[84]PowerPoint [59]Presentations:
[35]Breaking [56]Bad

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How Do You Engage Your Students?

A. Your Commanding Presence?

B. Your Knowledge?

C. Your Accessibility?

D. Your Enthusiasm?

E. Your Humor?

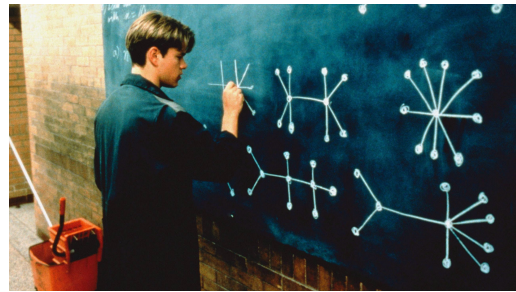Michael G. Prais, Ph.D.   SLATE   21 October 2015

Your Commanding Presence

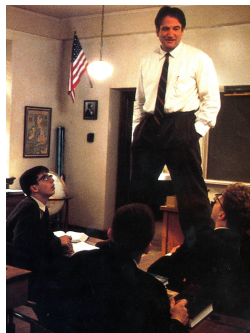Michael G. Prais, Ph.D.   SLATE   21 October 2015

Your Knowledge

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Your Accessibility
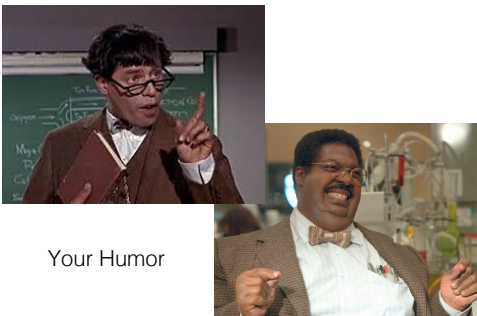
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Your Enthusiasm

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Slide 1

Your Humor

Slide 2

What do you do when you want
to get your students'attention?.

A. Speak Louder?

B. Play Music?

C. Show Videos?

D. Collect Mobile Phones?

E. Use PowerPoint?

Slide 3

What works for you?

A. Slides full of text?

B. Slides full of equations?

C. Slides copied from a classic text?

D. Slides copied from the text book?

E. Other types of slides?

Slide 4

How long does it take to view a packed slide?

How long does it take to view a good portrait?

How can your extend the viewing time of a slide?

Slide 5

Professional presentations use graphics
to get attention,
*to give the audience something
with which to connect*,
and lastly,
to help them remember what you said.

Recognition, Connection, Retention

Recognition does not have to be with particular material:
It can be with an attention-getting image.

Slide 6

You might be in the same room,
but all you have is *your slides* to make sure
students *recognize and remember* what you say.

What can you do?

Professional Presentations Engage with Graphics

- Anchor Presentations with Attractive Images.

- Use Placement to Draw Attention.

- Lines, Nodes, and Intersections to Retain Interest.

- Use Contrast to Identify and Emphasize Information.

- Let your student read the textbook--not your slides.

Teaching - Learning

Move Students from

the Concrete, Observed, Experiential, and Inductive

to

the Abstract, Conceptual, Predictive, and Evaluative

Knowledge

Declarative (Concrete)

Conceptual (Abstract)

Procedural (Active)

Illustrations and Annotated Images
are the most effective way to present
Conceptual (Abstract) Material.

The best presentations (TED) use graphics with text labels to help audiences recognize and remember the concepts —the abstract.

Slide 1

Tell a Story.

Generate Eye Movement to Capture Attention.

What Can You Use to Draw the Eye Through your Slide?

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Slide 2

Concept (Mind) Maps

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Slide 3
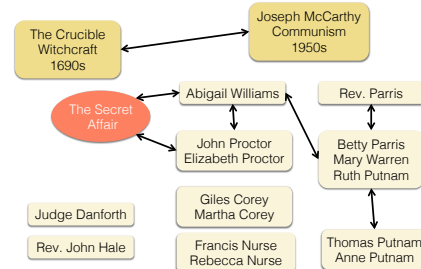
Keep your Viewer's Attention

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Slide 4

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Slide 5

Use the frame. Viewers will.

Viewers will divide lines in half.

Avoid the "dead center"
unless you want to stop the viewer.

