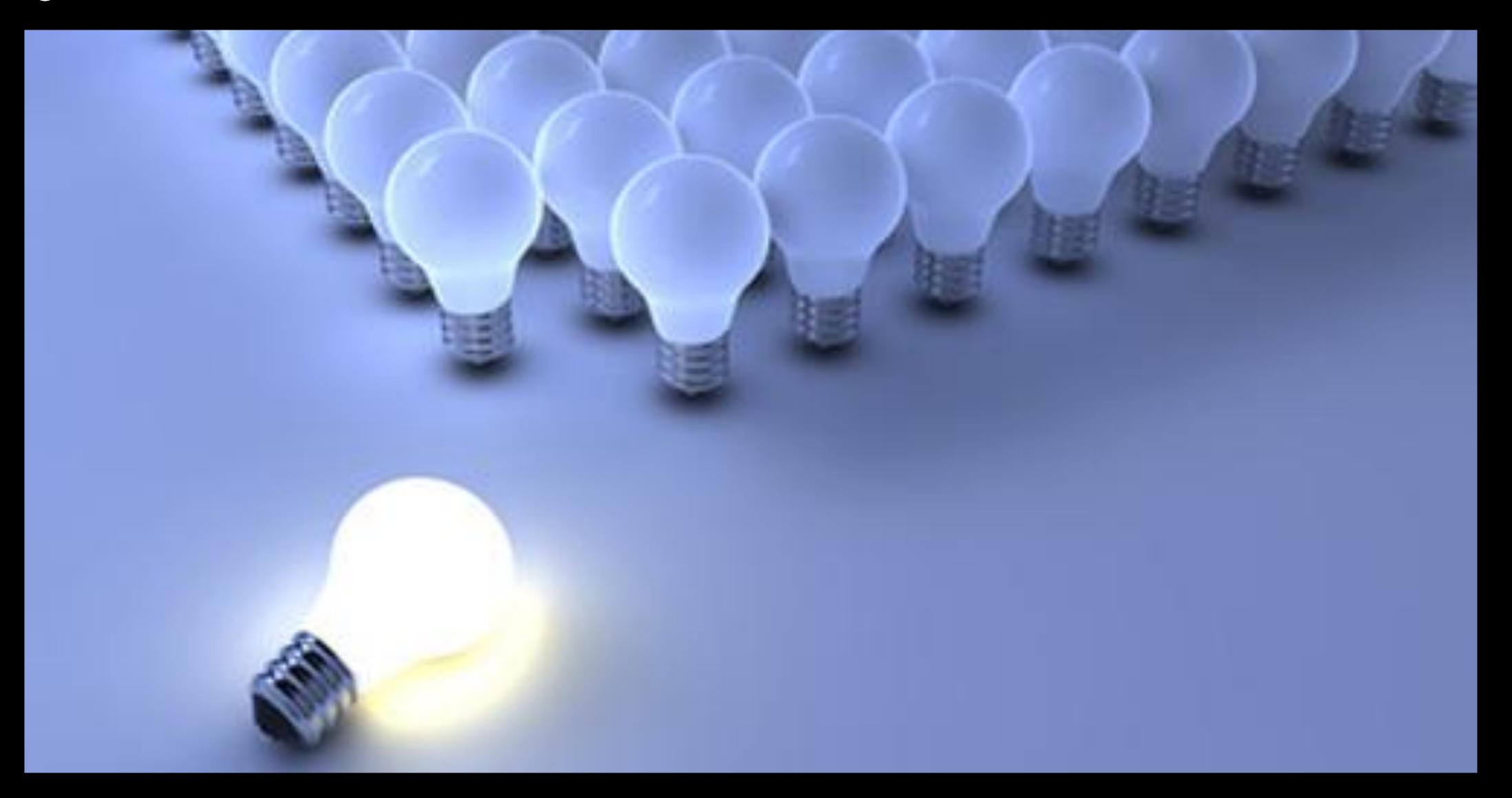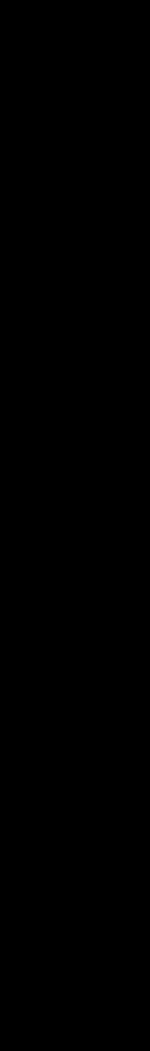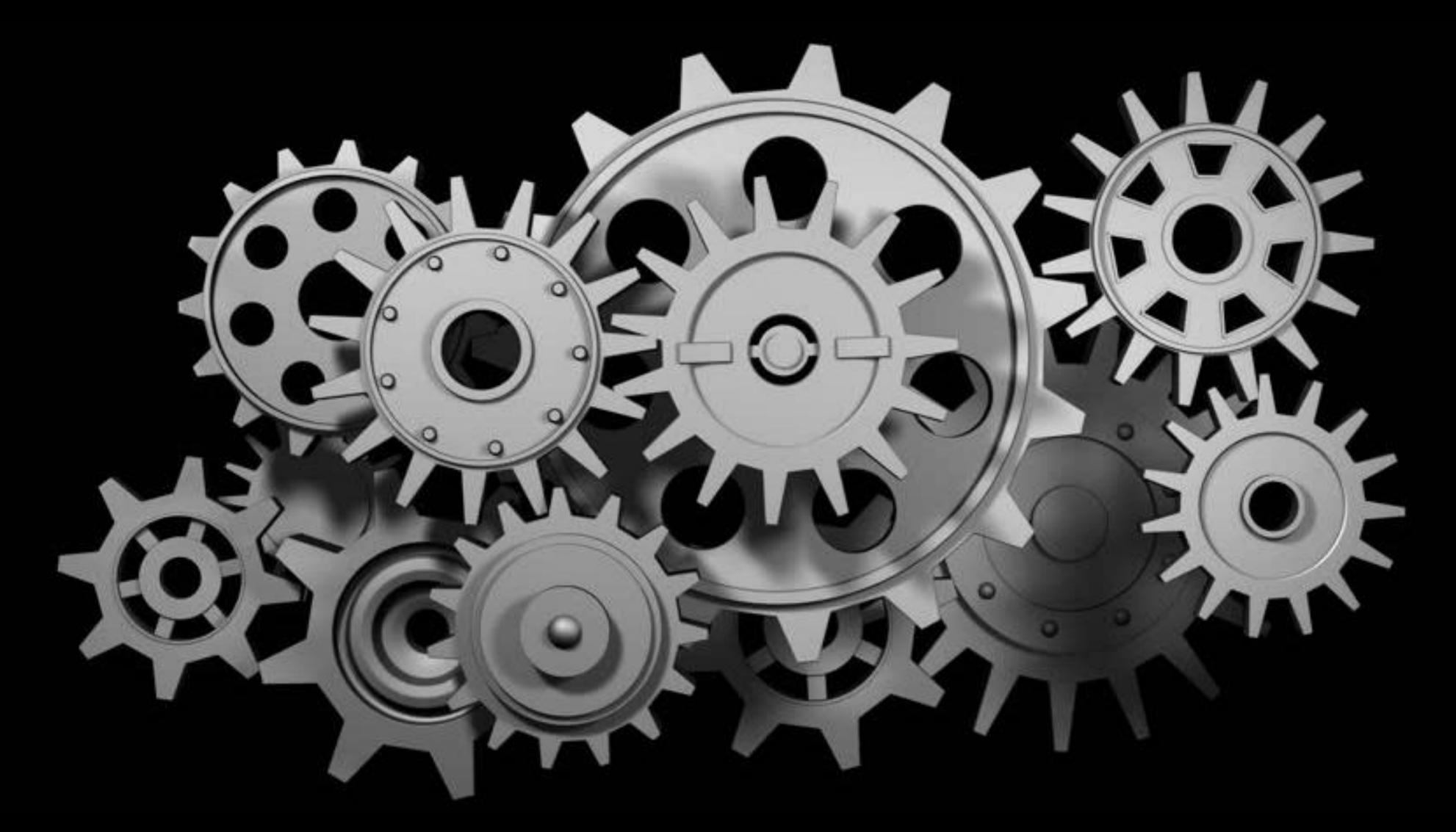
Image source: https://www.genengnews.com

