



**LANGUAGE  
CENTRE**  
Masaryk University

# **VB036: Presentation and Visuals**

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## Avoid Using As a Script

- Although your visual aids are a useful memory aid for you, you need to consider your audience's needs when you are designing them. Don't use PowerPoint as a script! This often results in slides being overloaded by text, which is too dense and too small for the audience to easily read. Ideally font size should be 24 points and above. The audience can read faster than you can speak so, if you are reading directly from your slides, they'll be ahead of you and wondering why you didn't just e-mail them a copy of your slides! As you are preparing your PowerPoint presentation think about how it relates to what you are saying and what you intend the audience to learn from each slide. As you are presenting draw their attention to the relevant information on the slide.

## Bad vs. Good Visuals

### Impact of Malpractice Reforms

- Direct reforms had a larger effect on the supply of nongroup vs group physicians, on the supply of most (but not all) specialties with high malpractice insurance premiums, on states with high levels of managed care, and on supply through retirements and entries than through the propensity of physicians to move between the states.

### Impact of Malpractice Reforms

- Larger effect on:
  - Nongroup vs group physicians
  - Most specialties
  - Managed care
  - Retirement & entries

## Bad vs. Good Visuals

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>■ Too much text is detrimental</li> <li>■ Animations are very useful</li> <li>■ Control the amount of information</li> <li>■ Audience will pay attention to the content of your speech</li> </ul> | <ul style="list-style-type: none"> <li>■ Too much text is detrimental</li> <li>■ Animations are very useful</li> <li>■ Control the amount of information</li> <li>■ Audience will pay attention to the content of your speech</li> </ul> |
|--|--|



## Text Formatting

- **Don't use ugly/complicated fonts**
- Don't use **annoying** or **difficult to see** colors
  - **Don't change colors between the points**

## Text Formatting (cont.)

- Don't use distracting/difficult to read from backgrounds
- Be consistent in the use of backgrounds

## **Text Formatting (cont.)**

- Don't make your visuals too bland

## Visuals

- Avoid bad or irrelevant visuals
- Related to the topic







PowerPoint is not a text medium;  
it's a **VISUAL** medium

*and*

Presentations are not an information medium;  
they're a **dramatic** medium

## Evolution of 3D Graphics

- Sprite-based 2.5D games
  - *Doom*
  - *Duke Nukem 3D*
- True 3D engine
  - *Quake*

