

Remember, you need simple, clear slides.

6. Design and colour

- Whilst white or yellow writing on blue is traditional – it is very easy to read!
- *Text size* – Place your slide on a desk. If you can read the script when standing it's the right size.
- If you need to use a viewer to read the writing on your slides, the writing is too small.
- *Colour* can add impact but do not over-design your slides. Using computer graphics doesn't make you immune from following the basic principles of design, so don't be tempted to see if you can use all its features on one slide.
- Try slides out in a large hall and see if they can be read from the back row.

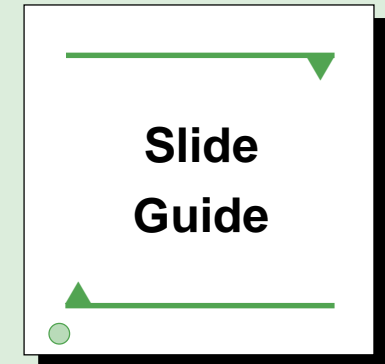
7. Technicalities

- *Format* – for BSAS meeting, slides should be in mounts 5cm × 5 cm.
- *Thumb mark* (BSI standard) should be fixed in the lower left hand corner of the slide mount when the slide is viewed as it is to appear on the screen. The slides should be consecutively numbered on the thumb mark when the slide is held upside down.
- *Using pointers* – light or laser pointer can help concentrate the audience's mind on a figure or statement, but not if you wave it about like a conductor!
- Watch out or the secretariat will get you! Slides must be handed in for vetting and then retained by the secretariat for projection. To maintain high quality, sub-standard or unacceptable slides will be rejected.

Slides are more than just pictures of your results. If you can use them effectively, they can greatly help get your message over.

Slides should be clear and simple.

British Society
of Animal Science
BSAS



BSAS
PO Box 3, Penicuik, Midlothian EH26 0RZ
Tel: 0131 445 4508 • Fax: 0131 535 3120
email: BSAS@ed.sac.ac.uk

Just as your work is individual your slides will probably have their own style, but these guidelines may help.



1. **Make a title slide** so people have an immediate visual prompt which sets the scene. Put it on as you introduce your talk.

Logos – Discretely on the **first slide only please!**

2. **Headings** should be short enough for people to see at a glance what the slide is about rather than a sentence which needs to be read.

Fill in slides – If you haven't got visual material to illustrate a particular section of your talk, try using slides with key words. It will help keep the audience exactly where you want them.

3. **What to put on a slide?**

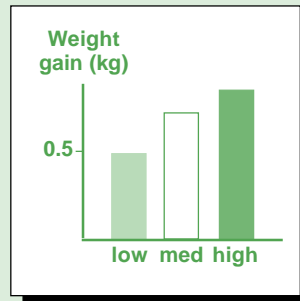
- Consider the points you want the audience to get from your talk, then devise slides to illustrate these points as clearly as possible.
- Add further slides (e.g. titles, photos or short text statements) to help polish your performance.

4. Amount of information

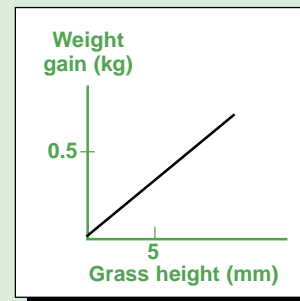
- *Tables* – If you have more than four rows of four columns the slide may be more difficult to read.

Grass heights	Weight gains		
	May	June	July
Low	0.3	0.4	0.2
High	0.3	0.3	0.6

- *Published tables* – Tables taken straight from journals do not make good slides.
- *Graphs* – keep the information simple with no more than two or three clear lines.



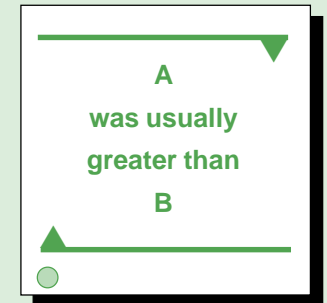
The axis should be quantified and named.



- *How many slides?* Eight or ten slides is normal for a 12 minute talk. But, it may be effective to increase numbers of slides if you *decrease* content in each.
- *Can you get through them in time?* Have the option of leaving some out if time is short. You may be able to use them during questions.

5. Follow the bouncing ball?

- Using slides rather than your notes can make a presentation slicker, but don't just repeat what the slide says – a visual aid should 'complement' your talk.



And, remember, the audience can't read several phrases of text **and** listen to you saying something.

- *Gradual disclosure.* It takes no longer to show three slides with a little bit of information than it does to show one slide with a lot of information. The message may well be clearer with more slides, and people won't be reading the line you're not talking about!