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

Should you **read** your paper?

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Building the Presentation

Building the Presentation

My **Workflow**

Building the Presentation

What type of presentation are you giving?
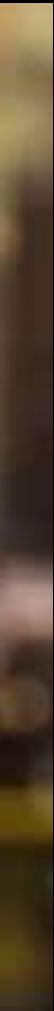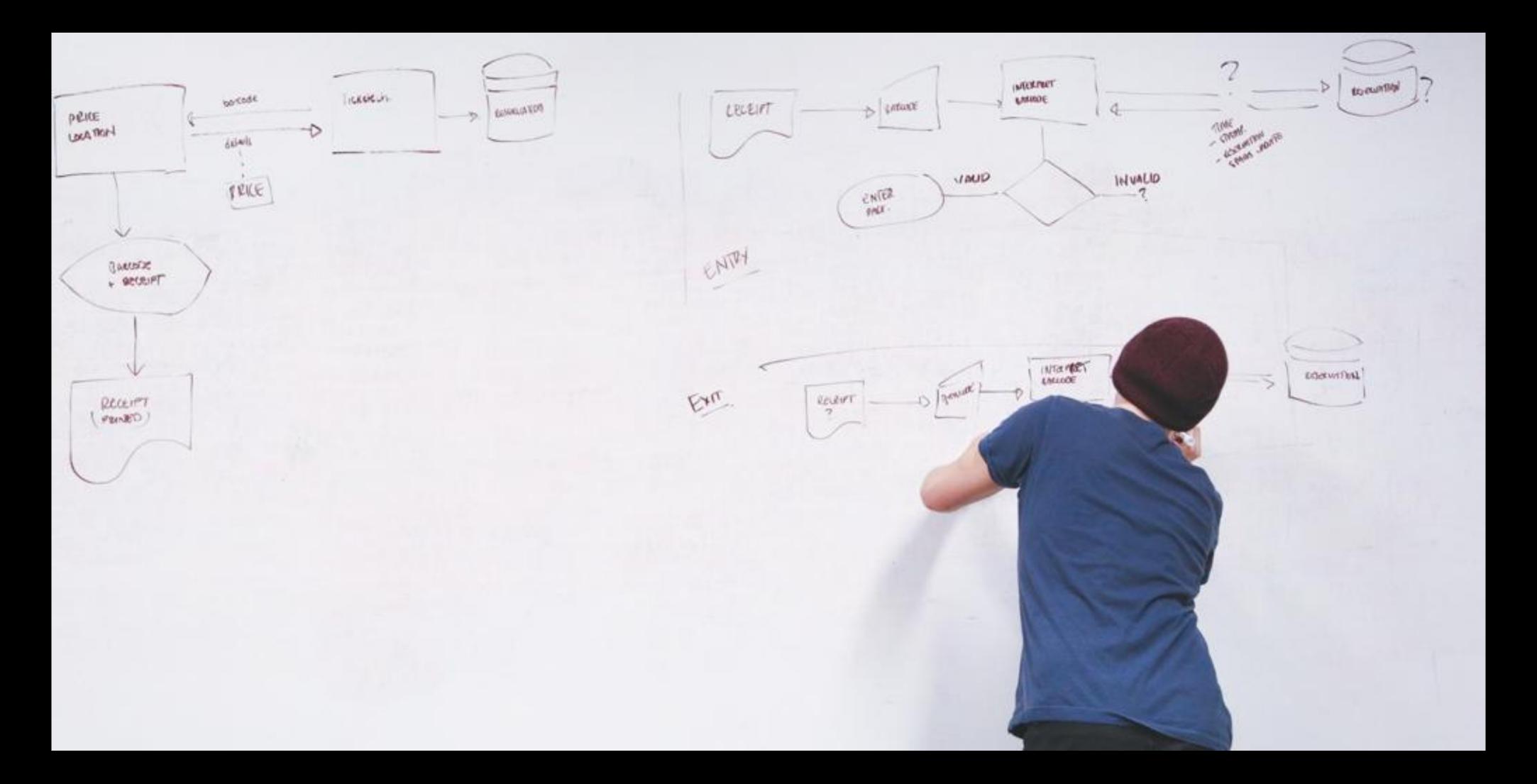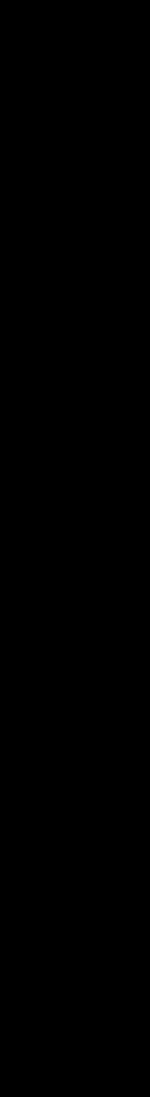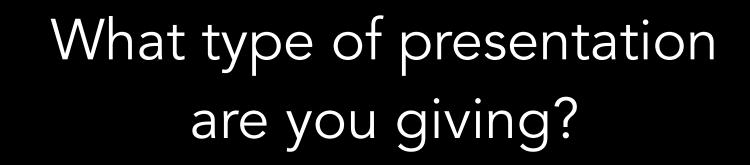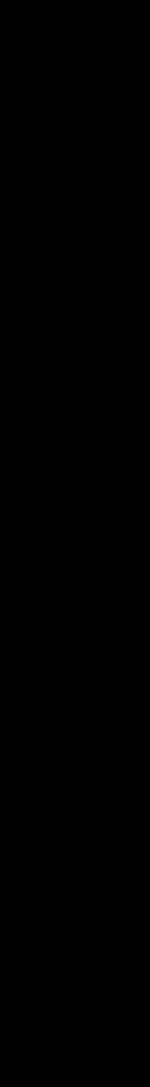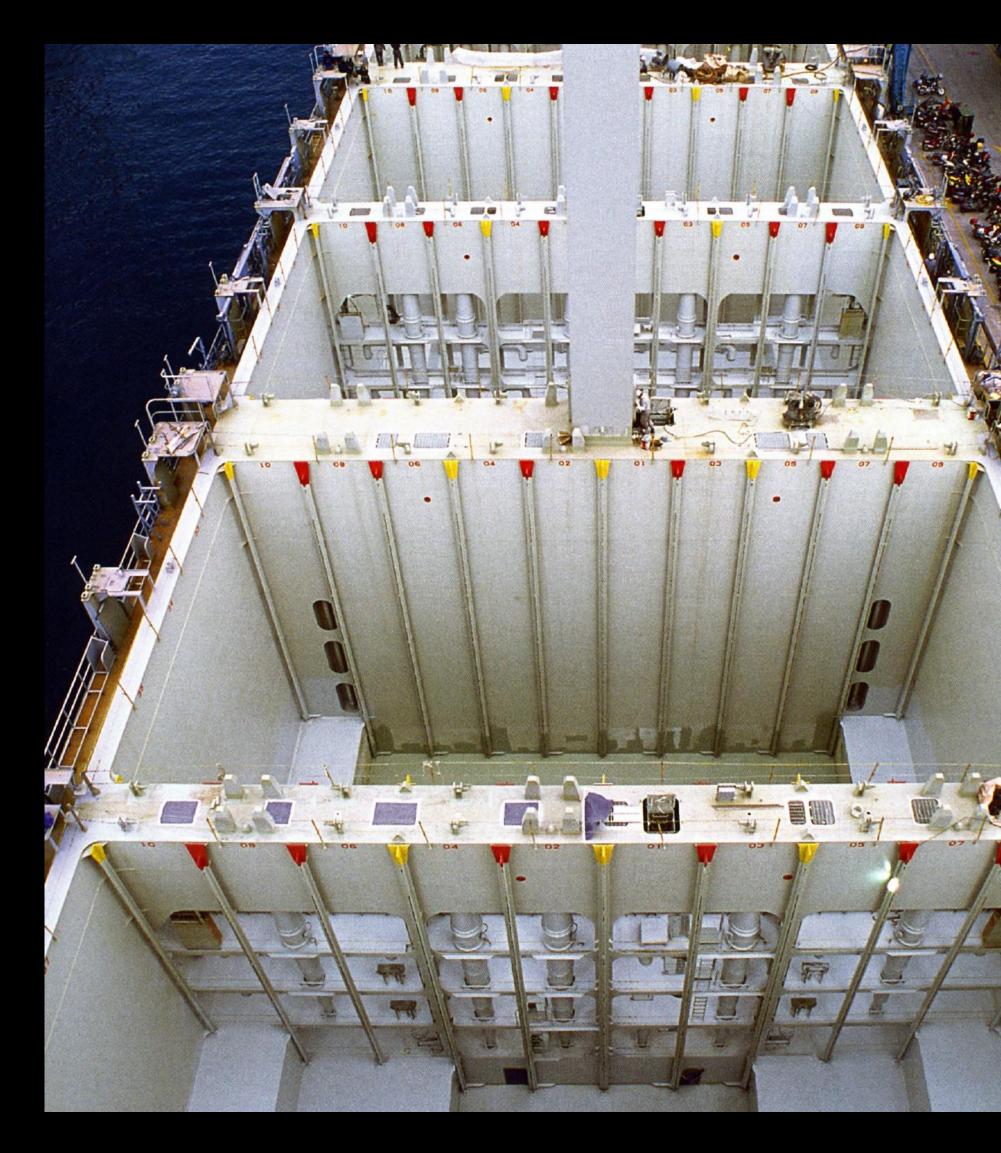
Who is your audience?

