

# Ako pripraviť prezentáciu a ako prezentovať výsledky práce

---

Ľubica Stuchlíková

# Cieľ

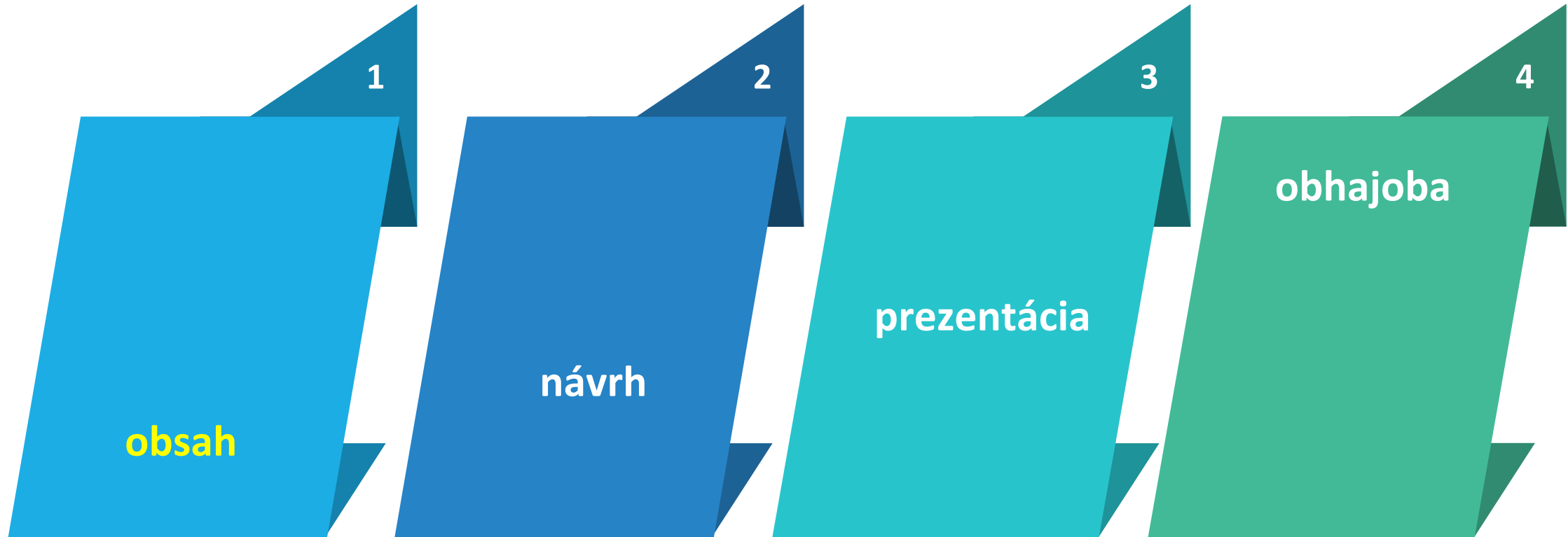
---

- predstaviť základné pravidlá vo svete prezentácie



# Osnova

---



# Prezentácia DP1

---

Prezentáciu si prosím pripravte do **7 min., max 9 min.**

1. **Motivácia - súčasný stav problematiky "State of the Art"**
2. **Ciele práce**
3. **Analýza**
4. **Opis riešenia**
5. **Výsledky DP1- !!! hlavný dôraz**
6. **Zhrnutie výstupov DP1 a ciele DP2**

- nezabudnite na úvodnej strane uviesť fakultu a vedúceho,
- všetky obrázky musia mať slovenský popis (pokiaľ máte prezentáciu v SJ), čitateľné popisy grafov,
- odporúčam svetlé pozadie a tmavé písmo, aby bola prezentácia čitateľná i za nevhodných svetelných podmienok,
- na jednu snímku max 7 riadkov, písmo minimalne veľkosť 20, nadpisy min 36,
- nepoužívajte pätičkové písmo (Times New Roman), odporúča sa Calibri, Tahoma, Arial a pod.
- Odporúča sa číslovať jednotlivé snímky okrem úvodnej vo formate číslo aktuálnej snímky/počet všetkých snímok prezentácie,
- **Pri obhajobe sa sústreďte na svoje výsledky a prínos svojej práce.**

