Preparing a Slide Presentation for ANTEC

Stephen J. Derezinski

Extruder Tech, Inc., Penfield, NY

Extrusion Division TPC, ANTEC 2003

Mark A. Spalding

The Dow Chemical Company, Midland, MI

TPC 2008

Topics

Slide Format

Transition Slides

Graphs

Diagrams

Tables

Equations

Photographs

Content

Tips

Summary

Slide Format

Background for Slides

**Use a dark background,
such as shown here.**

**Dark blue is most easily viewed
by most people and recommended.**

Text Font and Color

Use the largest size fonts that fit with the space on the slide.

Use bold font styles.

Yellow or white font color is recommended.

Text Font and Color

Never use red on a blue background like this.

Text Font and Color

Remember that many in the audience will not have perfect vision and some will be color blind.

Plan for a large presentation room. Use large bold fonts that will be visible from all parts of a large room.

Text Font and Color

- An example of poor font style
- An example of poor font size
- An example of poor font color
- An example of poor font color

Company Affiliation

- Company names and logos may be on the first slide only.

- After the first slide, references to specific commercial items must use the generic name only.

Commercialism

To say the least, it is very poor etiquette to deliver a "sales pitch" on the pretext of a technical presentation.

Transition Slides

Transition Slides

Transition slides like the previous slide provide a great way to inform the audience of a topic change.

Use keeps your audience focused.

Graphs

Graphs

Convey numerical information with the minimum amount of detail.

Make graphs large enough to be *easily* seen anywhere in the room.

Graphs

Instead of a legend, consider using text labels.

Use bold type and large symbols.

Graphs

Use different line patterns, line thickness, and symbols to distinguish data.

