

## Viewgraphs - Some General Rules

### Advanced

#### Format

- Mostly, the "*landscape*" format is preferable - it makes better use of available space. It also leaves more room for comparisons, which are much better in the left-right visualization than in the top-bottom format
- There are, however, many exceptions where the "*portrait*" format is better. Think about it before you start writing.

#### Make it lively!

- Work with your viewgraph! Add something; underline, circle,..
- But be careful with "striptease", i.e. covering parts which you uncover bit by bit. It is usually not a good idea - your audience feels patronized.

#### Use flip-overs

- It is often a very good idea to develop a point by putting a second viewgraph on top (a flip-over) while developing an idea. Use at most two flip-overs.
- Very important: Put them *firmly together* with scotch tape, so the flip-over will be exactly in place. Be aware of free standing projectors! Your flip-over foil will hang down and the whole viewgraph may slide off! Have a roll of scotch tape with you!

Take your viewgraphs *out of their jackets!* After all, you put a lot of work into them. Why obscuring the brilliance of your colors and so on by adding unnecessary absorption by a jacket?

## 9. Using Media

### Presenting Viewgraphs for Illustrations - The 5 Step Procedure

#### 1. Announce

- Get your audience in the mood by announcing the next step without preempting the information
- Example: "How would that look in the new system?"

#### 2. Show

- Make a small pause while presenting the viewgraph
- This gives the audience time to look at the viewgraph and it gives you time to think about what you are going to say.

#### 3. Explain

- Go through everything on the viewgraph in telegram style, and always, *always!!!* name the *axis'* and, in micrographs, the *scale!*
- But never, *never!!!* just read what is written on the viewgraph. This is the deepest insult you can hurl at your audience. They all can read it much faster themselves than you can spell it out! And if your viewgraph is clear, they will even understand it.
- If you believe you have to read it because the print is so small that the audience can not read it - don't worry, your audience after the second viewgraph of this kind, will neither read it nor listen to you, and your boss is going to fire you anyway. So the impression you left with that presentation doesn't matter anymore.

#### 4. Meaning

- When the audience starts looking at you again, they are asking you a question: What does it mean?
- Answer that question! If this question does not come up, you must have presented your last and finishing viewgraph (for the whole presentation or for a main chapter), or you presented a meaningless viewgraph.

#### 5. Resumée

- Give a short conclusion

▶ You must at least allow **1 minute** per viewgraph! However, for complicated scientific stuff (formulas, several graphs, ...) **3 minutes** are more like it.

- There are exceptions, of course. You may insert a quicky just to illustrate **one** point ("The fundamental difference between the materials silicone and silicon, though unknown to the media professions, is **best illustrated** by the major application of silicone, which has nothing to do with the silicon used for **micro**electronics, but with rather **macro**scopic applications leading to soft products not easily confused with hard and brittle chips.").

In this case your illustration needs only **20** seconds to get the point across.

▶ Keep the room as bright as possible! Don't turn off all lights - the ones next to the screen should be enough.. In a dark room, people get **very tired!**

## How to Explain Visualized Topics

### Wrong

- "I have prepared a foil for this..."
- "This is meant to explain how the space charge region.."
- "I hope you recognize that the symbol with the .... means..."
- On the **x**-axis I have inserted the times from **1968** to ..
- "As you can see immediately..."

### Good

- "What is the situation now?" (present the foil)
- "The space charge region in this case..."
- (Pointing at the symbol) "This symbol means..."
- (Pointing at the axis) " the years from **1968**"
- You can see from this that..."

▶ The differences seem to be rather small - because we are talking the emotional channel here! And in this part of the communication channel, the perception can be very different depending on how you explain your visualization. Don't insult your audience by pointing out the obvious or implicitly assuming that everybody already knows everything!

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