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Slide 6

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Slide 1
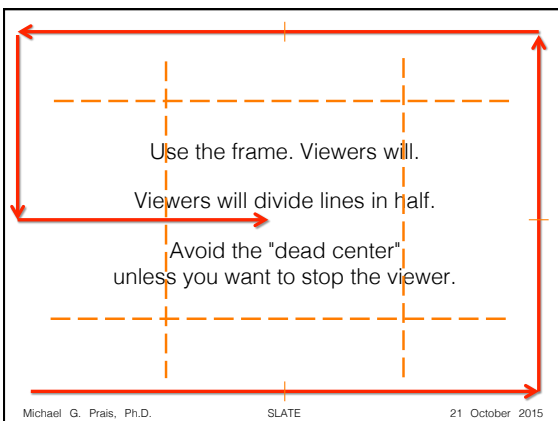
- Interested (and obsessive) viewers will travel the frame.
- Viewers wait at the intersections of lines.
- The frame has intersections.
- Viewers will ponder a choice of directions.
- Lines crossing the frame draw the viewer into the frame earlier than expected.
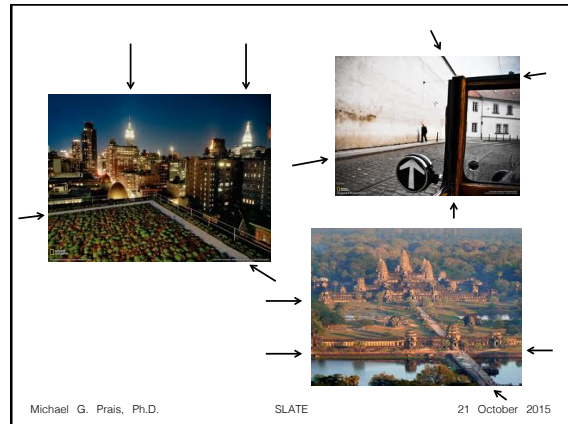
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Slide 2

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Slide 3

- Lines and edges draw attention across time.
- Slope signals velocity.

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Slide 4

- Arcs and curves encourage travel.
- The Sigmoid Curve

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Slide 5

- Repetition and Symmetry garner attention.

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Slide 6

- Creating connections produces pause.
- Viewers connect emphatic nodes into lines.

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Control Your Viewer

- Use the Whole Frame: Thirds vs. Halves
- Lines, Edges, and Narrow Oblongs
- Arcs and Curves
- Intersections
- Repetition and Geometric Symmetry
- Allow Connecting the (Emphatic) Dots

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Is your Information Important?

IS EVERYTHING EQUALLY IMPORTANT?

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You have to **D**ifferentiate.

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How do you **D**ifferentiate your information on your slides?

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Visual Contrast Creates Separation and Differential Identity

Use Differential Identity to Emphasize Importance.

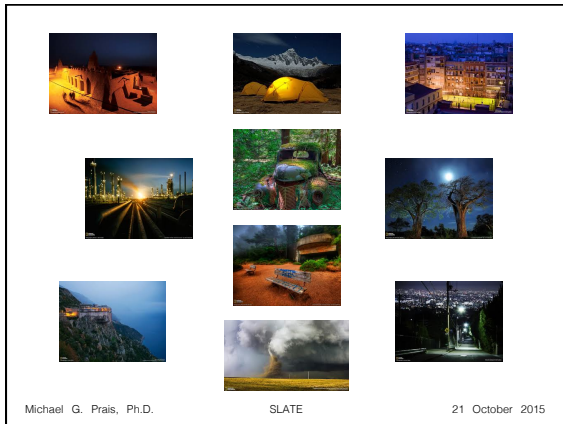Michael G. Prais, Ph.D.   SLATE   21 October 2015

What is Important in the following Images?

A. Contrast in Tone – Darkness and Lightness

B. Contrast in Color – Hue and Saturation

C. Light colors standout.

D. Warm colors standout.

E. Detail and Texture – Focus and Blur

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Visible detail
(**focus** in contrast to blur)
adds emphasis and
signals importance.

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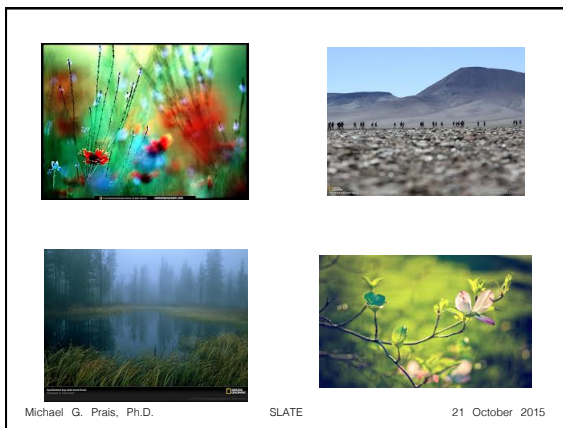
What Else Do You Use
to Emphasize
your Most Important
Information?

