

LEVERAGING BASIC DESIGN PRINCIPLES TO IMPROVE SCIENTIFIC PRESENTATIONS

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DESIGN + SCIENCE

It's more than making things pretty! Employ effective design so the audience can easily follow along.

START HERE!

What is the format?
Edit the narrative appropriately!

TAILOR IT TO YOUR AUDIENCE

Knowing your audience can guide **what to keep** and **what to remove** from the presentation.

MAKE YOUR DESIGNS ACCESSIBLE!

NARRATIVE IS KEY!

You had a hypothesis, did the experiments and now you have the data!

But what is the **story**?

KEEP IT SIMPLE.

DEFINE THE KEY ELEMENTS

Based on the narrative, **spend some time defining the key elements.** This helps root the narrative.

MAKE A SKELETON PRESENTATION

Based on the narrative, **make an outline** of what you want in your slides/poster.

SIMPLIFY COMPLEX CONCEPTS+DATA

Your audience is looking at your science for the first time.

Aim to make this process as simple as possible!

Slow down!
Spend some time crafting your slides.

UTILIZE FUNCTIONAL SLIDE DESIGN

For each slide, think about what the key takeaway is. Then, apply **design principles** to effectively share it.

REFINE AFTER FEEDBACK

The best way to improve your presentation is by practicing and presenting it!

This **takes time**, and that's ok!

FINISH LINE