## Sprite-based 2.5D games – *Doom*



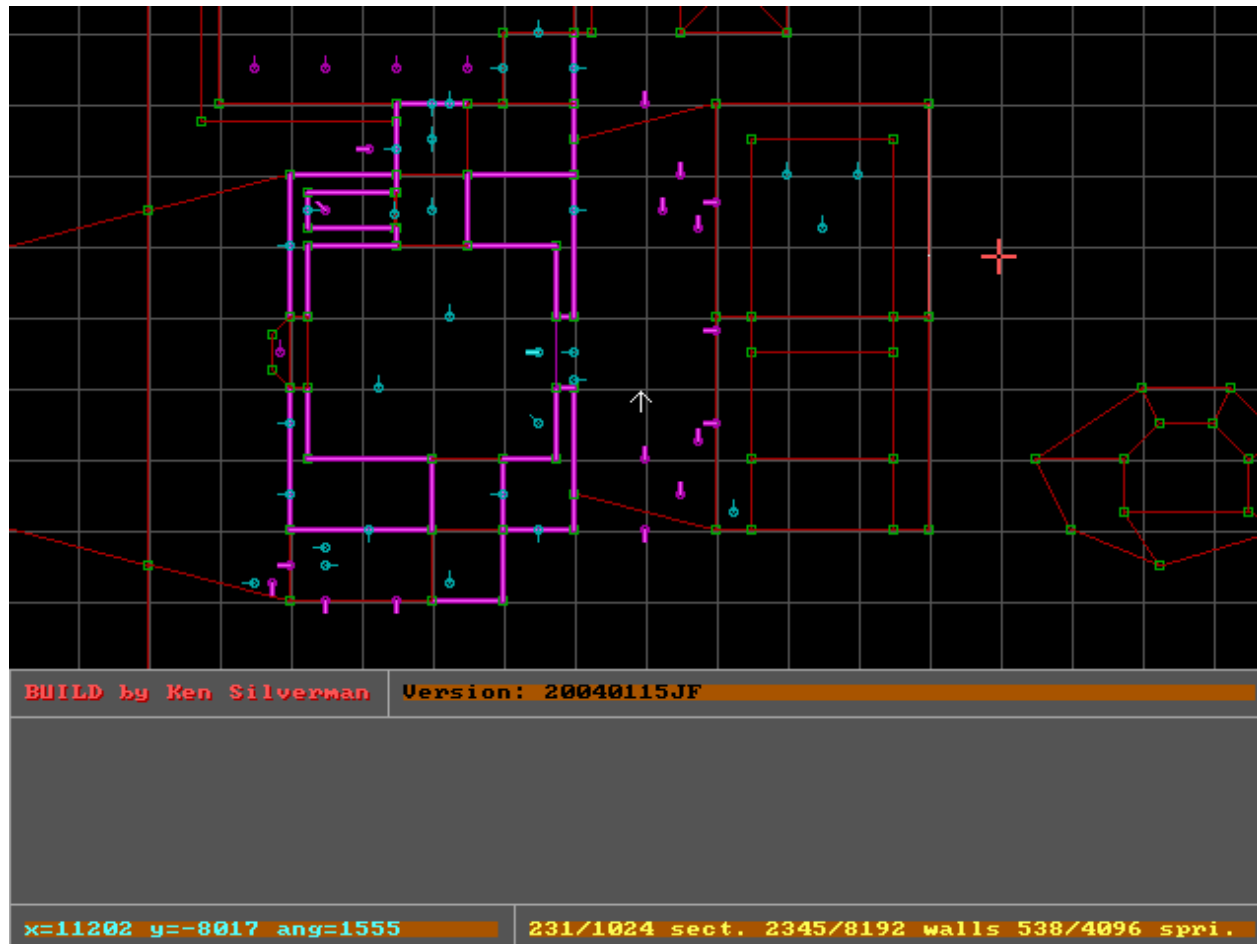


## Sprite-based 2.5D games – *Doom*



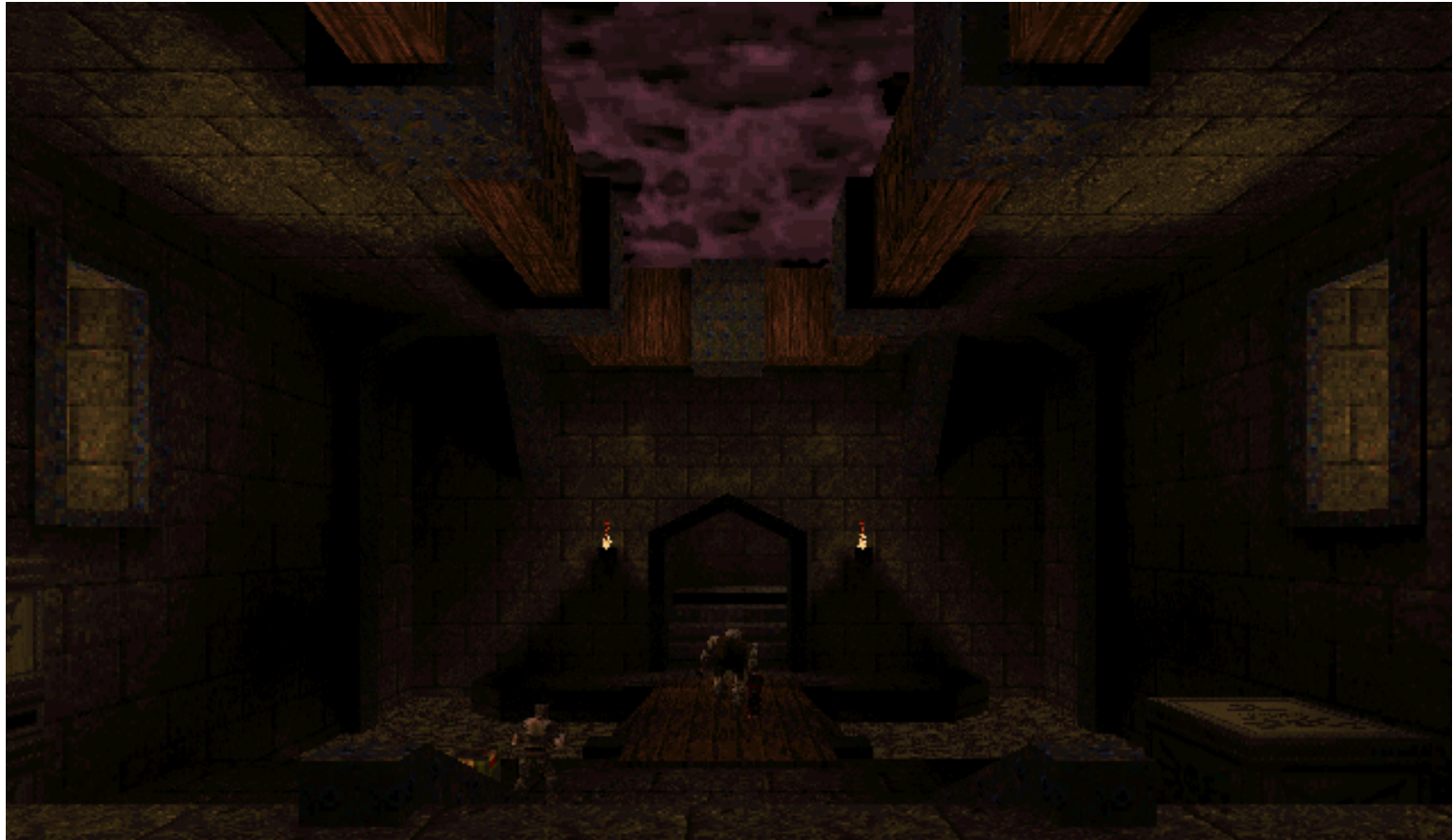


## Sprite-based 2.5D games – *Duke Nukem 3D*





## True 3D environments – *Quake*





## True 3D environments – *Quake*





## Space Shuttle Columbia Crash





## Review of Test Data Indicates Conservatism for Tile Penetration

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
  - Crater overpredicted penetration of tile coating **significantly**
    - Initial penetration to described by normal velocity
      - Varies with volume/mass of projectile (e.g., 200ft/sec for 3cu. In)
    - **Significant** energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
      - Test results do show that it is possible at sufficient mass and velocity
    - Conversely, once tile is penetrated SOFI can cause **significant** damage
      - Minor variations in total energy (above penetration level) can cause **significant** tile damage
  - Flight condition is **significantly** outside of test database
    - Volume of ramp is 1920cu in vs 3 cu in for test

On this one Columbia slide, a PowerPoint festival of bureaucratic hyper-rationalism, 6 different levels of hierarchy are used to display, classify, and arrange 11 phrases:

- Level 1 Title of Slide
- Level 2 ● Very Big Bullet
- Level 3 – big dash
- Level 4 • medium-small diamond
- Level 5 • tiny square bullet
- Level 6 ( ) parentheses ending level 5

The analysis begins with the dreaded Executive Summary, with a conclusion presented as a headline: "Test Data Indicates Conservatism for Tile Penetration." This turns out to be unmerited reassurance. Executives, at least those who don't want to get fooled, had better read far beyond the title.