Example: Poor Graph

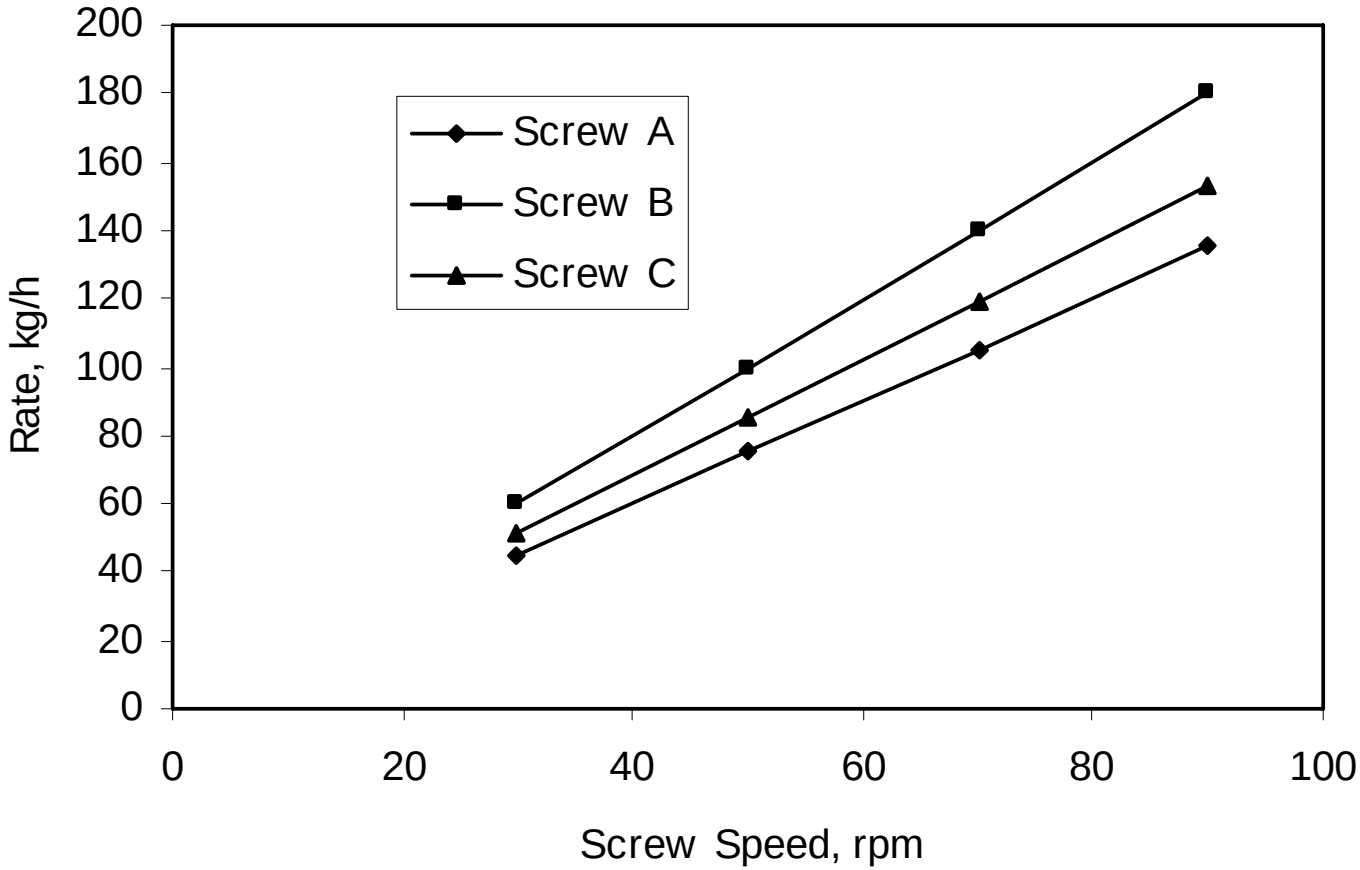
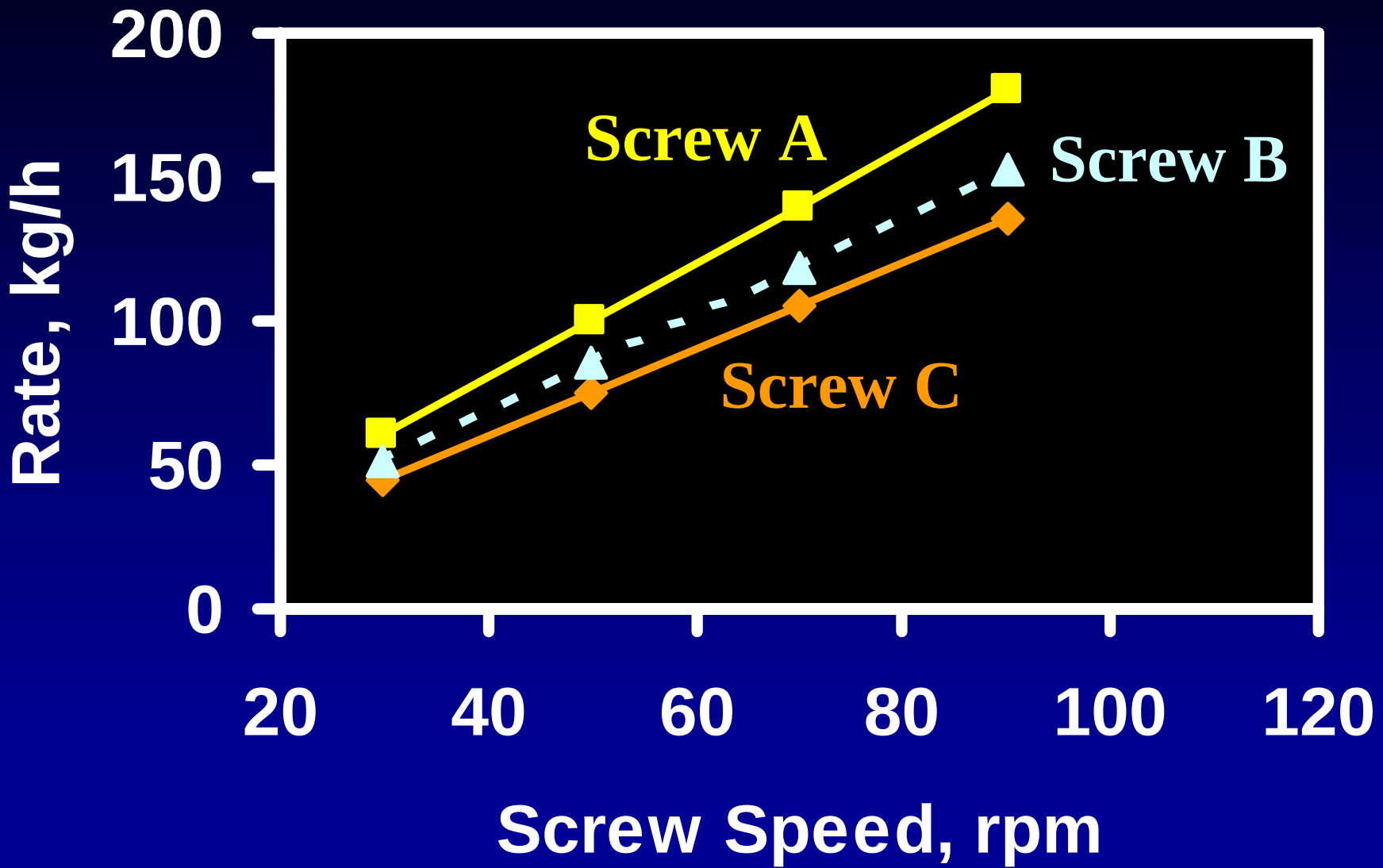


