Communication tools & techniques

- Oral presentations
- Conference papers, Journal papers, …
- Web sites, blogs, …
- Open source code/hardware
- Applications & Products
- News releases
- Podcasts, videos & multimedia presentations
- Popular books, newspaper columns, …
- Communicating with journalists, reporters, …
Identify who is your audience

Given this audience:

• What do they already know? (limitations)
• Who do they need to know? (goals)
• What do they expect?
• What will make them interested in what you have to say? (i.e., what is their motivation)
• What do you want them to do after your presentation? (What do you expect?)
Writing
Get into the habit of reading

Regularly read books, journals, conference proceedings, …

• Read **critically**

• Write down the reference’s **bibliographic information** and **your notes**
  – Use a reference manager, such as Zotero to help you
  – Could **you** find the reference again in 6 months, 1yr, … ?
    If you cannot find it, how can your reader?
  – Organize the copies of what you read so that you can find them again
  – “If you don’t write it down, it is gone!” -- Ted Nelson
Get into the habit of writing

Like any other skill it takes $\sim 10^4$ hours to become expert

Some say that if you do not practice at least \textbf{4 hours per day} you will never become expert.
A cognitive model of writing process

1. **Planning**
   - Generating ideas
   - Organizing
   - Setting goals (generating subtasks)

2. **Translating**
   Converting the plans into text, pictures, ...

3. **Reviewing**
   - Reading
   - Editing

Flower and Hayes
Writing strategies

Beethovian
1. Write everything down
2. Edit it

Motzartian
1. Compose everything in your head
2. Write it down
Mike Sharples’ external representation model: stages of planning and text producing

<table>
<thead>
<tr>
<th></th>
<th>Uninstantiated</th>
<th>Instantiated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unorganized</strong></td>
<td>(1) Technique: Brainstorming</td>
<td>(2) Technique: Note-taking, collecting quotes</td>
</tr>
<tr>
<td></td>
<td>Representation: Idea-labels</td>
<td>Representation: Notes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Non-linear</strong></td>
<td>(3) Techniques: Follow a thread, write as dialect</td>
<td>(4) Techniques: Organizing notes, filing</td>
</tr>
<tr>
<td>organization</td>
<td>Representation: Network of idea-labels</td>
<td>Representation: Network of Notes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Linear</strong></td>
<td>(5) Technique: Linear planning</td>
<td>(6) Techniques: Drafting test, revising text, copying text</td>
</tr>
<tr>
<td>organization</td>
<td>Representation: list of idea-labels, table of contents</td>
<td>Representation: <strong>Linear text</strong></td>
</tr>
</tbody>
</table>

Start in any box and follow any path that gets you to box (6).
Non-linear documents

In addition to traditional linear document it is possible to create hypermedia documents. These allow the reader/participant to select their own path(s) through your content.
Four things to think about when writing

1. What you are saying?  
   Content

2. What you are going to say?  
   Structure & Argument

3. What will your reader think when reading what you have written?  
   Communication

4. What do you want your reader to do after reading what you have written?  
   Effect
Writing for a thesis

When you think of a question write it down
When you think of an answer write it down

Reflect upon what you have written:
• Look at your table of contents (at least once per week)
• Read what you have written
• Re-read and revise your abstract
Choose your writing tool(s)

- Pencil + paper
- Pen + paper
- Emacs
- Command line tools

Command line tools

• Spell checkers: GNU Aspell


Spell checkers: GNU Aspell

Dictionaries available in many languages

**Personalize**

- dictionary: `.aspell.<lang>.pws`
  - `.aspell.en.pws, a.spell.sv.pws, …`
- configuration: `.aspell.conf` `lang` `sv`

Linux> aspell check *file.txt*

Linux> aspell --lang=sv check *file.txt*

Linux> aspell --lang=en_GB check *file.txt*
Spell checkers: ispell

Interactive spelling checker

Run inside emacs: M-X ispell, M-X ispell-word,
Princeton University’s Wordnet®

Lexical database for English:  http://wordnet.princeton.edu/
Command line program: wn
X windows version of the program: wnb
Another example from Wordnet®

