

Checklist for effective presentations

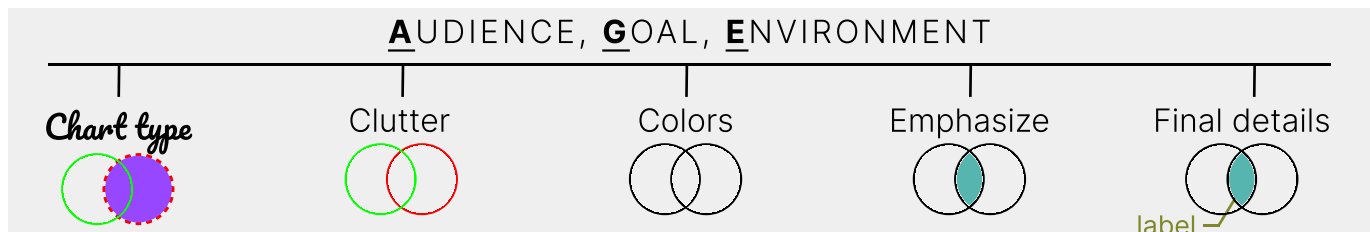
Determine your context (your AGE)

- Who is your Audience? Can you name specific people or roles?
- What are your Goals? Can you identify:
 - what you want your audience to learn?
 - why is that important?
 - what action you want your audience to take?
- What is the presentation Environment?

Organize your ideas

- What are your conclusions?
- What key results support your conclusions?
- Is there *interesting, but irrelevant*, content you can omit?
- Can you omit any background material?

Design your graphics



- What is the Goal of the figure? Can you write down its key message?
- Did you choose a chart type that supports your figure's message?
- Did you check your colors for color-blindness and contrast?
- Did you reduce visual clutter?
- Did you emphasize your message by using Contrast, Repetition, Alignment, and Proximity?
- Did you check for appropriate labels (without acronyms), legends, titles?
- Did you ask a friend or colleague for feedback?

Make some final checks

- Did you use Assertion-Evidence style slides?
- Are your slides numbered?
- Did you minimize text-heavy slides?
- Did you use an easy-to-read font (large, uniform, sans-serif)?
- Did you minimize acronyms and jargon?



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Additional resources

More from the authors

- DAT/Artathon virtual data visualization workshop, datartathon.com
- Lecture videos on [Effective Technical Presentations](#) and [Effective Graphics](#)
- [Related advice articles](#) for early career professionals

Additional reading on presentations and graphics

- [The Craft of Scientific Presentations](#), by Michael Alley
- [Advice on giving a presentation](#), Andreas Zwinkau
- [Advice on giving a technical presentation](#), Michael Ernst
- ▣ [Storytelling with Data](#), by Cole Nassbaumer Knaflic
- ▣ [Visual Display of Quantitative Information](#), by Edward Tufte (see [Chart Junk](#))
- ▣ [Visualize This](#), by Nathan Yau
- ▣ [Now You See It](#), by Steven Few

Tools

- ▣ **Chart type selection:** [Extreme Presentation](#), [Flowing Data](#), [R Graph Gallery](#)
- ▣ **Colors:** Adobe color ([color wheel](#), [contrast analyzer](#), [guide](#)), [color blindness simulator](#), [scico color palettes for R and python](#), [color palette generator](#)
- ▣ **Graphics tools beyond Excel and Matlab:**
 - ▣ Python [Matplotlib](#) - for making figures
 - ▣ R [ggplot2](#) - for making figures
 - ▣ [Figma](#), [Inkscape](#), [Illustrator](#), or Powerpoint – for annotating/editing figures
 - ▣ [Tableau](#) – for interactive figures
 - ▣ [Mapbox](#) – for interactive maps
 - ▣ [D3.js](#) (high learning curve, but easier on [Observable](#)) – for interactive figures



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