Figure 4. Extrusion rate for three screws.

Example: Good Graph



Diagrams

Diagrams

Diagrams are excellent for clearly showing the pertinent details of the object of discussion.

Diagrams

Leave plenty of time in your presentation for the audience to become familiar with your diagram.

Over a minute is not too long.

Example: Poor Diagram

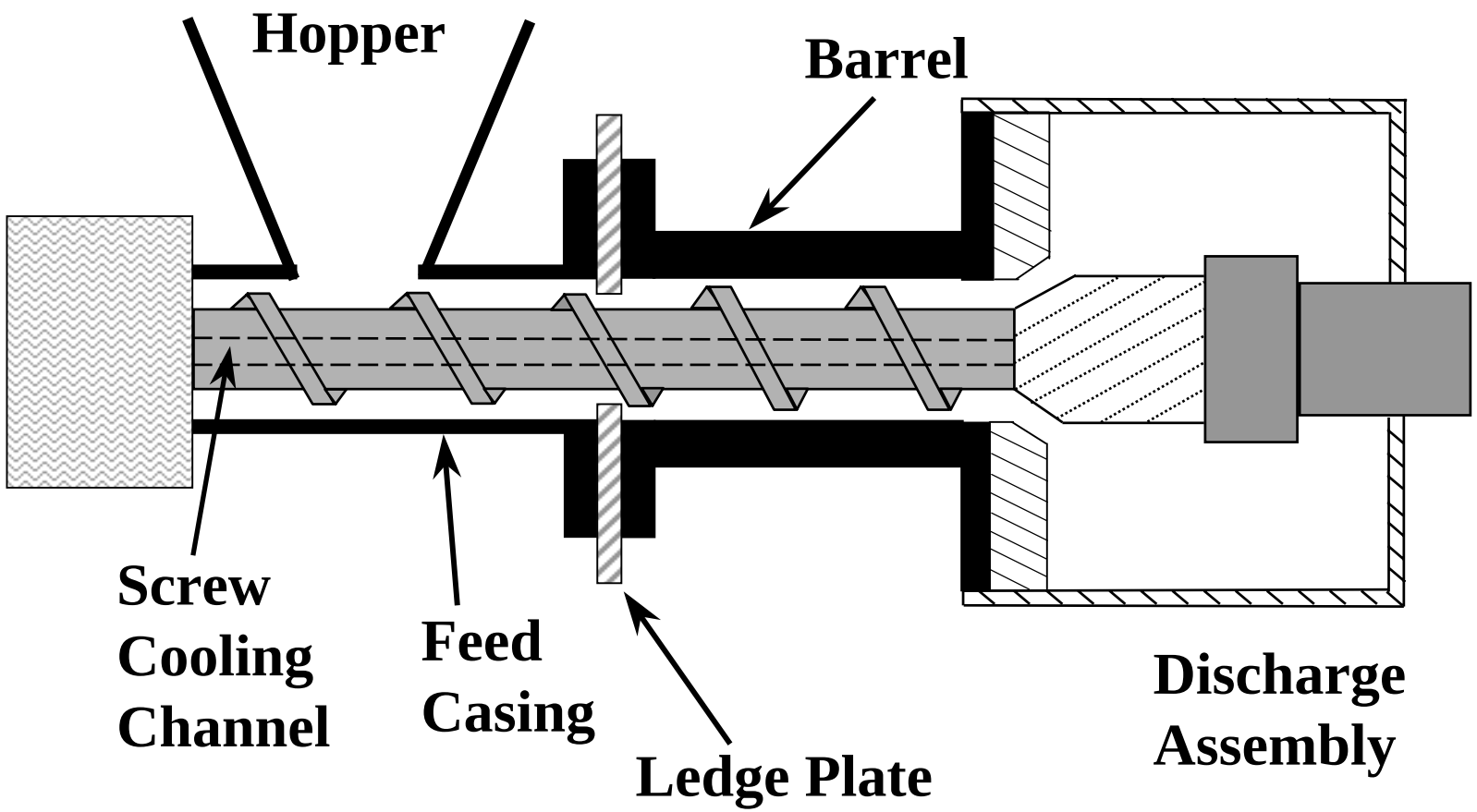
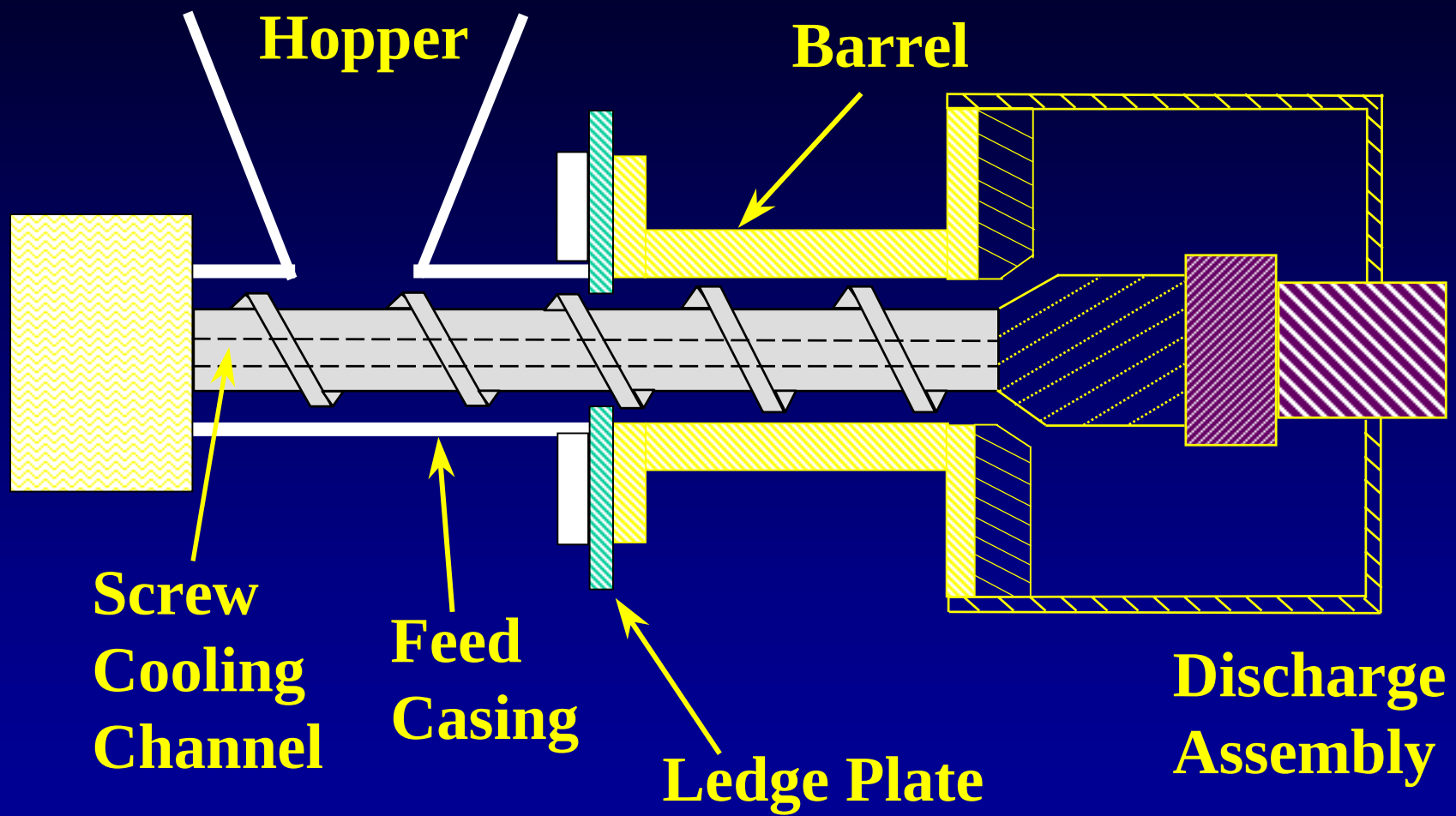