The noun reflection has 8 senses (first 5 from tagged texts)

1. (3) contemplation, reflection, reflexion, ruminiation, musing, thoughtfulness -- (a calm, lengthy, intent consideration)
2. (4) reflection, reflexion -- (the phenomenon of a propagating wave (light or sound) being thrown back from a surface)
3. (4) expression, manifestation, reflection, reflexion -- (expression without words; "tears are an expression of grief"; "the pulse is a reflection of the heart's condition")
4. (2) mirror image, reflection, reflexion -- (a likeness in which left and right are reversed)
5. (2) reflection, reflexion -- (the image of something as reflected by a mirror (or other reflective material); "he studied his reflection in the mirror")
6. reflection -- ([mathematics] a transformation in which the direction of one axis is reversed)
7. observation, reflection, reflexion -- (a remark expressing careful consideration)
8. reflection, reflexion, reflectivity -- (the ability to reflect beams or rays)
Wordnet® searches
Saved Word file as a text file (.txt)
diction Task_1-Project_Plan_Template-20110805.txt

Task_1-Project_Plan_Template-20110805.txt:7: Clients report [which] blocks [they] are missing as a vector of bits, where missing blocks are indicated by a 1 bit.

Task_1-Project_Plan_Template-20110805.txt:8: Problem statement[GQMjr7] The project will investigate how to avoid [so]-called 'acknowledgement implosion' when distributing a file using multicast.

Task_1-Project_Plan_Template-20110805.txt:9: If all of the nodes that successfully receive a packet were to acknowledge it, then the sender [would] receive a [very] [large number of] acknowledgement, when it [fact] it is [most] interested in understanding [which] node did not receive the packet, hence to which node it should retransmit the packet.


... 

Task_1-Project_Plan_Template-20110805.txt:58: GQMjr13]What is the project timeline and when will particularly [meaningful] points, [referred] to as milestones, be completed?

Task_1-Project_Plan_Template-20110805.txt:59: GQMjr14]In this section you [can] additional information that [may] be relevant to your reader, but is not an answer to any of the above points.

36 phrases in 61 sentences found.
WWB style: checking for readability
http://www.gnu.org/software/diction/diction.html

Saved Word file as a text file (.txt)
linux> style Task_1-Project_Plan_Template-20110805.txt

readability grades:
- Kincaid: 8.2
- ARI: 8.8
- Coleman-Liau: 11.2
- Flesch Index: 60.7/100 (plain English)
- Fog Index: 11.0
- Lix: 40.6 = school year 6
- SMOG-Grading: 10.5

Roughly indicates US grade level
Automated readability index

For details about these scores see:
Michael Stutz. Linux.com : Improve your writing with the GNU style checkers [Internet]. 2006 Sep 7 [cited 2011 Aug 15]; Available from: http://www.linux.com/archive/articles/56833
WWB style (continued)

sentence info:
- 4122 characters
- 830 words, average length 4.97 characters = 1.56 syllables
- 61 sentences, average length 13.6 words
- 44% (27) short sentences (at most 9 words)
- 11% (7) long sentences (at least 24 words)
- 1 paragraphs, average length 61.0 sentences
- 14% (9) questions
- 52% (32) passive sentences
- longest sent 50 wds at sent 11; shortest sent 1 wds at sent 4

word usage:
- verb types:
  - to be (44) auxiliary (27)
- types as % of total:
  - conjunctions 4% (33) pronouns 4% (37) prepositions 9% (76)
  - nominalizations 3% (27)

sentence beginnings:
- pronoun (6) interrogative pronoun (6) article (4)
- subordinating conjunction (2) conjunction (0) preposition (0)
WWB style command line options

Usage: style [-L language] [-l length] [-r ari] [file ...]
        style [--language language] [--print-long length] [--print-ari ari] [file ...]