How long do you have?

What points do you need to make and their order

Create a **checklist**

Three to five sections

You can reuse sections
in other presentations
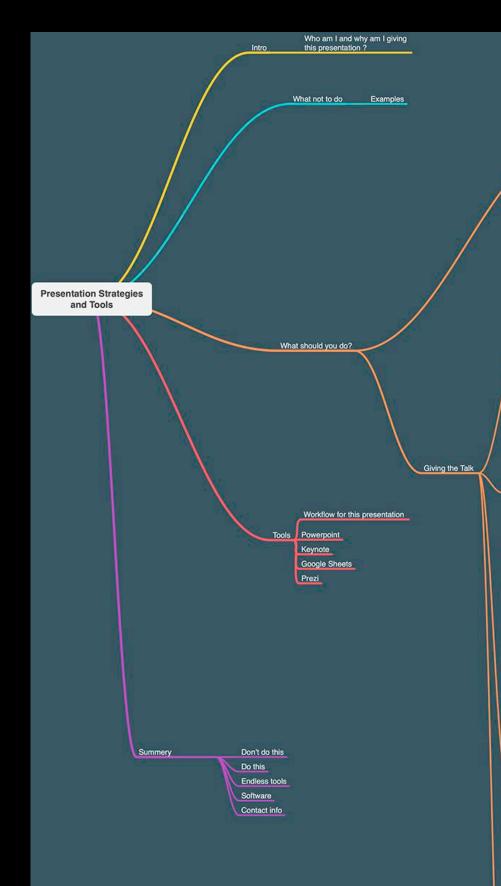
Break your **presentation** into **sections**