# Prezentácia DP2

---

Prezentáciu si prosím pripravte do **8 min., max 10 min.**

1. **Motivácia - súčasný stav problematiky "State of the Art"**
2. **Ciele práce**
3. **Analýza**
4. **Opis riešenia**
5. **Výsledky DP2- !!! hlavný dôraz**
6. **Zhrnutie výstupov DP2 a ciele DP3**

- nezabudnite na úvodnej strane uviesť fakultu a vedúceho,
- všetky obrázky musia mať slovenský popis (pokiaľ máte prezentáciu v SJ), čitateľné popisy grafov,
- odporúčam svetlé pozadie a tmavé písmo, aby bola prezentácia čitateľná i za nevhodných svetelných podmienok,
- na jednu snímku max 7 riadkov, písmo minimalne veľkosť 20, nadpisy min 36,
- nepoužívajte pätičkové písmo (Times New Roman), odporúča sa Calibri, Tahoma, Arial a pod.
- Odporúča sa číslovať jednotlivé snímky okrem úvodnej vo formate číslo aktuálnej snímky/počet všetkých snímok prezentácie,
- **Pri obhajobe sa sústreďte na svoje výsledky a prínos svojej práce.**

# Prezentácia DP

---

Prezentáciu si prosím pripravte do **13 min., max 15 min.**

1. **Motivácia - súčasný stav problematiky "State of the Art"**
2. **Ciele práce**
3. **Analýza**
4. **Opis riešenia**
5. **Výsledky DP- !!! hlavný dôraz**
6. **Zhrnutie výstupov a prínosov DP**

- nezabudnite na úvodnej strane uviesť fakultu a vedúceho,
- všetky obrázky musia mať slovenský popis (pokiaľ máte prezentáciu v SJ), čitateľné popisy grafov,
- odporúčam svetlé pozadie a tmavé písmo, aby bola prezentácia čitateľná i za nevhodných svetelných podmienok,
- na jednu snímku max 7 riadkov, písmo minimalne veľkosť 20, nadpisy min 36,
- nepoužívajte pätičkové písmo (Times New Roman), odporúča sa Calibri, Tahoma , Arial a pod.
- Odporúča sa číslovať jednotlivé snímky okrem úvodnej vo formate číslo aktuálnej snímky/počet všetkých snímok prezentácie,
- **Pri obhajobe sa sústreďte na svoje výsledky a prínos svojej práce.**