Analyse surface characteristics of a document:

- **-L, --language** set the document language.
- **-l, --print-long** print all sentences longer than `<length>` words
- **-r, --print-ari** print all sentences with an ARI greater than `<ari>`
- **-p, --print-passive** print all sentences phrased in the passive voice
- **-N, --print-nom** print all sentences containing nominalizations
- **-n, --print-nom-passive**
  print all sentences phrased in the passive voice or containing nominalizations

-- style –h output
Finding acronyms to put into:
List of Acronyms and abbreviations

List all the words in alphabetical order with a count of how many times they are used:

```
tr -s '[:blank:]' '\n' < file.txt | tr -d '[:punct:]' | sort | uniq –c
```

Sort this list and shows you the most common words first (also useful for deciding which words to index):

```
tr -s '[:blank:]' '\n' < file.txt | tr -d '[:punct:]' | sort | uniq -c | sort -n -r
```

Remove all of the lower case words and numbers:

```
tr -s '[:blank:]' '\n' < draft-maqueda-6lowpan-pgw-00.txt | tr -d '[:punct:]' | tr -d '[:lower:]' | tr -d '[:digit:]' | sort | uniq -c | sort -n -r
```

Acronyms that are not used frequently should be spellout.
Document processing (Microsoft Word, OpenOffice, LaTeX, ...)

Make use of templates
Make use of built-in templates: Microsoft Word 2010
Make use of external templates: Microsoft Word2010

• Install additional templates
• Use a template file
Making use of **Styles**

- Use the **predefined** styles (modify if necessary)
- Define **new** styles when needed – use logical names (for example; “Preface Heading 1”, rather than “18point Helvetica”)

Note that for some purposes you may need to “tweak” the style to get exactly what a journal or other publisher wants.
Some common **mistakes**: General

- Incomplete references or missing important citations
  - Missing date, title and author(s), or other information
  - Misspelling the authors name(s), title of document, etc.
  - Keep in mind that the goal is to enable someone (perhaps even yourself) to find the reference at a later point in time
- Lack of a date - every document should have a date (on the cover)
- Lack of page numbers
- Poor (or no) editing ⇒ you do not care enough to check what you wrote!
  - Failure to spell check the document
  - Documents which it is clear that no one looked at after formatting - often these have breaks in the middle of sentences, missing phrases, ... .
  - Incorrect paper size
- Sections and subsections are not numbered - hiding both the structure of the document and making cross references difficult
- Lack of vertical white space between paragraphs, makes it hard to understand where new paragraphs begin (indent first line 2-3 em)
Some common mistakes: Writing

• Statements made without justification or supporting citations
• Use of contractions
• Use of acronyms or abbreviations without properly introducing them; often failure to use these acronyms and abbreviations consistently through the rest of the paper
• Redundant text
• Using too few references, often the paper looks like simply a cut and paste edit of these references.
• Single sentence paragraphs
• Not using primary sources when possible
• Not using cross references effectively – for example not referencing your figures, tables, code examples, …
• Not using your tools effectively!
Some common mistakes: Figures

- Using figures from others without the copyright owner's permission
- Unreadable text in figures
- Failure to label elements of figures adequately
- Failure to use generally understood icons
- Poor or missing figure captions – explain what the figure shows (imagine someone who is blind who depends upon your caption to explain what the picture shows)
- Using a poor choice of colors and not also using different stipple patterns/styles/… (Keep in mind the readers who are color blind)
Generating plots for in your document: gnuplot