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Building the Presentation

Mind mapping

Building the Presentation
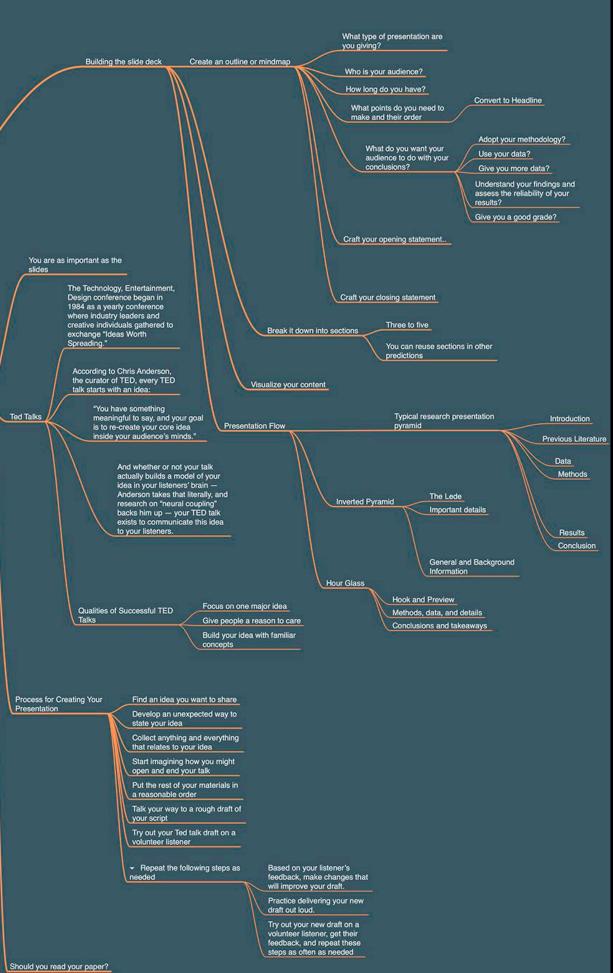
- Examples (presentation)
- What should you do?
- A picture is worth a thousand words (image)
- The Picture Superiority Effect (image)
- Pictures and images are more likely to be remembered than words
- Visualize your content
- In General
- Slide design is about using color, images, and layout in a consistant 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)
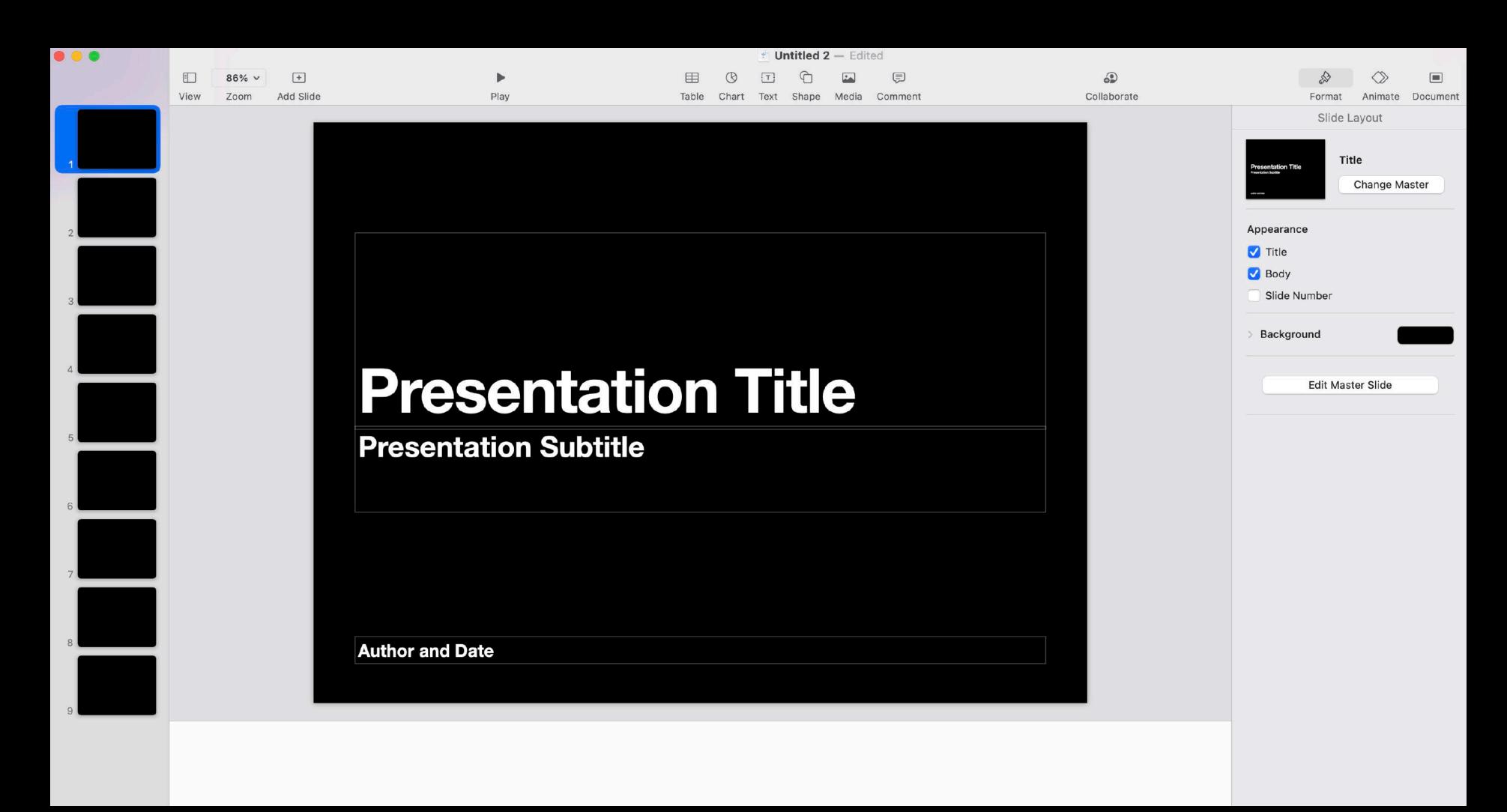
Outlining

