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Nota di contenuto	Front Cover; Designing Science Presentations; Copyright Page; Contents; Foreword; Acknowledgments; Goals of This Book; 1 Designing Exceptional Science Presentations; 1 Scientists as Designers; Necessary Ingredients in any Science Presentation; Doesn't Good Scientific Content Speak for Itself?; Any Scientist Can Be a Designer; What is Design?; What Design Is Not; Design Is Ultimately about the Audience; Embrace Simplicity; About "The Rules"; Appreciate the Design around You; Appreciate the Presentations of Other Scientists; Design Is a Continuous Process; Summary: Don'ts and Dos 2 Design Goals for Different Presentation Formats Defining the Goals of Presentation Formats; The Written Presentation; The Slide Presentation; The Oral Presentation (Without Slides); The Poster Presentation; Advantages and Disadvantages of Presentation Formats; Reasons for Success and Failure; Design a Presentation with Your Format in Mind; Summary: Don'ts and Dos; 3 Twenty-One Characteristics Shared by Exceptional Presenters; 1 Choose to Design a Presentation; 2 Present to Communicate a Message; 3 Know Your Target Audience; 4 Demonstrate Care and Respect for Your Audience 5 Declare the Question or Goal that Drives Your Science 6 Inspire Interest in Your Subject; 7 Demonstrate Expertise; 8 Introduce Your Background and Methods with Clarity; 9 Balance Details with the Big

Picture; 10 Highlight One to Three Take-Home Points; 11 Follow Time Restrictions; 12 Radiate Enthusiasm; 13 Demonstrate Accessibility and Friendliness; 14 Read and Respond to Your Audience; 15 Design Visual Elements with Care; 16 Present Information One Piece at a Time; 17 Let Your Narrative Lead Your Visuals; 18 Master Your Presentation Technology; 19 Master the Written English Language
20 Be Yourself 21 Transform Anxiety into Positive Energy; Summary: Don'ts and Dos; 2 Visual Elements in Science Presentations; 4 Color; Why We Use Color; Color Gone Wild; Describing Color; The Color Wheel; Choosing Color Combinations Using a Color Wheel; Warm and Cool Colors; Using Color to Highlight; Emotional Associations of Different Colors; Background Colors and Contrast; Color in a Colorless Environment; Black and White Are Colors, Too; How Computers Specify Color; CMYK; RGB; Hexvalue; What You See Might Not Be What You Get; Summary: Don'ts and Dos; 5 Typography
Decisions about Text Matter Dissection of a Font; Personality of Fonts; Sizing Up a Font; Casing; Legibility; Typesetting; Bullets; Some Other Advice about using Bullets;; Numbers; Summary: Don'ts and Dos; 6 Words; Words Matter; Avoid Wordiness; Colloquialism and Slang; Singular versus Plural; Active versus Passive Verbs; Verb Tense; Commonly Misused Words; Understand the Distinctions between Similar Words; The Burden of Proof; Latin Abbreviations; Writing about Numbers; Summary: Don'ts and Dos; 7 Tables; Anatomy of a Table; When to Use a Table
Tables Differ among Different Presentation Formats

Sommario/riassunto

Designing Science Presentations guides researchers and graduate students of virtually any discipline in the creation of compelling science communication. Most scientists never receive formal training in the creation, delivery, and evaluation of such material, yet it is essential for publishing in high-quality journals, soliciting funding, attracting lab personnel, and advancing a career. This clear, readable volume fills that gap and provides visually intensive guidance at every step—from the construction of original figures to the presentation and delivery of those figures in