**set term** to one of the available terminal types which include:

<table>
<thead>
<tr>
<th>Terminal Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>dumb</td>
<td>ASCIIart for anything that prints text</td>
</tr>
<tr>
<td>epslatex</td>
<td>LaTeX picture environment using graphicx package</td>
</tr>
<tr>
<td>fig</td>
<td>FIG graphics language for XFIG graphics editor</td>
</tr>
<tr>
<td>gif</td>
<td>GIF images using libgd and TrueType fonts</td>
</tr>
<tr>
<td>jpeg</td>
<td>JPEG images using libgd and TrueType fonts</td>
</tr>
<tr>
<td>latex</td>
<td>LaTeX picture environment</td>
</tr>
<tr>
<td>mif</td>
<td>Frame maker MIF 3.00 format</td>
</tr>
<tr>
<td>pbm</td>
<td>Portable bitmap</td>
</tr>
<tr>
<td>png</td>
<td>PNG images using libgd and TrueType fonts</td>
</tr>
<tr>
<td>postscript</td>
<td>PostScript graphics, including EPSF embedded files(*.eps)</td>
</tr>
<tr>
<td>pslatex</td>
<td>LaTeX picture environment with PostScript</td>
</tr>
<tr>
<td>pstex</td>
<td>plain TeX with PostScript</td>
</tr>
<tr>
<td>svg</td>
<td>svg W3C Scalable Vector Graphics driver</td>
</tr>
<tr>
<td>x11</td>
<td>X11 Window System</td>
</tr>
<tr>
<td>xterm</td>
<td>Xterm Tektronix 4014 Mode</td>
</tr>
</tbody>
</table>
Network diagrams

Cisco Network Topology Icons are freely available for use when drawing network diagrams.

EPS, JPEG, PPT, and Visio formats:
http://www.cisco.com/web/about/ac50/ac47/2.html
More tools for charts, diagrams, etc.

- Microsoft’s Visio
- DIA - http://live.gnome.org/Dia
- OpenOffice Draw http://www.openoffice.org/product/draw.html
- UML
  - ArgoUML http://argouml.tigris.org/
- yWorks' yEd Graph Editor http://www.yworks.com/en/products_yed_about.html
- CadSoft EAGLE http://www.cadsoftusa.com/
Tweaking or Making your own CSL Style

If there isn’t a suitable style in the Zotero Style Repository [http://www.zotero.org/styles](http://www.zotero.org/styles)

• Then you may need to make your own, see: Cornelis Pieters’ “Quick Start Guide for Creating Zotero Citation Styles” [http://www.condast.com/zotero/](http://www.condast.com/zotero/)

• Alternatively: Tweak an existing format in Citation Style Language (CSL) [http://www.zotero.org/support/dev/citation_styles/](http://www.zotero.org/support/dev/citation_styles/)