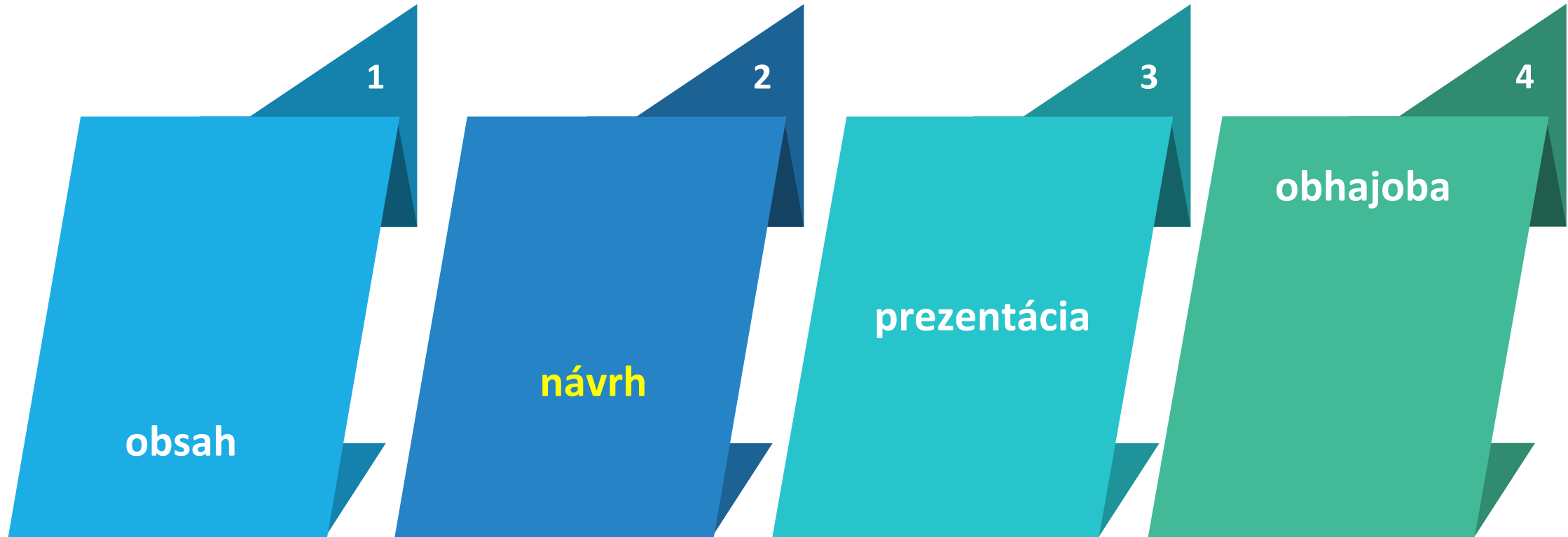
# Príprava prednášky

---

- Úvod = **povedz čo budeš hovoriť** (10%)
  1. Motivácia - súčasný stav problematiky "State of the Art"
  2. Ciele práce
- Jadro = **povedz to** (80%)
  3. Analýza
  4. Opis riešenia
  5. Výsledky DP1
- Záver = **povedz čo si povedal** (10%)
  6. Zhrnutie výstupov DP1 a ciele DP2

# Osnova

---





# 1. Add a splash of color

- Color adds visual interest to your presentation. It can be used to convey meaning too:
  - **Blue** is seen as trustworthy
  - **Green** is calming
  - **Red** communicates confidence and excitement
  - **Yellow** occupies the place in our brain reserved for joy, optimism and fun.
- Before you go wild with your presentation color palette, bear in mind that **you don't need to use much color** to get the desired effect.
- You can add subtle, colorful detail; an icon in the corner of a slide, a square of color next to your title, or a colorful border that graces just one side of your slide.

## ✓ Do

### Add a splash of color

- ▷ You don't need to use much color to get the desired effect
- ▷ Extra points if you use color theory to find a color that supports the message
- ▷ It's super simple to change up your color scheme with the palette tools