Building the Presentation

Presentation Platform

Presentation Tools

Building the Presentation
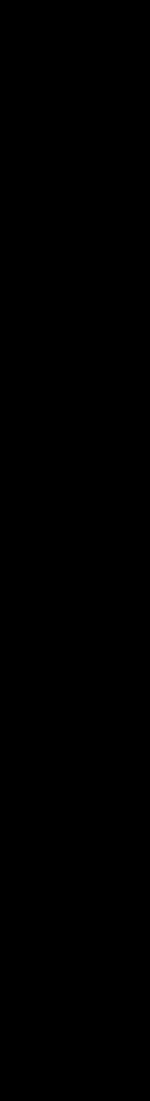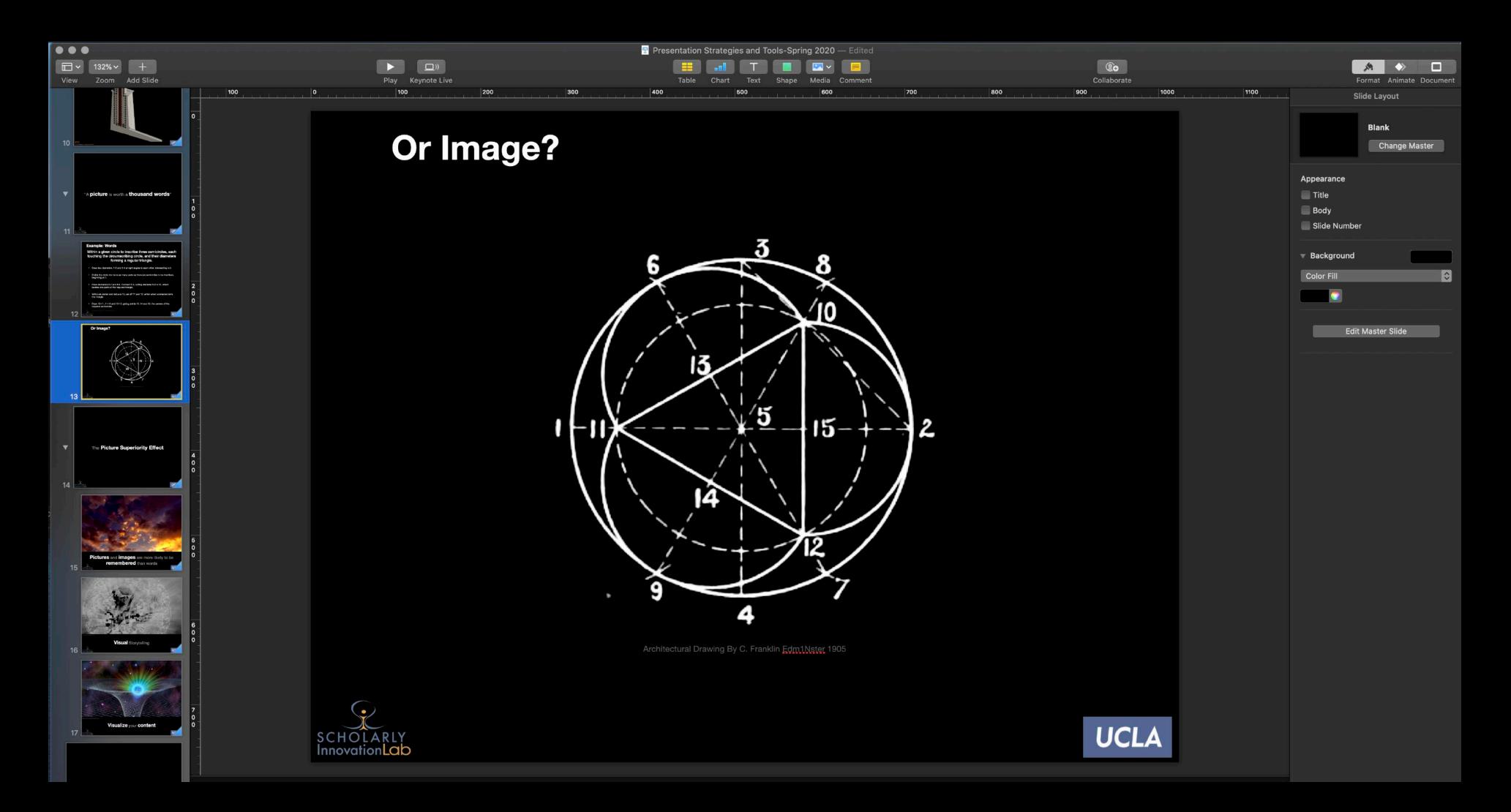
Microsoft PowerPoint - Mac, Windows, iPad, iPhone, Android and Web

