NATIONAL RESEARCH UNIVERSITY

HIGHER SCHOOL OF ECONOMICS

School of Foreign Languages



**GUIDELINES**

for preparing a presentation for a speech at the

«The Youth in Science: Challenges and Prospects»

scientific-practical student conference

Moscow, 2022

Guidelines for preparing a presentation for a speech at the conference were compiled by the organisers of the "The Youth in Science: Challenges and Prospects" scientific-practical student conference.

Guidelines are intended for undergraduate and postgraduate students and are aimed at mastering the technology of preparing presentations using information technology. Main stages of preparing a scientific presentation are reviewed, features of its design and content are defined.

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# **Introduction**

It is well known that one perceives and stores information in one’s memory more effectively if the visual and auditory channels work together. The most popular visual aid for scientific conference speeches is a multimedia presentation. Your presentation will make your scientific speech dynamic, expressive, and informative.

Multimedia presentation is an effective tool for presenting key ideas and results of research. It allows not only to inform the audience about the content of research, but also to convince them of the credibility of findings. Each slide should have simple and understandable structure, contain text and/or graphic elements containing a visual image as a main idea of a slide. A presentation allows to create a series of visual images. This series of images must fully comply with presentation logic. This approach facilitates good comprehension of material and reproduction of the content of the presentation in memory through associative links.

**The speech time at the conference is limited:** 7-10 minutes for 1st and 2nd year students and 10-15 minutes for 3rd and 4th year students. During this time, speakers must describe their research, explain important details and communicate their findings and their significance to the audience.

Even the most interesting scientific findings and useful projects need to be communicated appropriately. The question arises: how to create an effective presentation for speaking at the scientific conference? This guide aims to outline main steps in creating a presentation and provide advice on its structure and design.

# **Stages of creating a presentation**



Creating a scientific presentation consists of three stages:

1. **Design** is a procedure that includes the following steps:

1) determining the purpose of using a presentation;

2) researching the target audience;

3) collecting necessary material (texts, drawings, diagrams, etc.);

4) forming presentation structure and logic.

2. **Creation** is preparation of presentation slides, considering the content and ratio of text and graphic information.

This stage includes:

1) defining slide design;

2) filling slides with text and graphic information;

3) inclusion of animation effects, audio and video files (**if necessary**);

4) setting the slide show mode.

3. **Modeling** is a rehearsal of a presentation, which allows you to check and correct prepared material. Poorly designed slides (varying fonts and indents, mistakes and typos) raise suspicion that the speaker has not handled substantive questions in a responsible manner either. Carefully review your presentation several times [Kuznetsova 2015, p. 34–35].

# **Presentation structure**

An algorithm for creating a presentation follows its logical structure and reflects its sequence of steps. Possible number of slides and their content are listed below:

***Slide 1:*** title slide (title of the work, full name and e-mail address of the author, full name of the supervisor (indicating job title), name of educational institution, city and year) (see Appendix 1);

***Slide 2:*** degree of development and relevance of the subject;

***Slide 3:*** purpose, hypothesis and objectives of the research;

***Slide 4:*** methodology and methods;

***Slides 5–6:*** the content of the research (proposed solution to the research problems with justification, main steps of the work);

***Slide 7:*** analysis and practical significance of the results achieved;

***Slide 8:*** conclusions;

***Slide 9:*** sources.

# **3. Presentation design requirements**



## **3.1. Information layout requirements**

We recommend that information on a slide is arranged as follows:

* horizontal arrangement of information;

− the most important information in the centre of the screen;

− image comments should be placed below the image;

− text should not be placed on the bottom 10% of the slide area, as it will not be visible from the last rows;

− one slide should not contain more than two circular diagrams;

− distracting animations should be kept at a minimum;

− optimal animation effects settings are as follows: slide title appears first, followed by paragraph-by-paragraph text.

## **3.2. Font requirements**

− It is necessary to use a larger font size for titles and a smaller font size for slide text, with fonts in titles and slide text being the same. Title font size should be at least 24 points, the rest of the information should be at least 18 points (see Table 1);

* no more than two or three font types per presentation;
* it is recommended to use Sans-Serif fonts (for example, various variants of Arial or Tahoma);
* Sans-Serif fonts are easier to read from a distance;
* use bold, italic or underline to highlight information;
* do not overuse capital letters (they are less readable than lower case letters).

**Table 1. Recommended font sizes**

| **Object type** | **Font size** |
| --- | --- |
| Slide Title | 24–28 pt |
| Subtitle | 20-24 pt |
| Text | 20–22 pt |
| Data labels in diagrams | 20–24 pt |
| Axis labels and titles in diagrams (if any) | 18–22 pt |
| Slide number | 14–16 pt |
| Information in tables | 18–22 pt |

## **3.3. Colour scheme and slide design**



Before you start designing your slides, you need to work out their overall design, which will be used as a template.

The colour scheme should be the same on all slides. This gives listeners a sense of coherence, continuity, and comfort. A maximum of two colours should be used per slide: one for background and one for text, and the colours should complement each other.

It is important to choose right combination of colours for background and text. They should contrast, for example, light background and dark text. Black text and white background are not always a good combination for presentations, as this often starts to ripple in the eyes.