Preview with [chrome://zotero/content/tools/cslpreview.xul](chrome://zotero/content/tools/cslpreview.xul)
CSL Macros
isbn and access
More macros: edition and issued

```xml
<macro name="edition">
  <choose>
    <if type="bill book graphic legal_case motion_picture report song chapter paper-conference" match="any">
      <choose>
        <if is-numeric="edition">
          <group delimiter=" ">
            <number variable="edition" form="ordinal"/>
            <text term="edition" form="short" suffix="." strip-periods="true"/>
          </group>
        </if>
        <else>
          <text variable="edition" text-case="capitalize-first" suffix="."/>
        </else>
      </choose>
    </if>
    <else>
      <text variable="edition" text-case="capitalize-first" suffix="."/>
    </else>
  </choose>
</macro>

<macro name="issued">
  <choose>
    <if type="article-journal report" match="any">
      <date variable="issued">
        <date-part name="month" form="long" suffix=" "/>
        <date-part name="year" form="long"/>
      </date>
    </if>
    <else-if type="bill book graphic legal_case motion_picture report song thesis chapter paper-conference" match="any">
      <date variable="issued">
        <date-part name="year" form="long"/>
      </date>
    </else-if>
    <else>
      <date variable="issued">
        <date-part name="day" form="numeric-leading-zeros" suffix="-"/>
        <date-part name="month" form="long" suffix="-" strip-periods="true"/>
        <date-part name="year" form="long"/>
      </date>
    </else>
  </choose>
</macro>
```
Yet more macros: author, editor, locators, and title

```xml
<macro name="author">
  <names variable="author">
    <label form="short" prefix="", text-case="capitalize-first" suffix="", strip-periods="true"/>
    <substitute>
      <names variable="editor"/>
      <names variable="translator"/>
    </substitute>
  </names>
</macro>

<macro name="editor">
  <names variable="editor">
    <label form="short" prefix="", text-case="capitalize-first" suffix="", strip-periods="true"/>
  </names>
</macro>

<macro name="locators">
  <group delimiter=" ">
    <text macro="editor"/>
    <group delimiter=" ">
      <text term="volume" form="short" suffix="", strip-periods="true"/>
      <number variable="volume" form="numeric"/>
    </group>
    <group delimiter=" ">
      <number variable="number-of-volumes" form="numeric"/>
      <text term="volume" form="short" suffix="", plural="true" strip-periods="true"/>
    </group>
    <group delimiter=" ">
      <text term="issue" form="short" suffix="", strip-periods="true"/>
      <number variable="issue" form="numeric"/>
    </group>
  </group>
</macro>

<macro name="title">
  <choose>
    <if type="bill book graphic legal_case motion_picture song" match="any">"text variable="title" font-style="italic"/>
    <else>
      <text variable="title" quotes="true"/>
    </else>
  </choose>
</macro>
```
And yet more macros!
publisher, event, and page
Define format for citation(s)

```
<!-- Citation -->
<citation et-al-min="100" et-al-use-first="1" collapse="citation-number">
  <sort>
    <key variable="citation-number"/>
  </sort>
  <!-- layout prefix="[" suffix="]" delimiter="", " -->
  <layout prefix="[" suffix="]" delimiter="", " />
  <text variable="citation-number"/>
</layout>
</citation>
```
Bibliography information: article-journal and paper-conference

Note: et al. will only be used if there are more than 100 authors, then the first three will be shown.

References numbered: [xx]

List author first in each reference.

For each type of publication, indicate which macros are enabled.
More bibliography:
report, thesis, webpage, patent, book

```xml
<else-if type="report">
  <group delimiter=",">
    <text macro="title"/>
    <text macro="publisher"/>
  </group>
  <text macro="access"/>
</else-if>
<else-if type="thesis">
  <group delimiter=",">
    <text macro="title"/>
    <text macro="publisher"/>
  </group>
  <text macro="access"/>
</else-if>
<else-if type="webpage">
  <group delimiter="", suffix=".">
    <text macro="title"/>
    <text variable="container-title" font-style="italic"/>
    <text macro="access"/>
  </group>
</else-if>
<else-if type="patent">
  <text macro="title" suffix="/"/>
  <text variable="number" prefix="U.S. Patent "/>
  <text macro="access"/>
</else-if>
<else-if type="book">
  <group delimiter="", suffix=".">
    <text macro="title"/>
    <text macro="locators"/>
  </group>
  <text macro="access"/>
</else-if>
```
Yet more bibliography styles
Open xx.csl file in Firefox

You can just type [file:///tmp/test.csl](file:///tmp/test.csl) or use File menu or Control-O
Citation format

References

IEEElite-with-access

[1-6]


IEEElike-with-access

[1-6]


Preview – compare with:
IEEE, ACM SIG proceedings

IEEE

[1-6]


ACM SIG Proceedings With Long Author List

[1-6]

CSL format resources

• ‘A Step-by-step Guide to Changing CSL Styles’
  http://www.zotero.org/support/dev/citation_styles/style_editing_step-by-step

• Rintze M. Zelle, ‘Citation Style Language 1.0: Primer’
  http://citationstyles.org/downloads/primer.html

• Rintze M. Zelle, ‘Citation Style Language 1.0’,
  http://citationstyles.org/downloads/specification.html
When using LaTeX

