Elements of an Effective Research Presentation

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Elements of an Effective Research Presentation

1. Each slide has a title. The title of each slide states the “take home message” of what is being conveyed on the slide. If an audience member needs to be reminded of what is being spoken about they can return to the title.

2. Graphics are recommended, compared to text. Limit the amount of text as much as possible.

3. Simple animations, such as “appear” and ”disappear” are recommended to direct the audience’s focus and as a timing element.

4. Design the talk to be understood by a non-expert.
Title Slide

- The title needs to be clear and concise. It is the “take home message” of the talk.
  - Font size is recommended to be approx. 60.

Name of the Presenter & Institution

- Next the name of the presenter is written.
  - Font size is recommended to be approx. 32.
- Under the name of the Presenter is the name of the Institution and Associated Lab.

Created by Rachel A. Willand-Charnley
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The Hook Slide

- The Hood slide draws the audience into the talk by asking or highlighting an element that they can easily relate to and care about learning more about.
The Critical Question Slide
(Font for all titles is recommended to be 44)

• This slide highlights the question that your research is going to be addressing with the audience (in simplistic terms)?

• Font for all text on slides is recommended to be between 28-44.

• A custom made graphic is displayed.
Background Slide(s) # 1- Foundational Knowledge

• The background slide(s) begins the process of building a narrative, a story, that leads the audience to understand exactly why the researcher is addressing their “critical question.”

• Graphics are used.

• The most essential foundational knowledge (that is relevant to the research) is taught to the audience in a simple and concise manner as if all audience members were non-experts.

• Background slides will make up 10-20% of the total slide count.
Background Slide(s) # 2- Current Knowledge

• The Current Knowledge Slide set addresses what is currently known about the problem being address.

• Graphics are used.
The Critical Need Slide

• The Critical Need Slide addresses why the current technology/method is failing at addressing the problem the researcher is solving.
• Graphics are used.
The Solution Slide

• The Solution Slide specifically states:

1. Why the technology/method being developed or research being conducted by the researcher is essential.

2. How it will address the past or current technology’s draw backs.

• Graphics are used.
The Hypothesis Slide

• State your hypothesis:
  - State how it addresses the critical need.

• Graphics are used.
Results Slide(s)

1. Each slide has a title. The title of each slide states the “take home message” of the slide-the results being shown on the slide.

2. Graphics are recommended, compared to text. Limit the amount of text as much as possible.

3. Simple animations, such as “appear” and “disappear” are recommended to direct the audience’s focus and as a timing element.

4. Attempt to relay the “take home message” of the results to a non-expert.
Conclusion-Recap Slide

• Tie the entire talk together.

• State or graphically show the highlights or the “take home messages” of the talk.
  • Make sure people walk away remembering the most important information.

• State the future direction of the project or current progress.
  • Where do you see the field going? How will your work impact the field, society...?
Acknowledgments-Slide

• List people that helped with project (PI’s, grads, postdocs, undergrads, admin teams...)
• List and thank funding sources.
The appendix can have any information that didn’t make it into the presentation but that can be useful in answering questions at the end of the talk.