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Building the Presentation

Apple Keynote - Mac, iPad, iPhone, and Web

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

Building the Presentation

Google slides - Web

Building the Presentation
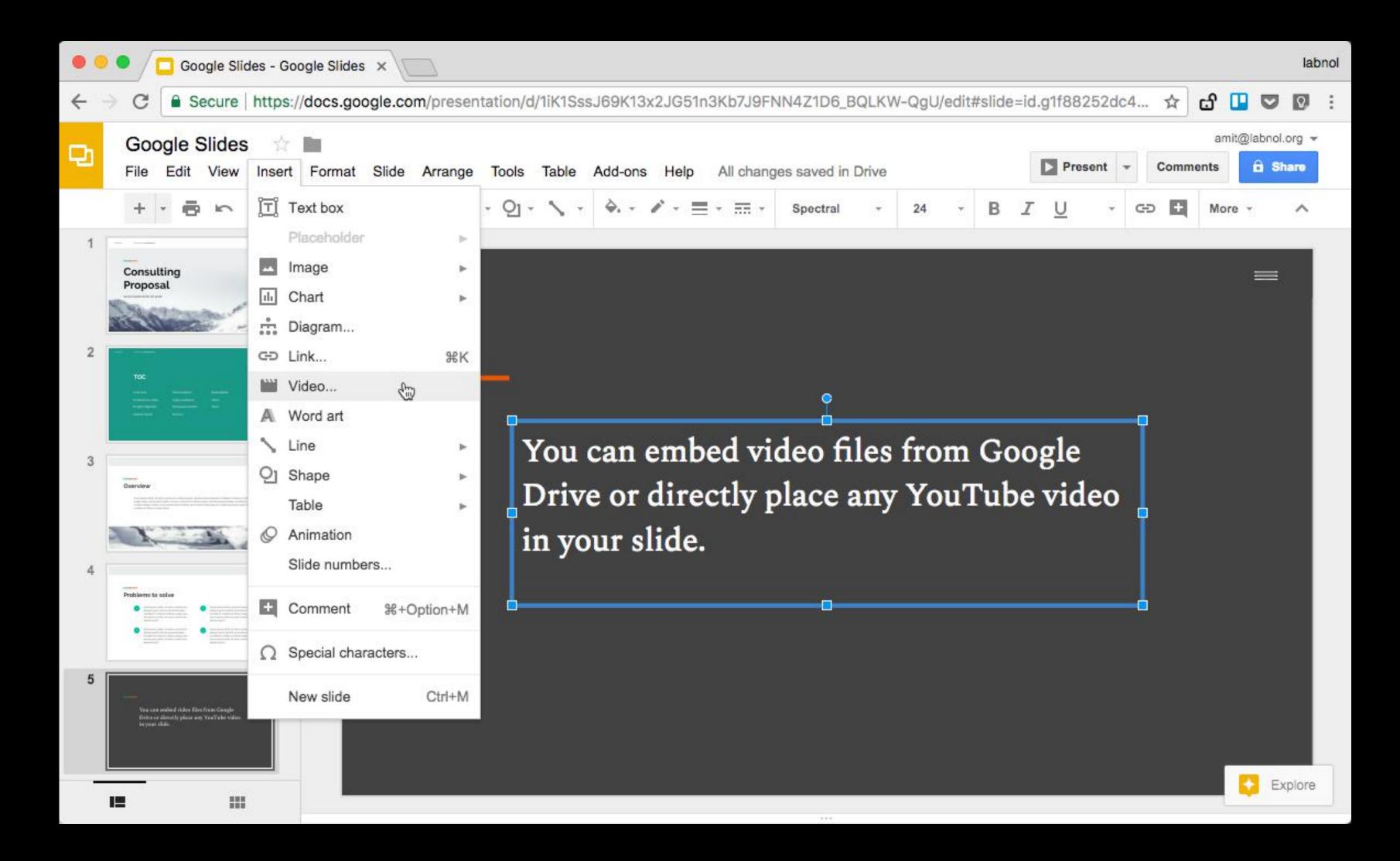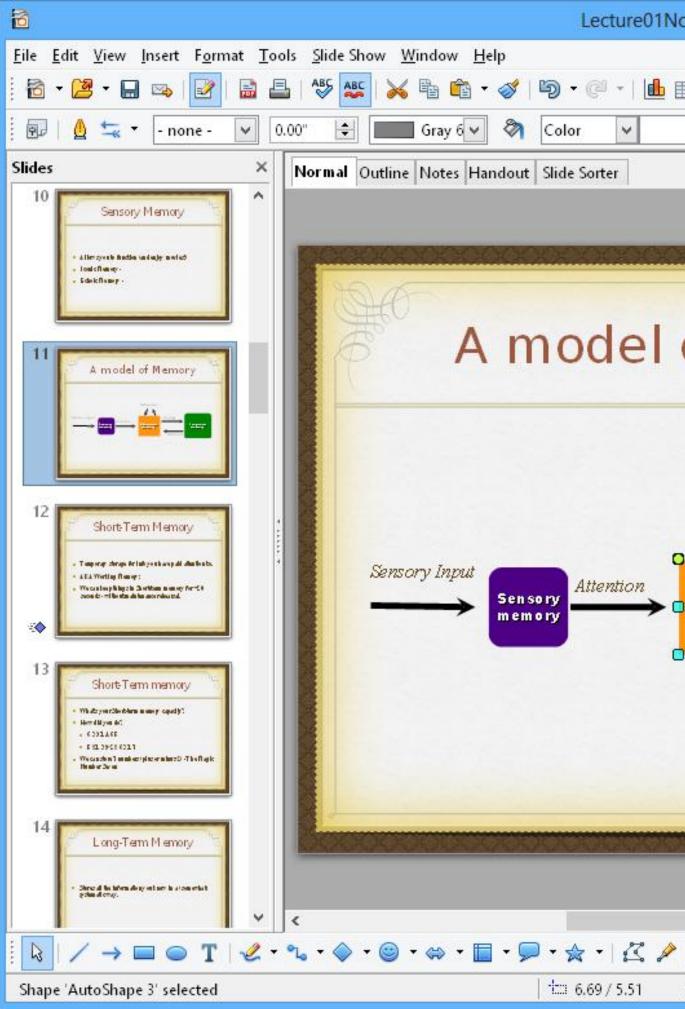
Apache OpenOffice Impress - Mac, Linux , Windows
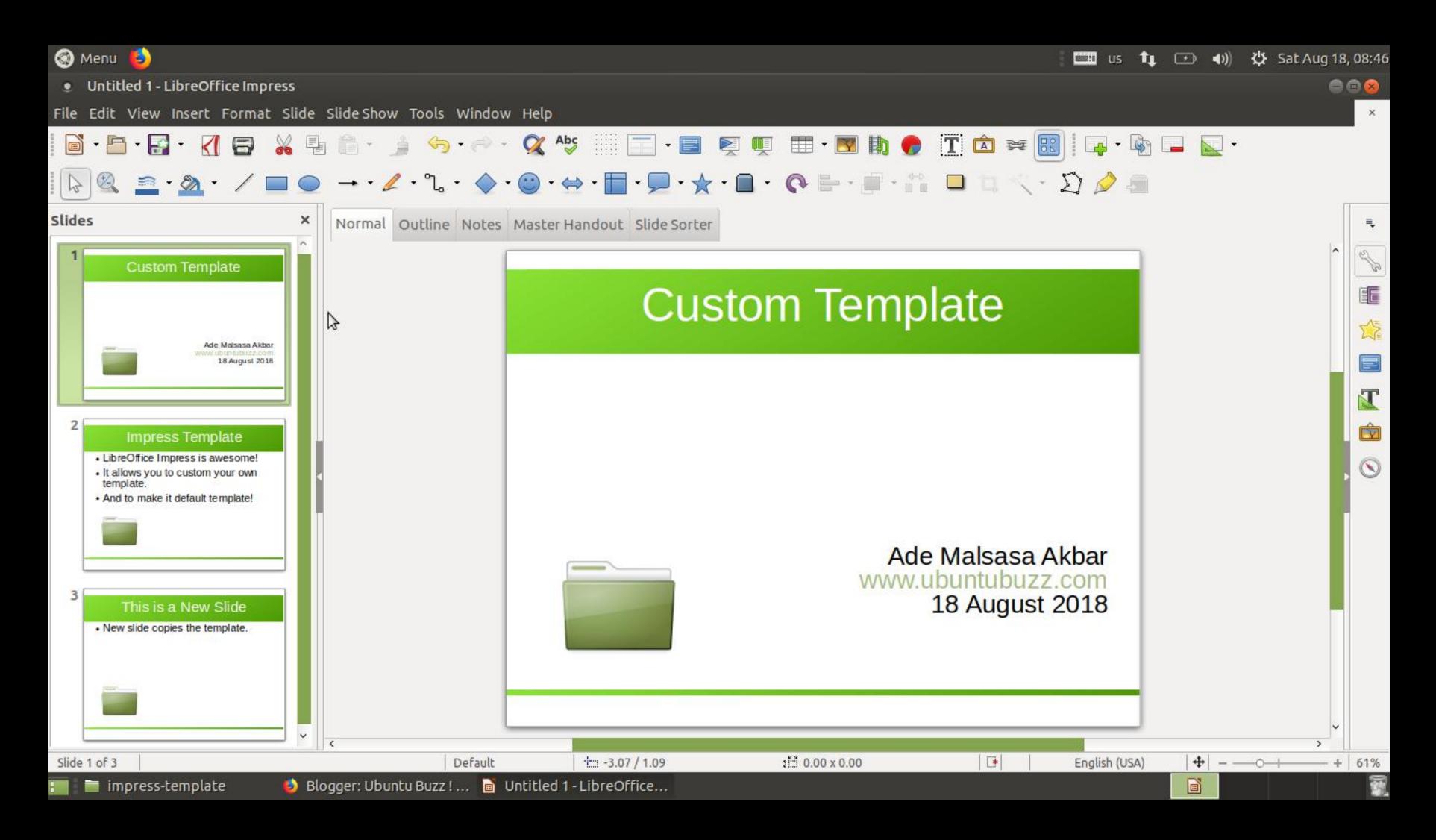
Building the Presentation