- Use A4 sized paper rather than US letter
- Turn off hyphenation or at least limit its use with "\hyphenpenalty=5000 \tolerance=1000"
- BibTeX for W3C publications: [http://webcapita.com/w3cbib/by-year](http://webcapita.com/w3cbib/by-year)
- BibTeX for RFCs: [http://www.tm.uka.de/~bless/bibrfcindex.html](http://www.tm.uka.de/~bless/bibrfcindex.html)
- Use the [bytefield](http://www.tm.uka.de/~bless/bibrfcindex.html) package to draw packet structures
Helpful for LaTeX

• Useful LaTeX packages (available via ctan.org): algorithm2e, caption, colortbl, epstopdf, fourier, graphicx, hypens, hyperref, listings, longtable, minted, multirow, parskip, subfig, tabulary, xcolor

• Drawn figures in vector format (SVG) using Inkscape (available from inkscape.org), then imported into LaTeX in EPS format.

• Generate plots with Graphics Layout Engine (GLE), available from glx.sourceforge.net.

• Format source code listings with keyword highlighted using minted ctan.org/tex-archive/macros/latex/contrib/minted (requires Pygments library: pygments.org)
Oral presentations
Three parts to a (typical) speech

- Tell them what you are going to tell them
  Introduction
  “Executive summary”

- Tell them
  Body

- Tell them what you told them
  Conclusion

Why this structure?
1. Because most people will remember the beginning and if this catches their attention they will follow along.
2. Because we tend to remember the most recent things that we hear: hence we remember the conclusion.
Alternative version of the conclusion

1. Summarize your key result
2. Describe what you want your audience to do (often called a “Call To Action”)

Stephen Kosslyn’s cognitive principles

• “Go for the **BIG** difference” – do **not** be subtle
• Follow “Goldilocks Rule”: No more than 4 perceptual units per slide
• “Signpost changes in information” – use perceptual differences to signal changes in concept

General presentation tips: Preparation (adapted from S. J. Bell)

Prepare both **yourself** and the **presentation**

– Know yourself & your audience

– Generic presentation format:
  Introduction/Body/Conclusions {Future work}

– Practice: 3-6 times, focus on the key ideas rather than the exact wording, plan your timing

– Knows the logistics (where to be, what the room is like, how to work the equipment in the room, wear the appropriate clothes)

– Use relevant examples and key words
General presentation tips: Giving the presentation (adapted from S. J. Bell and personal experience)

• Take the stage
  • Be yourself (find your own style), be confident and relax (if you do not know your material, then who does); start and end on time
  • Look at your audience – look into their eyes, their body language, they will let you know when you are not getting your point across – engage your audience

• Questions
  • Be clear about when you will take questions (i.e., interactive or at the end)
  • Repeat the question – for those who might not be able to hear it
  • Do not be afraid to say: “I do not know.”
  • Defer detailed questions to afterwards

See also http://stevenbell.info/presentations.htm

http://www.docstoc.com/docs/51161714/PRESENTATION-TIPS
Critical Errors to Avoid:

#1: Giving the wrong speech
#2: Drawing the words from the wrong well
#3: Leaving the audience at the dock
#4: Loosing the audience at sea
#5: Projecting slides that no one reads
#6: Projecting slides that no one remembers
#7: Ignoring Murphy's Law
#8: Not preparing enough
#9: Not paying attention (to yourself, the audience/room/timing)
#10: Loosing composure
Your slides should

- Identify yourself and where you are from
- Include date of the presentation
- Include a slide number—so people can refer to specific slides in their questions
- Avoid confusing backgrounds
- Carefully use colors as 1 in 20 men and 1 in 200 women are colorblind
- Avoid long lists
- Use relevant text/images/pictures/…
Your slides should have a sentence headline.

1. A sentence headline not only identifies the topic, but states an assertion.
2. This sentence headline clarifies the role of the slide - also useful for later review of the material.
3. Clarifies the main purpose of the slide, if it does not serve a useful purpose delete it!