## **3.4. Scope of information and content requirements**

* Each slide should have a title that reflects the main content of a slide. If several slides have the same title, then a title of a slide must always remain on screen. Titles should catch attention of the audience;
* slides should not use full sentences, but phrases. It is allowed to put full sentences on slides if they are quotations or definitions that cannot be avoided to fully cover a topic;
* no more than three facts, conclusions, definitions per slide;
* key points are displayed one per slide;
* number slides in 1/10 format. This will allow you to quickly access a specific slide if necessary;
* large tables are difficult to read. It is better to replace them with graphs built on the basis of these tables, conclusions, tables with dynamics reflecting growth rates;
* photographs and drawings make the information presented more interesting and help to keep attention of the audience, making it possible to clearly understand the essence of the subject;
* the optimal switching speed is one slide in 1-2 minutes. For short presentations, two slides per minute is acceptable, but not faster. Listeners should have time to perceive the information both from a slide and by ear;
* think in advance about possible problems with hardware: copy a presentation file to your desktop and check how it works, from the first to the last slide. Be sure to have a copy of your presentation on a flash drive or in a cloud. Check if there are any problems with display of fonts and formulas. It is advisable to have both a PPT presentation (in case of preparing a presentation in MS Office) and a PDF version (however, showing a PDF version of a presentation automatically imposes restrictions on the visual effects used).

**IMPORTANT:** do not overload slides with neither text, nor graphic information. It is better to present some of the information with necessary accuracy and completeness than to give a maximum of information that cannot be fully comprehended by the listeners. A presentation accompanies the speech, not replaces it. In other words, text or images placed on a slide should not literally repeat the content of any part of the speech, but summarize, structure or illustrate it.

Never read text from a slide during a presentation. Remember that a presentation is primarily intended to illustrate theoretical points (drawings, graphs, photos, etc.) and to explain difficult to understand points (diagrams, algorithms, etc.), but not to simplify your narrative.

# **4. Signposting language for presentations**

**I. Structuring your presentation**

1) greeting;

2) introduce yourself;

3) introduce your talk;

4) outline your talk;

5) present main part divided into: Point 1/Point 2/Point 3;

6) summarize main points;

7) conclude the talk.

**II. Register:** use academic style (full forms of the verbs, passive voice, formal vocabulary, objective and impersonal points of view, avoid using personal pronouns).

**III.** **Key Phrases:**

**1. Greeting the audience**

Good morning/afternoon, everyone.

**2. Introducing the topic**

* The aim of this presentation is...
* My presentation today is about...
* Today I’d like to talk about…

**3. Giving the timing**

* My presentation will take about 10 minutes.
* I shall take only about 7 minutes of your time.
* I aim to talk to you for only about 7 minutes. This will take about...

**4. Giving the structure**

* My talk will be in two (three, four) parts: First,…after that,… then,… finally,…
* Firstly,... Secondly,... Thirdly,… Finally,...
* I'll begin by looking at... Then, I’ll move on to...Towards the end I ...
* This talk is divided into four main parts.
* To start with/Firstly, I'd like to look at...
* Then/Secondly, I'll be talking about...
* My fourth point will be about...
* The subject can be looked at under 5 main headings.
* During my talk I'll be looking at 5 main areas.
* Finally, I'll be looking at...

**5. Handling questions**

* At the end of my talk, there will be a chance to ask questions.
* I'll be happy to answer any questions you have at the end of my presentation.

**6. Changing the topic**

* Now I'd like to turn to...
* Now let's look at...
* Now let’s move on to the question of …
* Let me expand on this point…
* Let me elaborate on that…
* Let’s recap on those last points…
* The next point I'd like to make is...
* Next we come to...
* Turning now to...

**7. Focusing your audience’s attention**

* What is interesting/important is...

**8. Referring backwards/forwards**

* I mentioned earlier…
* We’ll come back to this point later…
* I’ll come back to that in a moment…
* As I was saying earlier...
* If you remember, I said at the beginning…

**9. Referring to visuals**

* Looking at the chart you can see...
* As you can see from the graph,...
* As you can see here...
* Here we can see...
* If we look at this slide...
* This slide shows...
* If you look at the screen, you'll see...
* This table/diagram/chart/slide shows...
* I'd like you to look at this...
* Let me show you...
* Let's (have a) look at...
* On the right/left you can see...
* You will see from this chart that….
* As you can see from the graph,…

**10. Giving examples**

* Let me give you an example...
* A good example of this is...

**11. Speaker’s attitude**

* I believe/think that...
* It seems to me that...
* The point I'm trying to make here is…
* It's important/interesting to notice...

**12. Referring to common knowledge**

* As you know…
* As I’m sure you are aware…
* It is commonly known that…

**13. Summing up**

* So now. I'd just like to summarise the main points. In brief, we have looked at... Let me sum up.
* What I'm trying to say is...
* Let me just try and sum that up before we move on to...
* So far, I've presented...
* To summarise...
* So, to sum up...
* To recap...
* Let me now sum up.

**14. Reformulation**

* In other words,…
* Rather,…
* Better still,…
* Stated otherwise,…
* That is to say,…
* Put simply...
* To look at this another way...

**15. Concluding**

* In conclusion.
* Well, that brings me to the end of my talk...
* That's all I have to say for now...
* Let me end by saying...
* I'd like to finish by emphasising...
* In conclusion I'd like to say...
* Finally, may I say...

**16. Closing**

* Thank you for your attention/time.
* Thank you (for listening/very much).

**17. Questions**

* And now if you have any questions, I'll be glad to try to answer them. Does anyone have any questions?
* If you have any questions or comments, I'll be happy to answer them now.
* If there are any questions, I'll do my best to answer them.
* Are there any more questions?
* ... Yes. Your question, please.

***A question you didn’t understand:***

* Could you repeat that, please?
* Could you be a little more specific?
* Could you rephrase that, please?
* Let me make sure I understand you completely. Do you mean that…?

**18. Ending**

* If there are no more questions, I'd like to thank you for your attention.

# **References**

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# **Appendix 1**

**Title slide template**

