



English language –Upper Intermediate 4th Level 2023-2024

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اللغة الانكليزية – ما بعد المتوسط
المستوى الدراسي الرابع

د. منى مبارك عبدالله



Academic presentation in a professional way

Dr. Muna Mubarak Hano

Outline

- Background/Design
- Fonts/ Colors
- Structure
- Animation
- Pictures
- Graphs/data
- Referencing



Background /Design



Presentation13 - PowerPoint

VIEW



Background /Design



- Simple
- Reflect your presentation
- University Logo is preferred

Background /Design



- For Example



Fonts/ Colors

- Size
- Type
- Colors



Fonts



- Good fonts
- Subtitle and title 44/38 points
- Main point 28 points
- References 18 points
- Use standard font type: Times new roman or Arial.

Power point has a default format



Fonts



- Bad fonts
- If you use a small font, your audience will not be able to see it
- CAPITLIES ONLY WHEN NESSESARY. IT IS DIFFICULT TO READ
- Don't use *complicated fonts* or *crazy* handwriting fonts



Font colors....Bad

- Using a font color that does not contrast with the background color is hard to read
- Using color for decoration is annoying
- Using different color for different points is unnecessary
 - Using different color for secondary points is also unnecessary
- Trying to be creative is not always good

Structure....good



- Presenting 1 to 2 slides per minute
- Write in point form, not complete sentences
- Include 4 to 5 points per slide
- Avoid wordiness use your keywords and phrases only

Structure....Bad



This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the next slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

Structure....Ok..but



- Too many words for a presentation slide.
- written in point form.
- Simplicity helps understanding.
- Too much time reading prevent listening.
- Try not to write in full sentences.

Structure...."nouns" ...Very good



- Words.
- Point from.
- Simplicity.
- Listening.
- Sentences.



Structure Points ---audience reading

- **Production process:**
- Renewable materials from 71% in 2007 to 85 % in 2015
- Recycled or reclaimed wastes products 84% in 2007 to 90 % in 2009
- Sourcing materials close to the supply chain to reduce transport costs.
- Summary: CSR= reputation / sustainability



Points ---audunice reading

- **Production process:**
- Renewable materials (2007 – 2015)
- Recycled or reclaimed (2007-2009)
- Sourcing materials
- Summary: CSR= reputation / sustainability

Animation



- Do not use distracting animation
- Do not use distracting animation
- Do not use distracting animation

Animation



- Be consistent and use “Appear” only





Structure...."nouns" ...Very good, animation

- Words.
- point from.
- Simplicity.
- listening.
- sentences.