LibreOffice Impress - Mac, Linux , Windows

Image Source: https://4.bp.blogspot.com

Building the Presentation
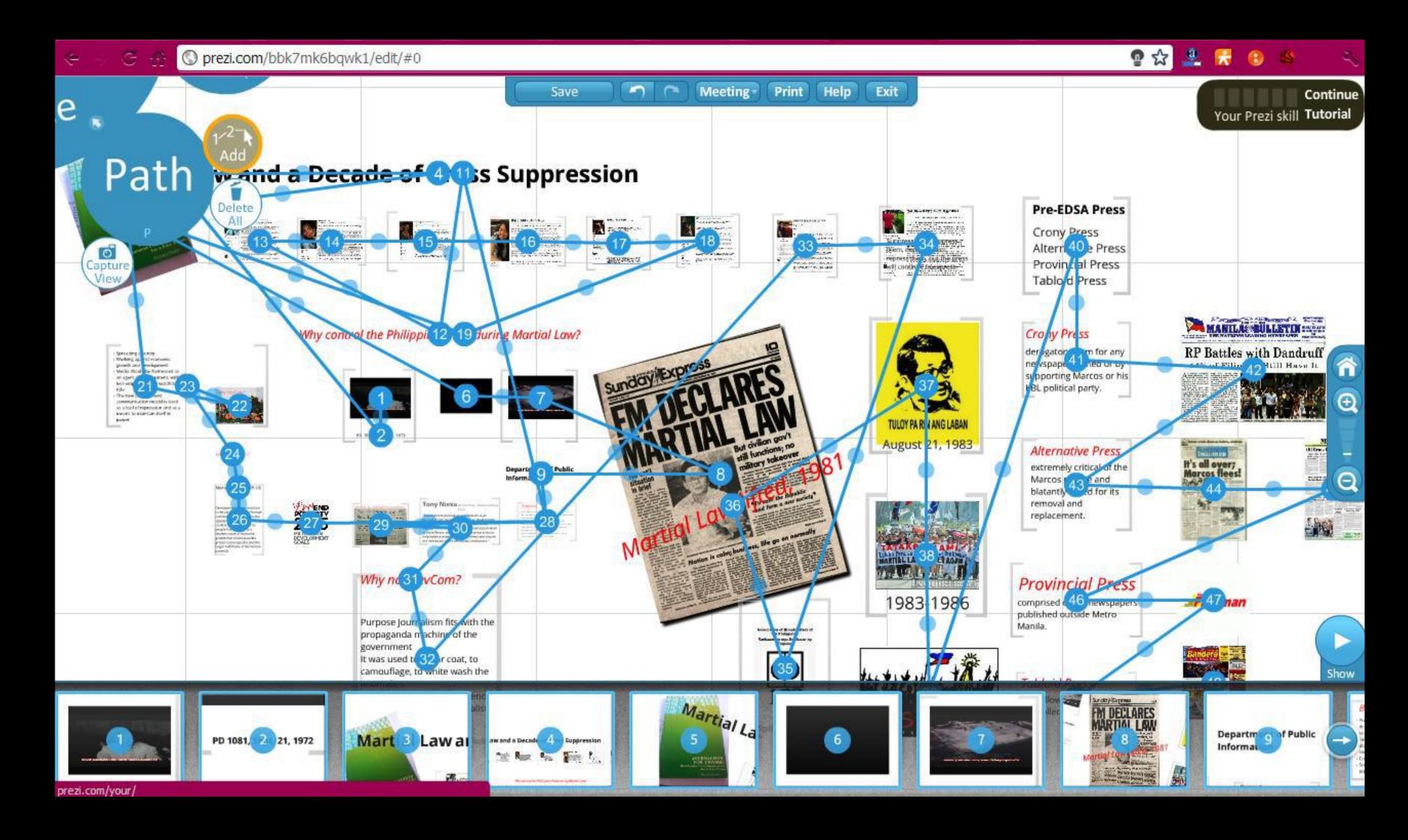
Prezi - Mac, Windows, iPad, iPhone, Android and Web

The Age of **Zoom**

Why?

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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
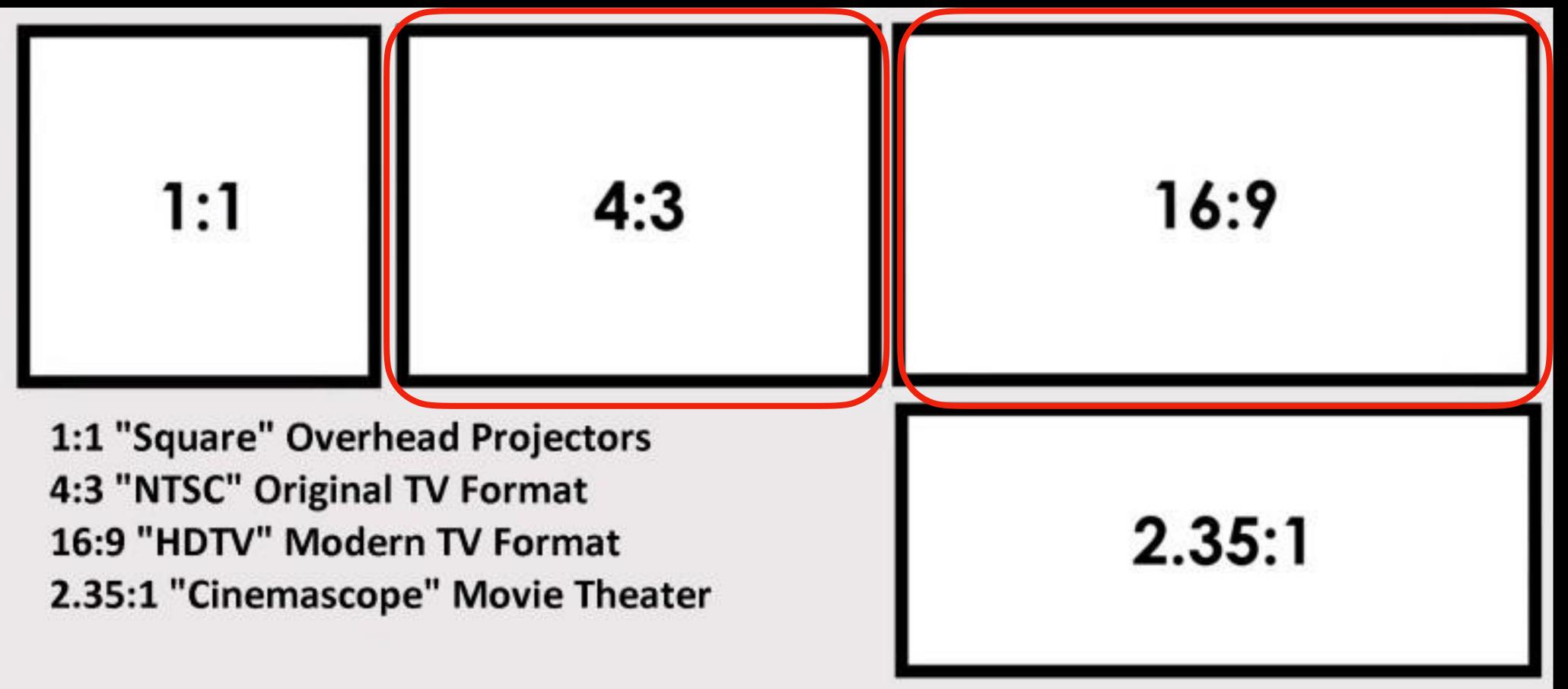
Image source: https://avgadgets.com