Alley, Michael, and Harry Robertshaw, "Rethinking the Design of Presentation Slides: The Importance of Writing Sentence Headlines," (http://writing.engr.psu.edu/speaking/IMECE2004-61827.pdf)
Assertion-Evidence model of slide

Headline – states the assertion
Body of slide presents evidence (image, graph, equation, video clip, …)


With sample slides and templates!
Storytell model of presentations

1. Write a script

2. Storyboard
   Use the slide sorter view to implement your storyboard.

3. Produce your script to engage the audience

Cliff Atkinson’s three analysis questions

1. In **Slide sorter view**: Can you understand the focus just from the slide titles?

2. In **Notes view**: Is there a balance between why my notes indicate that I should say and what the slide presents?

3. In **Normal view**: Will the audience find each slide interesting?

Cliff Atkinson, Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire, Chapter 1, pg. 5

Public speaking

See the many sources, such as:

- Six Minutes: Speaking and Presentation Skills (http://sixminutes.dlugan.com/)
- 10 Tips for Public Speaking, Toastmasters International (http://www.toastmasters.org/tips.asp)
Oral presentation tools

• Software
  – Microsoft’s PowerPoint
  – LaTeX Beamer, Prosper, Slides, … classes
  – OpenOffice Impress
    • Oracle Presenter Console
      http://extensions.services.openoffice.org/project/presenter-screen
    • OOoLatex http://ooolatex.sourceforge.net/
  – Adobe FrameMaker
• Projector and your laptop
  – make sure you know how to make them work together
• Wireless presentation remote control
• Laser pointer
No matter what tool you use for oral presentations, learn to use it

- Value your audience’s time
  \[ \text{cost} = \text{number in audience} \times \text{average cost per minute} \times \text{number of minutes} \]

- Value your own time – investing a little time to learn how to use your tool well will save you lots of time (in the long run)

- Avoid looking dumb – do not hurt yourself with your choice of tool
Microsoft’s PowerPoint: “power user” presentation short cuts

- F1 – for help menu
- F5 – to start your presentation (or right click on the file and choose “Show” or save as a ‘PowerPoint Show’ (.pps) file); Shift-F5 – start with current slide
- Escape – to stop a presentation
- Space bar, N, or down/right arrow, Page Down – advance to next slide
- P – previous slide; up/left arrow, Page Up – repeat previous animation
- Control-Home – to first slide, Control-End – to last slide
- Number <return> - go to slide <number>
- Right click - go to a slide by title; Control-S show all slides menu
- H – go to next hidden slide
- Tab – go to first/next hyperlink on slide; Shift-Tab to go to previous/last hyperlink
- B or ‘.’ – show blank slide, W or ‘,’ – show whiteout slide
- Control-A, A – display arrow pointer (Control-H to hide pointer)
- Control-P – display a pen; E – to erase drawings on a slide
- Shift-F10 – display short cut menu
- Control-T – display task bar
Media shorts cuts during a presentation

- Alt-Q – stop media playing
- Alt-P – pause/resume media
- Alt-U – mute sound
- Alt-Up – increase volume
- Alt-Down – decrease volume
- Alt-Shift-Right arrow – seek forward
- Alt-Shift-Left arrow – seek backward
- Alt-End – go to next bookmark
- Alt-Home go to previous bookmark
Microsoft’s PowerPoint: “power user”
preparation/writing short cuts

Alt – display keytips, then press the key(s) shown by what you want to do!

• Formatting
  – Control-B – bold font
  – Control-I – Italic font
  – Control-U – underline
  – Control-N – normal font
  – Control-T – open Font dialog
  – Shift-F3 – change the case
  – Control-Shift-F – change the font
  – Control-Shift-P – change the font size
  – Control-Shift-; – decrease the font size
  – Control-Shift:= – increase the font size
    (On a US keyboard, use Control-Shift-<, Control-Shift- >)
  – Control-E – center
  – Control-L – left align
  – Control-R – right align
  – Control-J – justify

• Editing
  – Control-Z – undo
  – Control-Y – redo
  – Control-X – cut
  – Control-V – paste
  – Control-Shift-C – copy formatting only
  – Control-Shift-V – paste formatting only
  – Control-Alt-V – open paste special dialog
  – Control-K – insert hyperlink
  – Control-A – selected all
  – Control-F – find
  – Shift-F4 – repeat last find action
  – Control-H – replace

• File
  – Control-S – save the file
  – Control-D – duplicate slide
  – Control-M – new slide
  – Control-Shift-M – new slide like last one
Adobe Acroread: Why use it?