Figure 3. Schematic of the solids conveying device with the ledge plate installed.

Example: Good Diagram



Tables

Tables

Tables should be used for information that is not numerical.

Example of a Table

Resin Colors

RESIN	Red	Blue	White
PP	Yes	Yes	No
PET	No	No	Yes
PE	Yes	Yes	Yes
Nylon	No	Yes	No

Tables

Avoid the use of tables for numerical results.

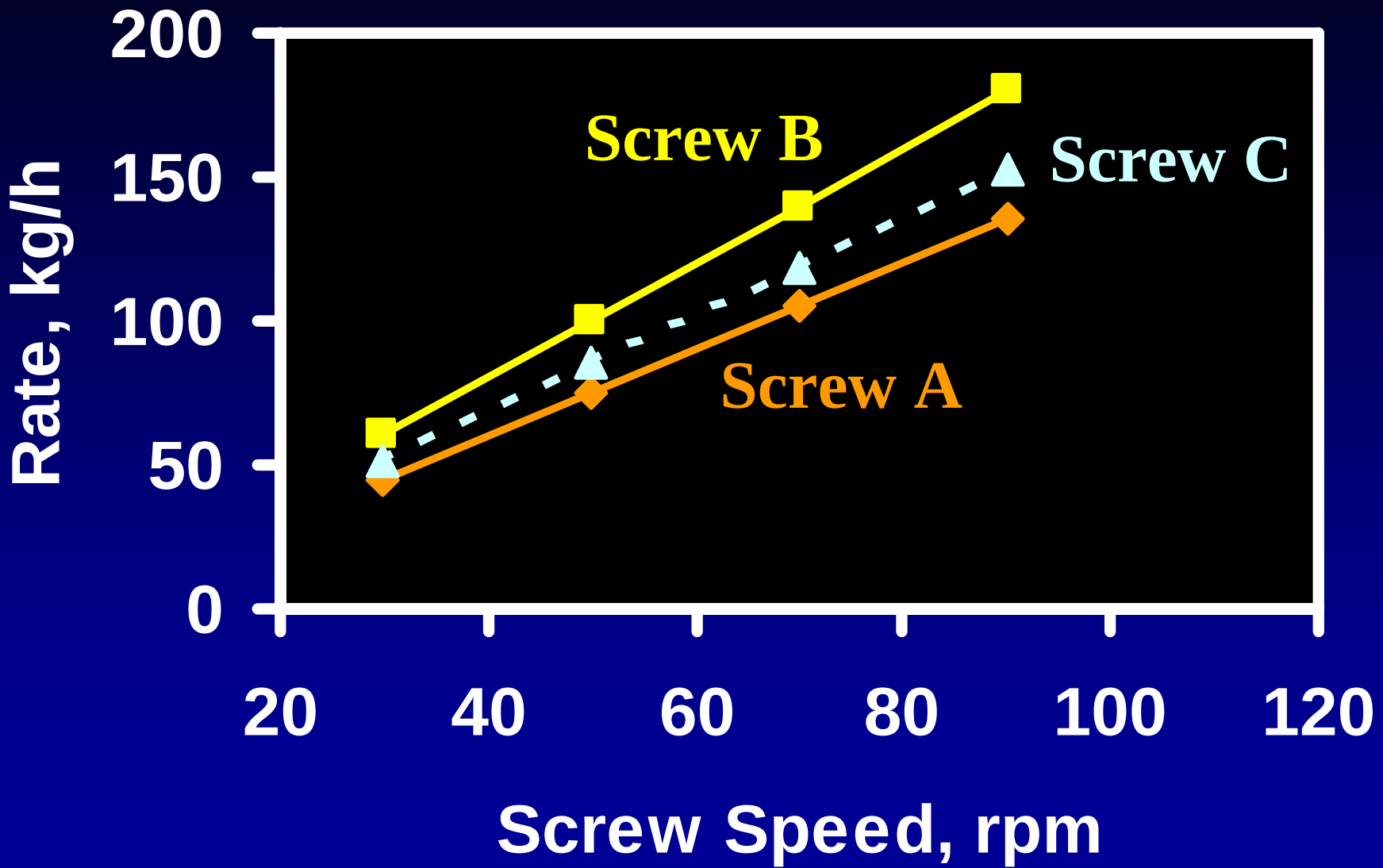
Use a graph instead.