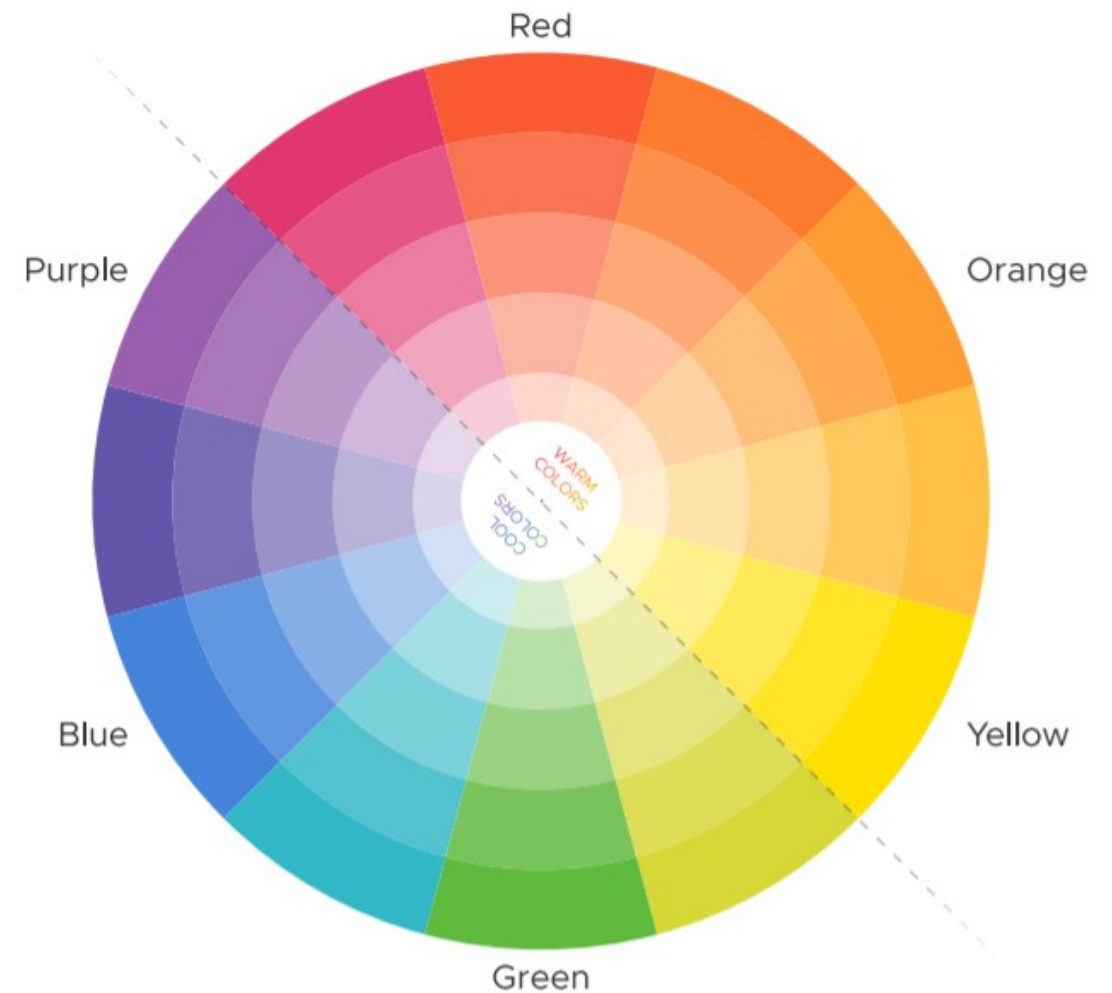
## x Don't

### Add a splash of color

- ▷ You don't need to use much color to get the desired effect
- ▷ Extra points if you use color theory to find a color that supports the message
- ▷ It's super simple to change up your color scheme with the palette tools

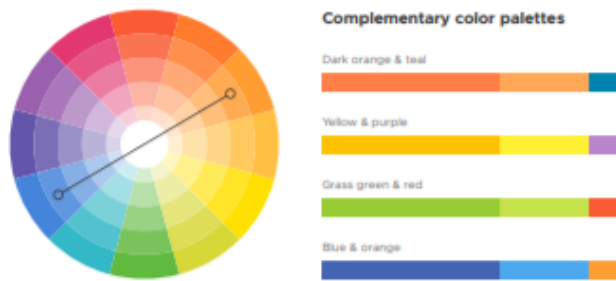
# In presentation design, color is key

- Want to create an eye-catching presentation? Then finding the perfect color combination is key.
- A great color scheme will make your slides look professional and polished.
- Your color scheme can also help to set the mood of your presentation and attract the attention of your audience.
- Colors can even influence a viewer's perceptions and emotions.
- So you want to get your presentation color scheme right!



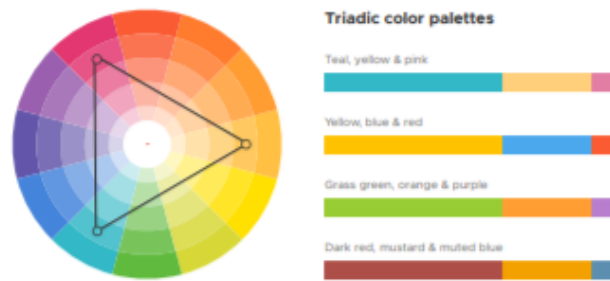
# How do colors work together?

- Why do some colors sit side by side harmoniously whilst others create a terrible color clash? The answer to this question lies in the color wheel.