- You can include pages of material from any source that can generate PDF.
- All of the fonts can be included in the presentation – so you do not have to worry about missing fonts.
- Nearly every machine has a program (Adobe Acroread, evince, xpdf, …) that can show a PDF file – so you and your audience can access your presentation.
- Easy to print.
Adobe Acrobat X: “power user”

**presentation** short cuts

- Control-L, F11 – full screen
- Escape – end full screen mode
- Control-Shift-N – opens dialog to go to a given page number
- Control-K – opens Preferences dialog
- Right arrow, Page Down, left mouse click – next page
- Left arrow, Page Up, right mouse click – previous page
- Home – go to first page
- End – go to last page

Use Thumbnails to go to a particular page; or use Bookmarks

- Control-F – open Find dialog box – so you can easily search for something during your presentation
- Control-O – open File dialog
- Control-D – open Document Properties dialog
- Control-P – open Print dialog
- Control-Y – open zoom dialog
- Control+- – zoom in
- Control-- – zoom out

In the Preferences→Full Screen menu can set automatic page advance in seconds; a navigation set of buttons displayed on lower lefthand corner.
Opening the Pages tab, click on the thumbnail image of a page and Control-Right Click select Page Transitions, then specify which type of page transition you want!

To add multimedia and buttons – see Michael Dakan, “Start the Show: Creating presentations with Acrobat 7.0 Professional”, http://www.cadalyst.com/aec/acrobat-insider-12-pdf-4617

Further information about adding buttons can be found in: John Deubert, Creating a Presentation With Acrobat 8, http://www.graphics.com/modules.php?name=Sections&op=viewarticle&artid=491
LaTeX Beamer: “power user” preparation/writing short cuts

Create a PDF file for presentation with the LaTeX Beamer class

- LaTeX Beamer class, web page, 2010-08-07, https://bitbucket.org/rivanvx/beamer/wiki/Home
Presenting information with images

“A picture is worth a thousand words.”

-- Popular saying

Pictures, graphs, flow charts, UML, state machines, … can convey an enormous amount of information if used well.

Consider “a wink” at a party
Edward Tufte's books

Examples of how to present information well and even beautifully:


http://www.edwardtufte.com/tufte/index
PowerPoint

As with any tool, there are those who like it and those who do not.

For the later see:


Steven J. Bell’s suggestions

• “Go live or simulate it” – take advantage of wireless broadband connections to connect to the source during your talk
  + give a demo ⇒ more dynamic
  - Things might not work ⇒ you look like an idiot and waste a lot of people’s time

• If you have to use PowerPoint, then:
  – Use the minimum number of slides (~10 per hour)
  – Avoid overused templates
  – Do not handout copies of the slides beforehand, least people focus on them versus what you are saying
Shyam Pillai's LiveWeb (http://skp.mvps.org/liveweb.htm)
Inserts web pages into a PowerPoint presentation - with the pages updated in realtime
Inserting DOCX files – as an Object
Inserting PDF – as an Object

The document as an icon
Making better PowerPoint presentations

Ron Galloway, Rethinking Powerpoint (http://www.galloway.tv/rethinking/rethinking.html) – DVD and ebook

Nancy Duarte, slide:ology: The Art and Science of Creating Great Presentations
Conclusions

• Be your own best critic – reflect on your own writing and speaking to identify what you did well and did not do well ⇒ learn from your experience.

• Learn from others – be open to constructive criticism

• Help others to improve (Pay it forward!)
References

References (continued)

25.
¿Questions?