Designing Excellent 3MT Slides
RULES
(from the handbook)

- a single static PowerPoint slide is permitted;
- no slide transitions, animations or 'movement' of any description are permitted;
- your slide is to be presented from the beginning of your oration; and
- no additional electronic media (e.g. sound and video files) are permitted.
SLIDE PLANNING

1. Purpose
2. Layout
3. Charm
SLIDE PLANNING

Purpose

- Communicating research in a visual way
- Memorable
- Can assist in explanation

Can you hear me now?: Development and regrowth of cells for hearing

Hearing cells ("hair cells")

Cell death = permanent hearing loss

Can we reverse this?
SLIDE PLANNING

Layout

● Not a research poster!
● Don’t use too much text
● What charts and graphs do you NEED to explain?
● Design principles
# DESIGN 101

<table>
<thead>
<tr>
<th>COLOR</th>
<th>FONTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE</td>
<td>GRAPHICS</td>
</tr>
</tbody>
</table>
Accessibility

Consider:

**SIZE**

Contrast checkers:

→ WebAIM

Consider:

**CONTRAST**

(good)

Accessible color scheme tools:

→ ColorBrewer

→ Color Safe

**CONTRAST**

(bad)
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>
White (negative) space
Focal point
## DESIGN 101

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<thead>
<tr>
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<tbody>
<tr>
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</table>
Photographs

Resolution! →

Small image file from Google -->

Becomes pixelated when enlarged
Cleaning up photographs → Adobe Express
**Icons**

→ The Noun Project

→ Font Awesome

+ Powerpoint

**Causes of Excessive Sweating**

**Emotional Factors**
- Anxiety, stress, embarrassment, etc. have a monumental impact on perspiration levels.

**Underlying Medical Conditions**
- A large number of medical conditions and prescription drugs can cause excessive sweating.

**Hereditary Predisposition**
- It's very common for excessive sweating to run in the family

**The Products You’re Using**
- Alcohol
- Cigarettes
- Caffeine
- Prescription Drugs
- Illegal Drugs
- Greasy Food

**Treatments**
- Antiperspirants
- Medications
- Iontophoresis
- Botox
- Endoscopic Thoracic Sympathectomy
- Diet

**FDA Approves New Non-Invasive, Long-Lasting Treatment for Underarm Sweating**

*mireDry*, the new treatment uses a non-invasive handheld device to deliver electromagnetic energy to the area beneath the underarm skin where the sweat glands reside, resulting in thermolysis (decomposition by heat) of the sweat glands.
Build your own?

1. Draw on paper with pencil
2. Trace with pen, erase pencil marks
3. Scan using Adobe Scan
4. On computer, find scan at documentcloud.adobe.com
   ○ Alt: clean up image in Photoshop
5. In Adobe Illustrator: Use Image Trace of scan to get vector
6. Adjust vector, add text
7. Bring image into Powerpoint or Slides

Can you hear me now?:
Development and regrowth of cells for hearing

Hearing cells ("hair cells")
Cell death = permanent hearing loss

Can we reverse this?
### Table 2. Blood glucose levels [Carlson, 1982].

<table>
<thead>
<tr>
<th>Time (hour)</th>
<th>Normal (mg/dl)</th>
<th>Diabetic (mg/dl)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midnight</td>
<td>100.3</td>
<td>175.8</td>
</tr>
<tr>
<td>2:00</td>
<td>93.6</td>
<td>165.7</td>
</tr>
<tr>
<td>4:00</td>
<td>88.2</td>
<td>159.4</td>
</tr>
<tr>
<td>6:00</td>
<td>100.5</td>
<td>72.1</td>
</tr>
<tr>
<td>8:00</td>
<td>138.6</td>
<td>271.0</td>
</tr>
<tr>
<td>10:00</td>
<td>102.4</td>
<td>224.6</td>
</tr>
<tr>
<td>Noon</td>
<td>93.8</td>
<td>181.8</td>
</tr>
<tr>
<td>2:00</td>
<td>132.3</td>
<td>242.7</td>
</tr>
<tr>
<td>4:00</td>
<td>103.6</td>
<td>219.4</td>
</tr>
<tr>
<td>6:00</td>
<td>93.6</td>
<td>152.6</td>
</tr>
<tr>
<td>8:00</td>
<td>127.8</td>
<td>227.1</td>
</tr>
<tr>
<td>10:00</td>
<td>109.2</td>
<td>221.3</td>
</tr>
</tbody>
</table>

* decaliters/milligram

### Figure 11. Blood glucose levels for normal individual and diabetic [Carlson, 1982].
TIPS

● Less is more
● You do not have to use any text
● People respond well to visual cues - is there an image that could help you in explaining your research?
● Personal touches
● Think about how your slide can assist with the format and delivery of your session
“Why Having a Really Long and/or Complex 3MT Title is Not a Good Idea and the Reasons Why You Should Stick With Something Short, Sharp, Punny and Memorable.”

MORE WORDS. SO MANY WORDS. DID YOU KNOW A TYPICAL THESIS IS AROUND 80,000 WORDS? WOW. THAT’S A LOT OF WORDS.

Here’s a lot of text with a lot of numbers like 15,698 & 103,774. Who likes percentages? I do! 26% of 33 years olds reading this agree that 128% of this part of the slide should go.
California: Beware the Green Goblin—aka Harmful Algal Blooms

Lake Erie’s Toxic Green Slime is Getting Worse With Climate Change

"Don't Touch The Water": toxic algae bloom covers Maumee River
Example: $x+y=z$

- Needs a new heart
- Controlled heart growth
- New functional heart!
Example: x+y=z
Example: $x \rightarrow y$

- FOG deposits inside of sewer lines
- Sewer backups
Example: x → y

All is Fair in Wilt and War
Example: $x \rightarrow y$

- 1900
- 2000
- 2020
- ????

Manufacturing Standardization

- Limited Gene Therapy
- Affordable Gene Therapy

Evelyn
Example: Problem / $x + y = z$
Example: Problem / $x+y=z$
Example: complicated procedure
Example: complicated procedure
Example: complicated procedure
Innovative Materials for the Screening of Plutonium in Water Sources
AUTOMATING ROUTING FOR ANALOG CIRCUITS
CRITIQUE

Modeling the recovery of Anaerobic Work Capacity in Cycling

Train better

- Avoid premature fatigue

Optimize performance
- Maximize:
  - Power output
  - Time to exhaustion

- Minimize:
  - Total time
  - Fatigue

Meet race goals

- Optimal performance on race day

Optimal recovery
- Low power = +0.35CP
- High power = +0.35CP

Recovery Time (minutes)
- 2 minutes: 13, 47, 20
- 6 minutes: 45, 47, 16
- 15 minutes: 13, 20, 11

Cool down @20W

Power
- CP4
- CP
- P
- t

Warmup 2 min t_{rec}
CRITIQUE
Can you hear me now?:
Development and regrowth of cells for hearing

Hearing cells
(“hair cells”)

Cell death =
permanent hearing loss

Can we reverse this?
Kelsey Sheaffer
Director, Adobe Digital Studio / Creative Technologies Librarian
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