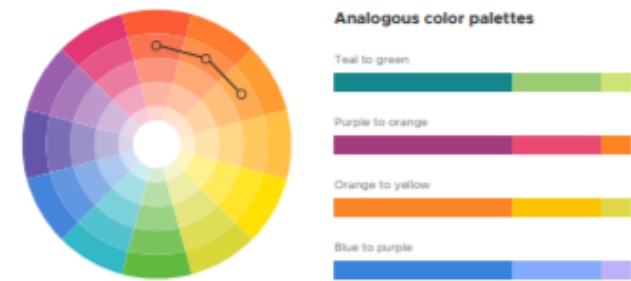
## Complementary colors

These are colors that sit opposite each other on the color wheel. They are always highly contrasting. But when paired together they look incredible!



## Triadic colors

These colors are equally spaced around the color wheel. They form an equal-sided triangle when you draw lines between them. This kind of color scheme creates a more balanced contrast than a complementary color scheme.



## Analogous colors

This color scheme involves two to four colors that sit next to each other on the color wheel. Combine these shades and you get a soothing scheme, without the contrast that characterizes the previous two.

**Create a palette: The 60-30-10 design rule**

## 2. Make your titles stand out

- The typography you use will have a significant effect on your audience.
  - will help your audience **understand what you're really saying**.
- Keep a simple and easy to read font for your body copy, but go a little above and beyond in order to make your headings stand out.
- Sans serif fonts are known to be more contemporary and informal. But even within these groupings, the shape and texture of your type can make a big difference. Round, soft fonts convey a friendly tone, while more geometric, angular fonts are seen as more outgoing and modern.

✓ Do

### **Make your titles stand out**

- Try out unique fonts and big sizes for your headings
- Shape and texture of your type can make a big difference
- Try some of the trending typographies on Google Fonts

✗ Don't

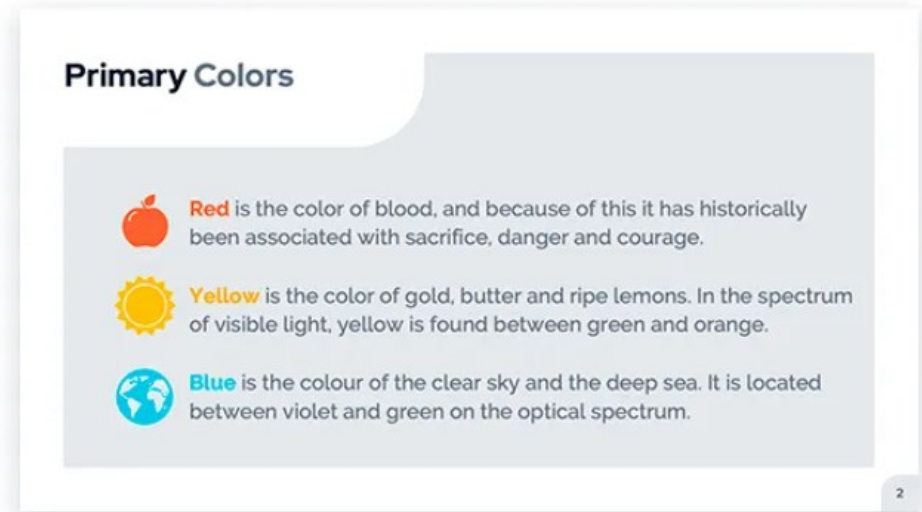
### Make your titles stand out

- Try out unique fonts and big sizes for your headings
- Shape and texture of your type can make a big difference
- Try some of the trending typographies on Google Fonts

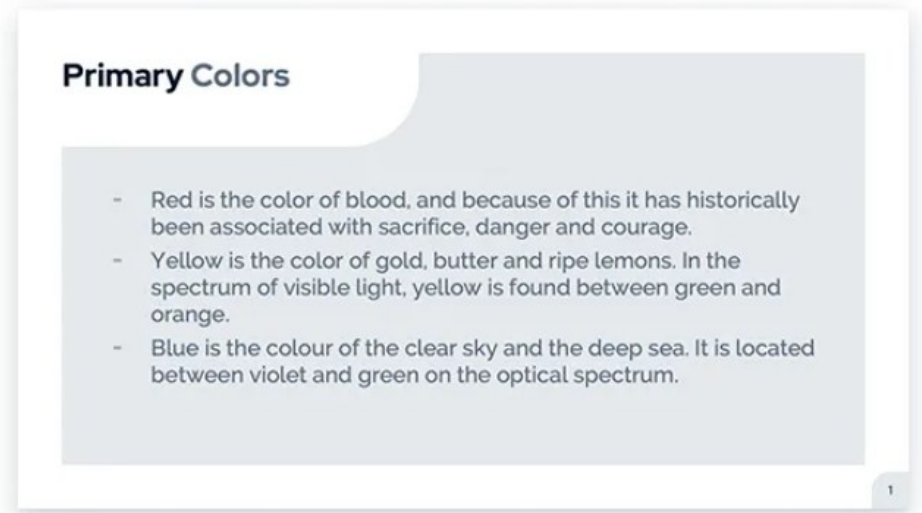
### 3. Use icons to bring your text to life