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What attracts your
attention
in the following images?

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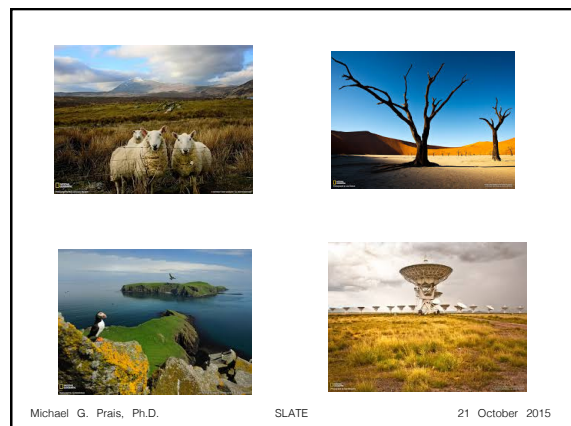
The *size* of objects

relative to other objects

and the frame

adds emphasis and

signals importance.

The division of space

adds emphasis and

signals importance.

HIGH ⬆ *in the image*

in contrast to

low ⬇ *in the image*

signals importance

by creating the illusion of

a **foreground** and a background.

Presented with

Foreground and Background,

a viewer stops to contemplate

their relationship.

Obscurity signals importance

by creating the illusion of

a **foreground**

and a ~~background~~.

signals importance.

adds emphasis and

Perspective (lines and sizes)

Draw Attention with Placement

- Relative Size - Objects and Frame
- Division of Space
- Lower in Frame – Higher in Frame
- Obscurity - Background – Foreground
- Perspective – Lines and Sizes (Spaces)
- Balance - Gravity

What other graphic tools can you use to identify, separate, and emphasize importance?

Of course, an unexpected variation gets attention, too.

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So, what did you learn today?

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How to Engage
your Students

- Engage students in your presentations by emphasizing and differentiating that which is important with graphics.

- Use graphic design to garner attention, to emphasize importance, and *to anchor what you have to say.*

- It's not what is important for the test--rather what is interesting and important to you in retaining, understanding, and applying the subject matter.

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How to *Disengage*
your Students

- Engage students in your presentations by emphasizing and differentiating that which is important with graphics.

- Use graphic design to garner attention, to emphasize importance, and *to anchor what you have to say.*

- It's not what is important for the test--rather what is interesting and important to you in retaining, understanding, and applying the subject matter.

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Engage Your Students

You know what's Important

Create Emphasis

Draw Attention

Use Graphics

Shapes

Connecting Lines

Images

Bullet Points

Labels Annotation

Text

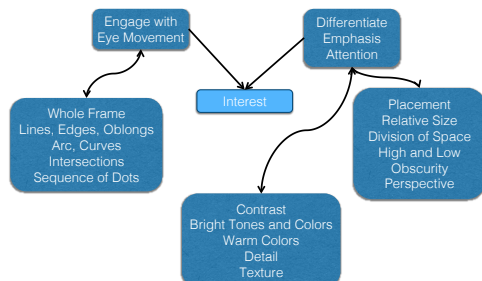Michael G. Prais, Ph.D.   SLATE   21 October 2015

Specifics to Remember

- Anchor Presentations with Attractive Images.

- Use Placement to Draw Attention.

- Lines, Nodes, and Intersections Retain Interest.

- Use Contrast to Identify and Emphasize Information.

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Specifics to Remember

Engage with
Eye Movement

Differentiate
Emphasis
Attention

Interest

Whole Frame
Lines, Edges, Oblongs
Arc, Curves
Intersections
Sequence of Dots

Placement
Relative Size
Division of Space
High and Low
Obscurity
Perspective

Contrast
Bright Tones and Colors
Warm Colors
Detail
Texture

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Interested?

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Engaged?

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Want more?

- Nancy Duarte, *slide:ology*
- Garr Reynolds, *Presentation Zen*
- Nancy Duarte, *Resonate*
- Garr Reynolds, *The Naker Presenter*
- Garr Reynolds, *Presentation Zen Design*
- Edward Tufte, *Visual Explanations*

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Images are publically available from

the National Geographic Society at

http://nationalgeographic.com

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Questions?

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Thanks for your Attention!

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