Rates for a Mixture of Commercial PS Pellets (An Example of a Poor Table)

Screw Speed	Rate, kg/h			Specific Rate, kg/h			Temperature, C		
rpm	Screw A	Screw B	Screw C	Screw A	Screw B	Screw C	Screw A	Screw B	Screw C
30	45	60	51	1.5	2	1.7	250	232	240
50	75	100	85	1.5	2	1.7	252	234	242
70	105	140	119	1.5	2	1.7	254	236	246
90	135	180	153	1.5	2	1.7	256	238	250

The next slide illustrates the trend of these data much more readily as a graph.

Graph of Previous Table



Equations

Equations

Use equations to illustrate physical phenomena, and graph them if possible.

Use only commonly accepted nomenclature.

Equations

Refer to your paper for complicated mathematical developments.

Equations must never demonstrate an exercise in algebra.

Equations

Poor Example

$$\frac{d\phi}{d\rho} = -m\left(\frac{2+s}{2h^{s+2}}\right)^{n}(-h)^{n}\rho^{n}$$

$$\phi = \phi_a + m\frac{(2+s)^{n}(-h)^{n}\mathrm{P}^{(1+n)}}{2^{n}(n+1)h^{1+2n}}\left[1-\left(\frac{\rho}{\mathrm{P}}\right)^{1+n}\right]$$

$$F_N = m\pi\frac{(2+s)^{n}(-h)^{n}\mathrm{P}^{3+n}}{2^{n}(3+n)h^{1+2n}}$$

Equations

Good Example

$$\eta = \eta_o (1 + (\lambda \dot{\gamma})^2)^{(n-1)/2}$$

η_o, λ **and** n **are constants.**

Equations

Assumptions and conditions that make your equations accurately capture the essence of a process (with results) will be much more useful to a general ANTEC audience rather than a mathematical development.

Photographs

Photographs

Photos should be:

- **uncluttered,**
- **well focused, and**
- **well lighted.**

Photographs

Ideally, the subject should be isolated against a plain background.

If not, the subject should be obvious and distinct.

Photographs

Sometimes it is appropriate to use a familiar object (e.g., a ruler) in a photograph to establish dimensional scale.