Zoom Presentations

Screen Sharing Settings

Zoom Presentations

Screen Sharing Settings

Zoom Presentations

Screen Sharing Settings

Zoom Presentations

Screen Sharing

Zoom Presentations

Screen Sharing

Zoom Presentations

Screen Sharing

Zoom Presentations

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

Image Source: https://effectivehomeoffice.com

Camera Angle

Zoom Presentations

Lighting
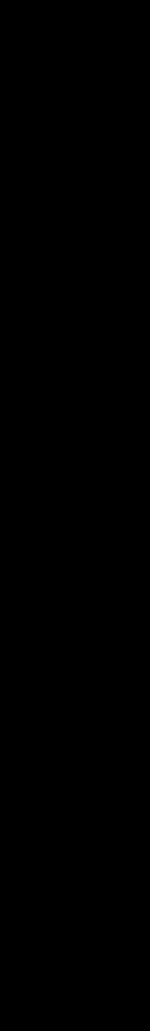
Image Source: https://pae-web.presonusmusic.com/ (GettyImages-836927470)

Image Source: https://www.laptopmag.com/

Different Equipment?

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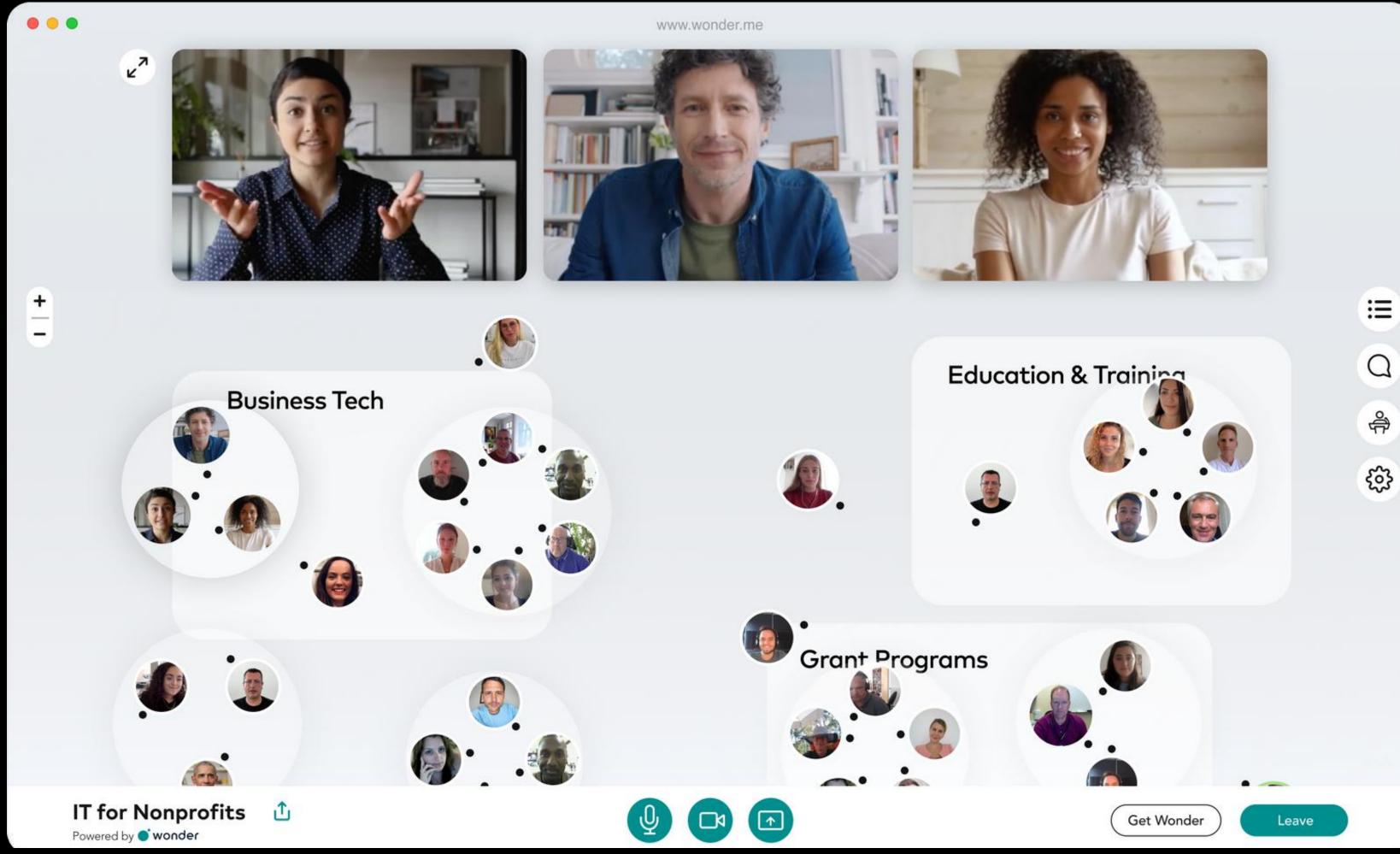UCLA

Other Online Platforms

wonder.me

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

Questions?

Anthony Caldwell
UCLA Digital Research Consortium
Scholarly Innovation Labs
11630L Charles E. Young Research Library
sil@ucla.edu