Background /Design

- Animation...Bad





Background /Design

- Animation...good



Pictures...Permission



Pictures...No baby pictures



Pictures...No cartoons or jokes pictures



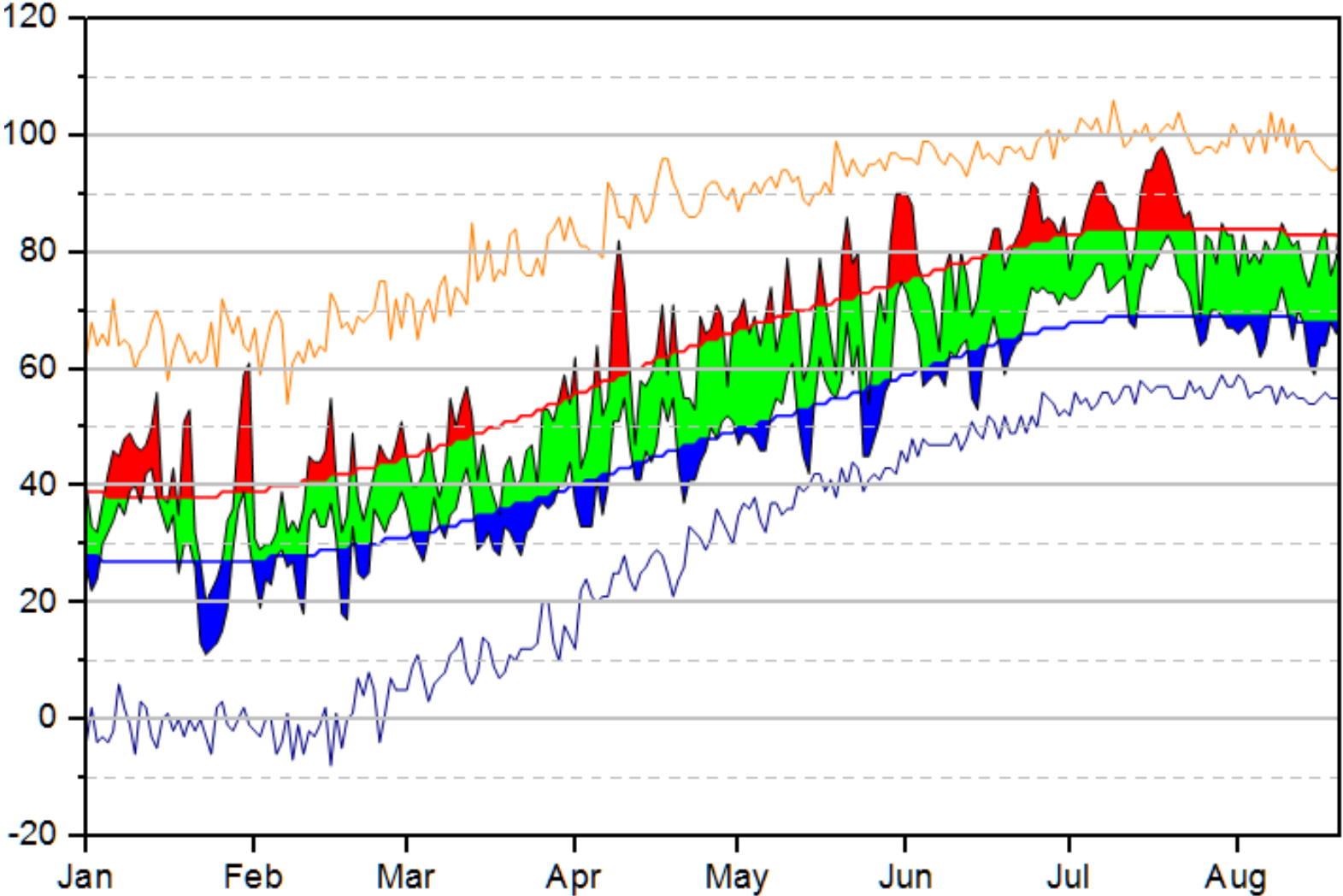
Pictures...good



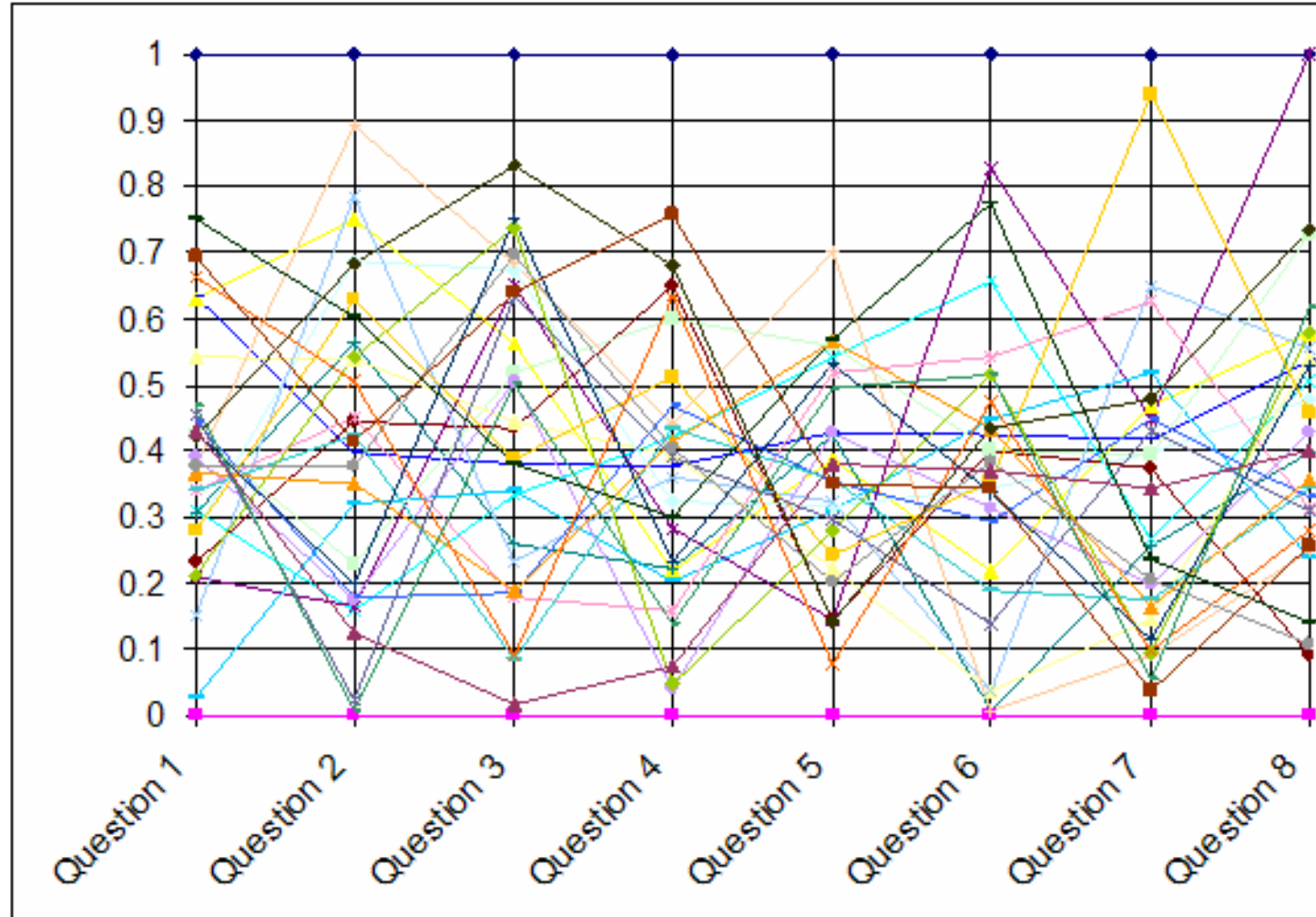
- **Globalization**
- Environment
- Politics
- Business
- Economy
- Society