The "conservatism" concerns the *choice of models* used to predict damage. But why, after 112 flights, are foam-debris models being calibrated during a crisis? How can "conservatism" be inferred from a loose comparison of a spreadsheet model and some thin data? Divergent evidence means divergent evidence, not inferential security. Claims of analytic "conservatism" should be viewed with skepticism by presentation consumers. Such claims are often a rhetorical tactic that substitutes verbal fudge factors for quantitative assessments.

As the bullet points march on, the seemingly reassuring headline fades away. Lower-level bullets at the end of the slide undermine the executive summary. This third-level point notes that "Flight condition [that is, the debris hit on the Columbia] is significantly outside of test database." How far outside? The final bullet will tell us.

This fourth-level bullet concluding the slide reports that the debris hitting the Columbia is estimated to be  $1920/3 = 640$  times larger than data used in the tests of the model! The correct headline should be "Review of Test Data Indicates Irrelevance of Two Models." This is a powerful conclusion, indicating that pre-launch safety standards no longer hold. The original optimistic headline has been eviscerated by the lower-level bullets.

Note how close readings can help consumers of presentations evaluate the presenter's reasoning and credibility.

The Very-Big-Bullet phrase fragment does not seem to make sense. No other VBB's appear in the rest of the slide, so this VBB is not necessary.

