CICASP Seminar in Science Communication: Outline

Wednesday 21ˢᵗ November, 2018
Summary: CICASP Seminar #91

The Good, the Bad, and the Ugly of Presenting

In the first seminar of this block, the participants watched two short presentations about the Living Planet Report. The first presentation was designed to be bad, while the second was designed to be good. The participants practiced to identify what were the bad points of the first presentation, and how it was improved in the second presentation. Data visualization, contents, use of animations, appropriateness of images and text were some of the points discussed. In the end, Prof. Andrew MacIntosh provided additional information with tips and examples of most frequent mistakes used in talks. This workshop helped students to think about their presentation styles and it was useful to give them insights in design and visual presentation.

Wednesday 28ᵗʰ November, 2018
Outline: CICASP Seminar #92

The Good, the Bad, and the Ugly of Presenting II

In the next seminar, continuing our theme of building presentation skills, we ask each student to locate a slide that they have previously used in a presentation, preferably one in which some important information such as a set of key results or major conclusion that uses some graphic imagery or schematic, and bring it to the class. Each student will therefore need a laptop computer with that presentation on it. The activities in the workshop will include:

1/ identifying a slide to work with
2/ assessing its strengths and weaknesses
3/ determining how the slide can be made poorer, e.g. more confusing
4/ determining how it might be made better, e.g. clearer

Note that there will be no presenting work in this seminar, just in-class development of the chosen slides with support from CICASP members. By the end of the workshop, you should have some clear ideas about how to change your slide for better and for worse, and maybe even have those slides prepared in full.

The following workshop (December 5th) will be dedicated to students presenting their slides, including the original version as well as both the worsened and improved versions of that slide.