Photographs

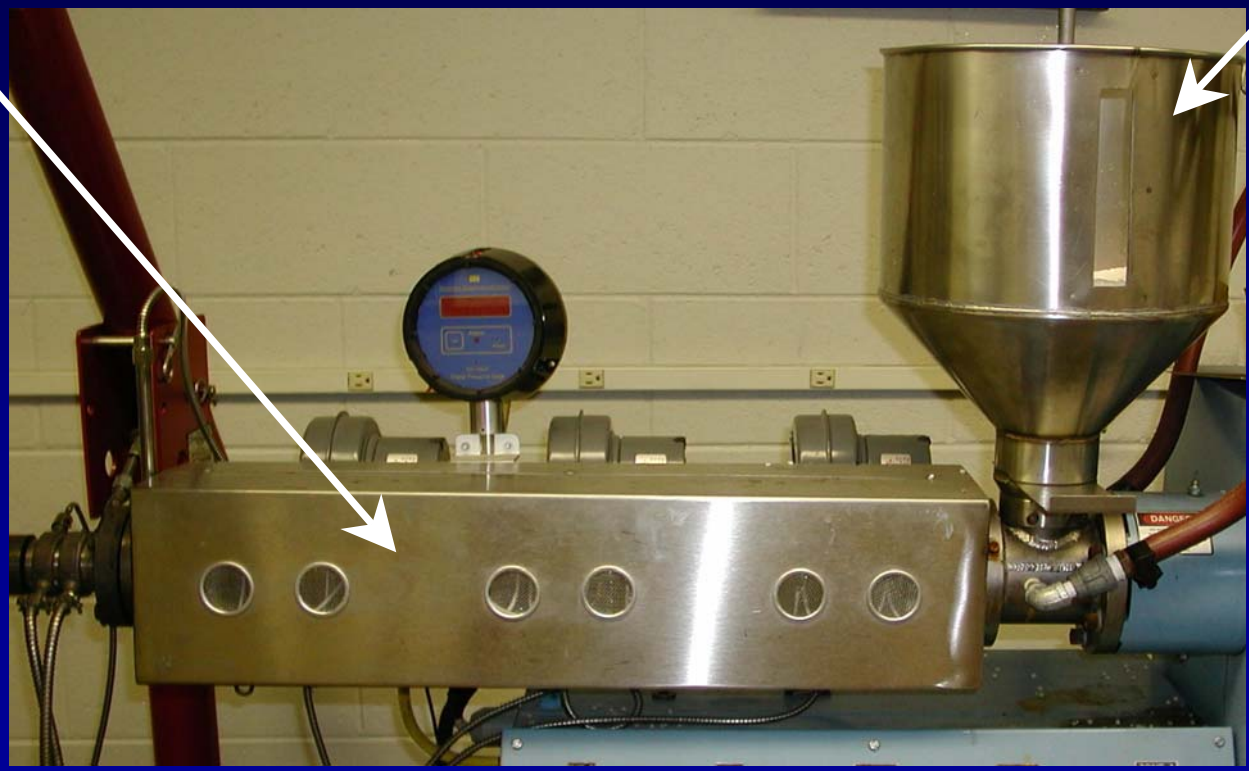
Labeling (e.g., with balloons) is recommended to point out important aspects of the subject.

Photographs - Good Example

Single-Screw Extruder

Barrel

Hopper



Content

Content

Keep the content of the slides close to the content of the paper.

Content

The best presentations generally teach the audience an important and *useful* aspect of your topic.

Provide *useful* conclusions and recommendations that are backed by quality data.

Content

State the goals of the presentation at the start of the talk.

Slide titles should follow the paper sections.

Introduction
Materials
Equipment
Results
Conclusions (or Summary)

Content

Present the *minimum* amount of information on the slides needed to clearly *introduce* and *outline* your ideas to the audience.

The details of the work should be in the paper, part of your supporting discussion, and used to answer questions.

Tips

Tips

No more than three key sentences or statements are typical on a good single slide.

Tips - Slang

Slang words are not appropriate for technical presentations.

Slang words can mislead the audience.

They create difficulties for our non-US colleagues.

Tips - Slang

Slang

The temperature of the first barrel zone was *dropped* to 230°C.

Correct

The temperature of the first barrel zone was *decreased* to 230°C.

Tips - Abbreviations

Use only standard abbreviations.

Do not use numerous abbreviations.

Tips – Poor Abbreviations Example

“The super-duper plasticating extruder (SDPE) is shown by Figure 6. This SDPE worked well for LDPE.”

The audience will quickly lose interest if they need to learn and translate numerous abbreviations.

Tips – Good Abbreviations Example

“The low density polyethylene (LDPE) used had a melt index (MI) of 2. The comparative LDPE resin had an MI of 3.”

Tips - *Write Now* Guide

Many great presentation tips are given in the SPE *Write Now* Guide.

A copy of the *Write Now* Guide can be obtained at:

www.4spe.org/semconf/antec/submissions.htm

Summary

- Large font, large font, large font
- Bold font
- White or yellow font color, never red
- Dark blue shaded background

Summary

- Graphs for numerical results
- Tables for non-numerical results
- Diagrams of equipment
- Clear, labeled photographs

Summary

- Minimal number of equations
- Common nomenclature and abbreviations
- Limited number of abbreviations

Summary

A well done presentation will be an enjoyable, rewarding and lasting professional moment.

S. J. Derezinski and M. A. Spalding