Spray On Foam Insulation, a fragment of which caused the hole in the wing

A model to estimate damage to the tiles protecting flat surfaces of the wing

**Review of Test Data Indicates Conservatism for Tile Penetration**

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
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BOEING

Here "ramp" refers to foam debris (from the bipod ramp) that hit Columbia. Instead of the cryptic "Volume of ramp," say "estimated volume of foam debris that hit the wing." Such clarifying phrases, which may help upper level executives understand what is going on, are too long to fit on low-resolution bullet outline formats. PP demands the shorthand of acronyms, phrase fragments, and clipped jargon in order to get at least some information into the tight format.

# Iraq: I&W of Civil Conflict

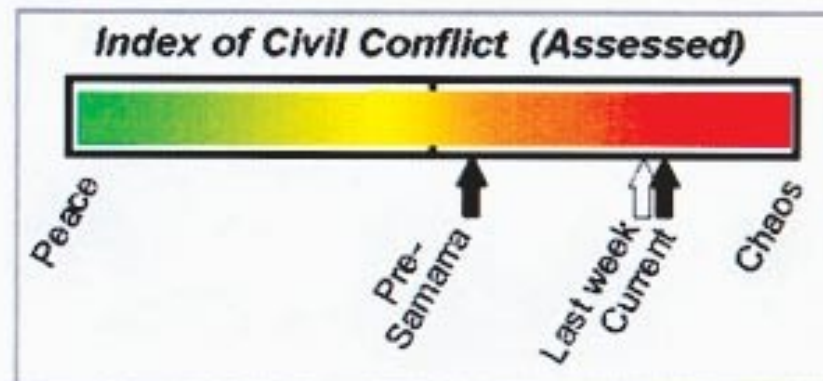
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## Key Reads:

- Political / religious leaders increase public hostile rhetoric
- ▲ Political / religious leaders lose moderating influence over constituents
- Provocative sectarian attacks / assassinations
- Unorganized spontaneous mass civil conflict

## Additional Indicators:

- ▲ Militias expand security role
- ▲ Governance
- ▲ Police ineffectual
- Army ineffectual
- Neighbors enable violence
- ▲ Sectarian tensions / violence displace populace
- ↑ Sectarian conflicts between / within ISF forces
- ↓ ISF refuse to take orders from central government, mass desertion
- Kurdish accelerate moves toward secession / annexing Kirkuk
- ◆ Low level violence motivated by sectarian differences



↕ CHANGE SINCE  
LAST WEEK

● ROUTINE

■ IRREGULAR

▲ SIGNIFICANT

◆ CRITICAL

**Urban areas experiencing “ethnic cleansing” campaigns to consolidate control ... violence at all-time high, spreading geographically.**



## Proofread to Check Spelling & Grammar

- Proof-read careful to avoid spelling mistakes and incorrect grammar?



## Sources

- Include a list of sources!
- Avoid listing “Wikipedia.com” or “Google.com” as your source

## Sources

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## A Proper Use of Visuals





## Buttons & controls can't change



Moto Q



BlackBerry



Palm Treo



Nokia E62





# The Microsoft "Live" Platform





Works like magic

No stylus

Far more accurate

Ignores unintended touches

Multi-finger gestures

Patented !



# Going "Live"

Ray Ozzie  
Chief Technical Officer  
Microsoft Corporation





# Windows and Windows Live

- Separate product offering from Windows
- Can use Windows with or without Windows Live
- Windows Live interfaces with Windows only through documented interfaces available to other developers
- We will compete responsibly, innovation, price and value to customers



## INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

# US Wireless Market – Q2 2010 Update

## Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$5.4B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.



## Slides: An Exercise

### What is genetic data?

- Our DNA consists of 4 bases A, C, T and G; so our genetic data is a string of these 4 letters, e.g. ...AGGGGATTAAA...
- But at each genetic location a person can have 1 or 2 types, so can encode the genetic data in terms of 0 and 1s, e.g. ...0101001010101...



## Slides: An Exercise

### Why do we simulate genetic data?

- Lots of methods in literature about how to locate disease genes
- To assess a method, apply it to data set and compare predicted location with actual location
- But need data sets with known location of disease gene  
... not many of these
- Use simulated data sets



## Slides: An Exercise

# Why is simulating genetic data challenging?

- Real genetic data is not a random set of 0 and 1s
- There are complex correlation structures due to thousands of years of evolution
- Realistic simulated data should contain these structures