Graphs...Bad



Graphs...Bad





Graphs...Labeling

1

Effect of SP on concrete compressive strength

1. Title

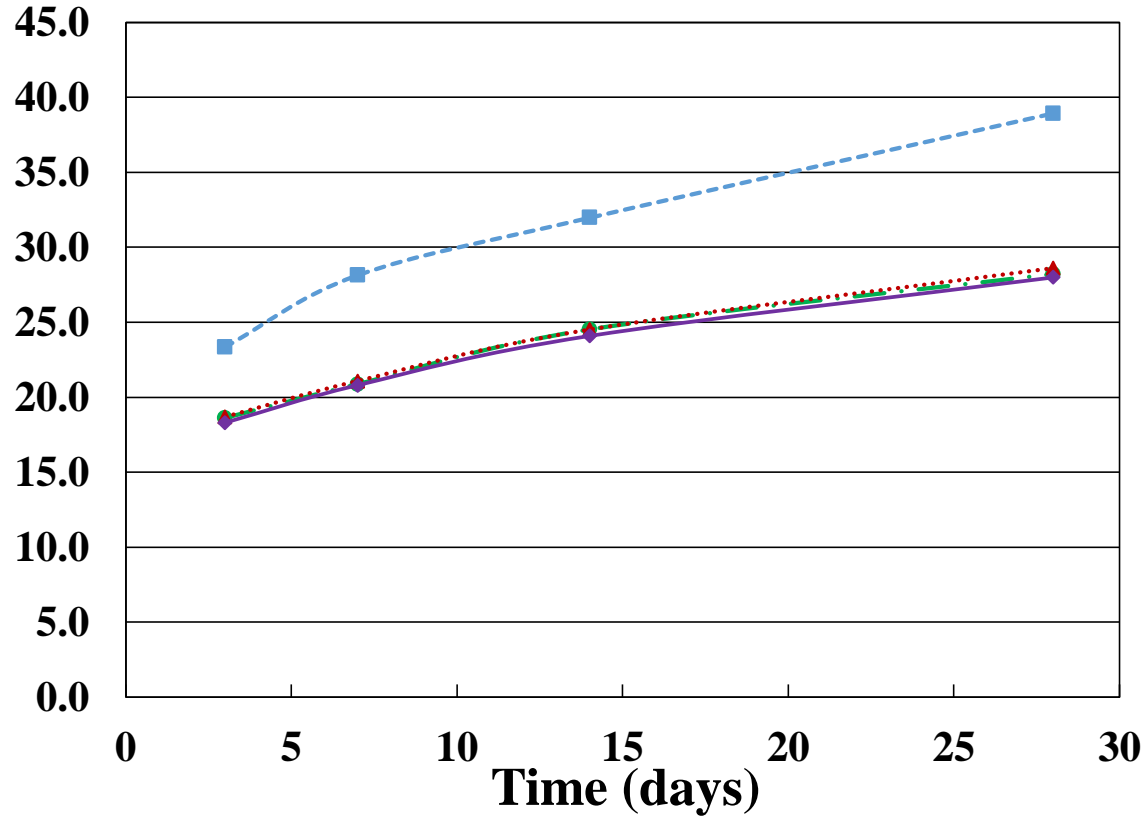
2. Axis

3. Key

4. Source

2

Compressive strength (MPa)



% of SP

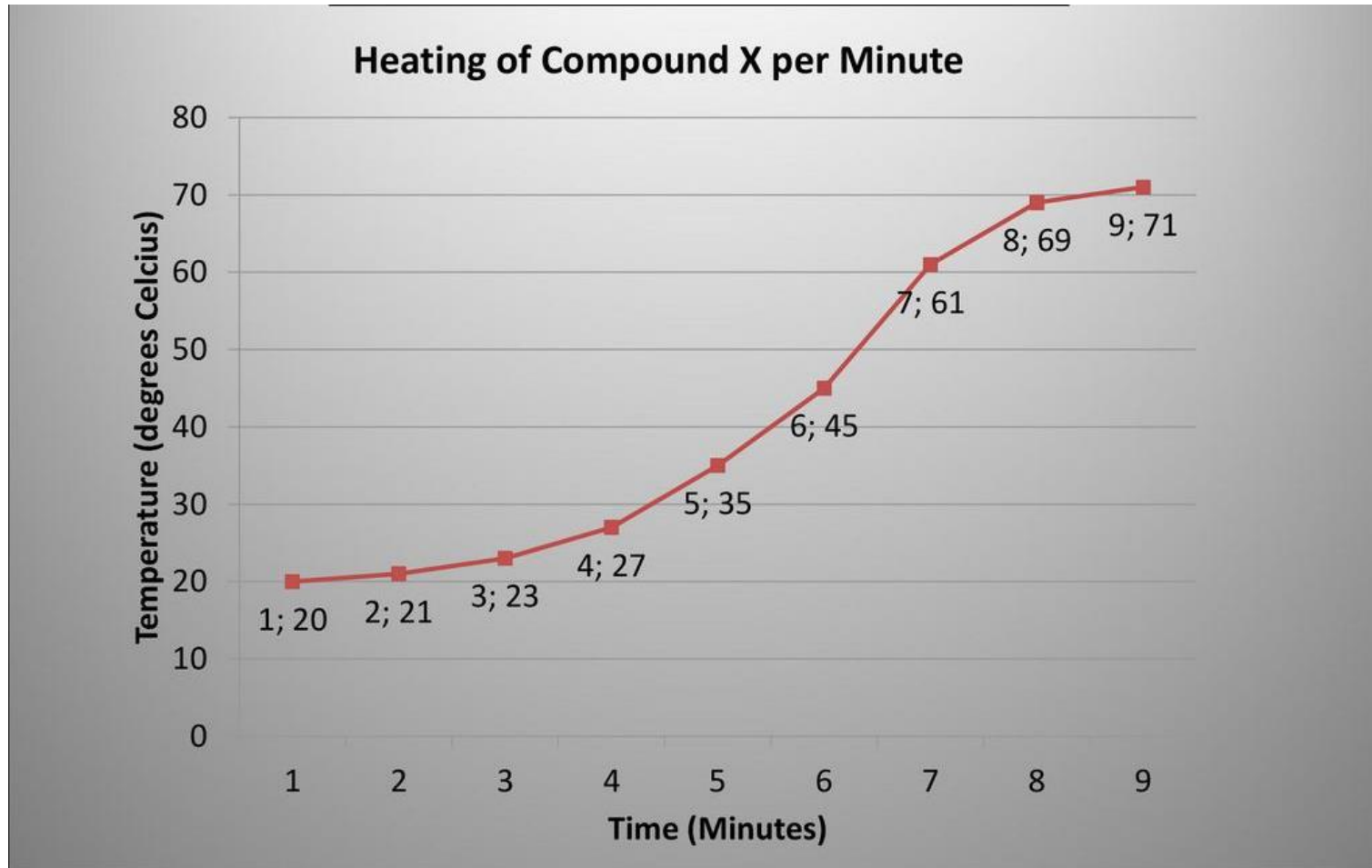
- 0.8%
- 0.2%
- 0.1%
- 0%

3

4

<https://www.google.com/search?q=good+graphs>

Graphs...Good



<https://www.google.com/search?q=good+graphs>



Graphs...Good

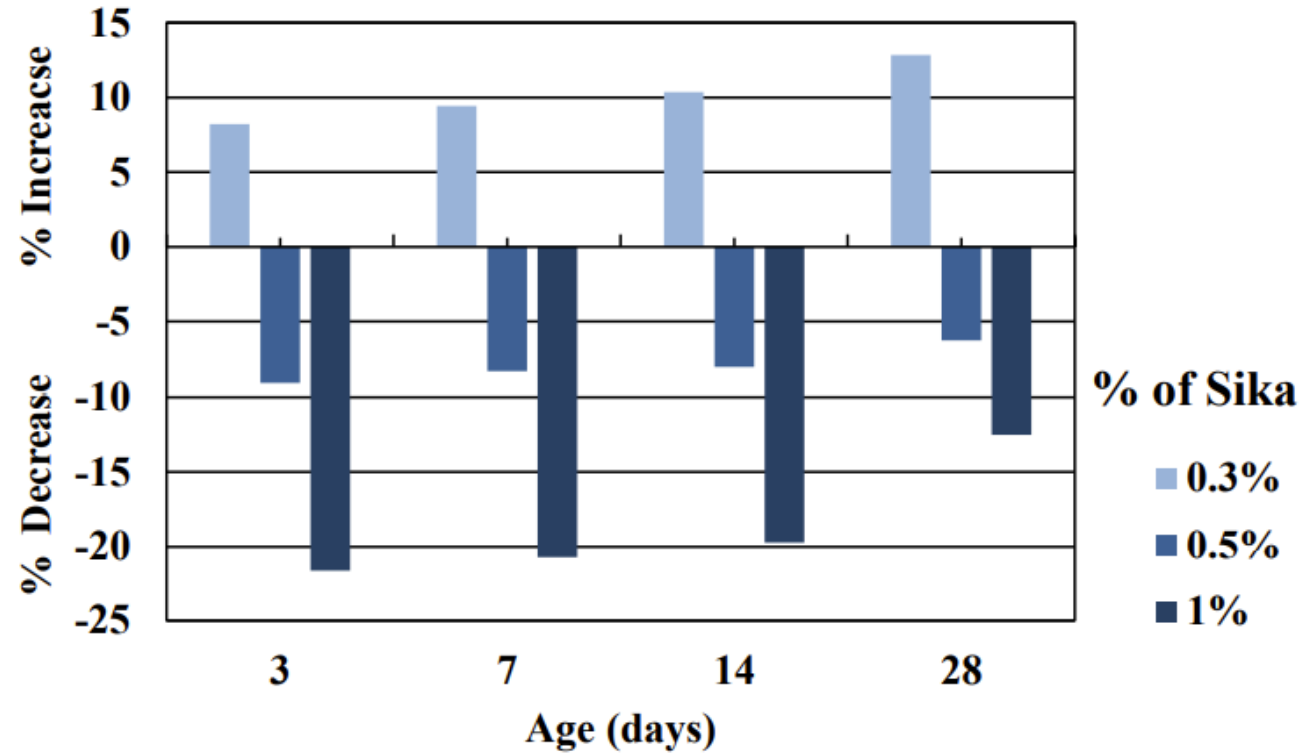


Figure 8 Percentages Increases and Decrease of Splitting Strength-Age (days) Relationship for Mortar



Complicated tables-highlight data

Mix	Compressive	Splitting(Cubes)	Splitting(cylinder)	Wet cube	Dry cube
1:2/0.4/M.A.Z.3/4	18.07	25KN	145KN	2196	2167
	27.34	24	98		
1:2/0.45/M.A.Z.3/4	22.9	50		2023	1915
	21.2	45			
	18.8	59			
1:4/0.4/M.A.Z.3/4	18.14	30.2	115	2384	2292
	20.8	28.6	144		
	12.6	24.6			
1:4/0.45/M.A.Z.3/4	19.8	18	172	2293	2210
	19.1	33	119		
	19.6	32			
1:3/0.4/M.A.Z. 1/2	30.03	26		2520	2456
	28.9	27			
	32.5	40			
1:6/0.4/M.A.Z. 1/2	100 kN	21	90	2260	2162
	120		93		
	130				
1:3/0.4/M.A.Z. 3/8	21.9	35.4	158	2618	2466
	23.9	27.4	160		
	23.8	32.6			
1:6/0.4/M.A.Z. 3/8	11.95	40.2	105	2138	2020
	14.4	47	115		
	13.24	41			



Referencing

- Production process
- Renewable materials (2007 to 2015) (Jones, 2014)
- Recycled or reclaimed (2007-2009) (smith, 2017)
- Summary, reputation /sustainability



Referencing

- Production process
- Renewable materials (2007 to 2015)
- Recycled or reclaimed (2007-2009)
- Summary, reputation /sustainability

Source, (Jones, 2014), (smith, 2017)



Referencing list

- <https://www.google.com/search?q=good+graphs>
- Smith, M, 2014, sustainable Marketing, strategic direction 22 (4), 100-113
- Jones, A, 2017, recycle material in the workplace, strategic direction 31 (8), 1-3



Spelling and Grammar

- Spelling mistakes
- Repeated words
- Grammatical errors that you might have
- If English is not your first language please have someone else check your presentation



Thank you