- A slide filled with nothing but boring text will have your audience falling asleep in their seats. Add in a few simple but striking icons and you're much more likely to grab and hold their attention.
- Icons break up your text and make it much more digestible. Visual elements like this can also convey a lot about your brand and your message whilst taking up very little space.
- As long as your icons are all of a consistent style, size and color scheme, you really can't go wrong.

#### ✓ Do



#### ✗ Don't

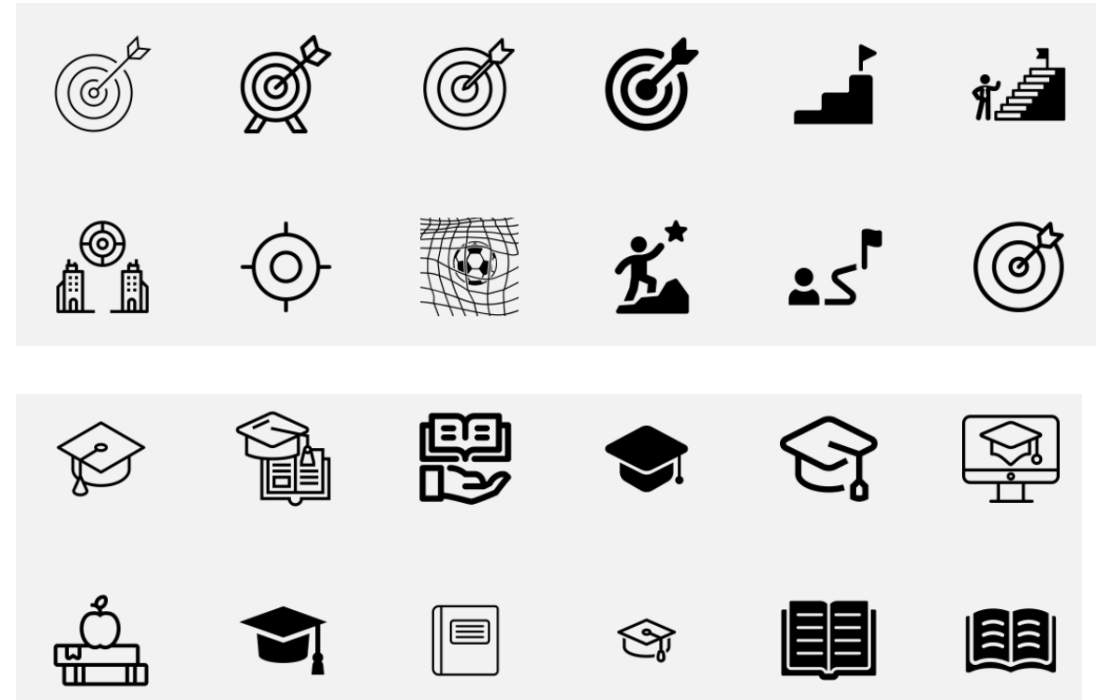




# So how should you add icons to your presentation?

- Incorporate icons in places where you would usually put a bullet point. Pick an icon that represents the information included in the bullet text.
- Choose colorful icons and you'll add some much needed color to your slides too.
- A great place to find some free, well-designed icons is The Noun Project and here at SlidesCarnival we also have some free and ready-to-use icons for PowerPoint and Google Slides.

<https://thenounproject.com/>



## 4. Crop images to custom shapes

- Your slide design has to be something special if you're relying on a slide of just text and a square image to engage your audience.
- This traditional layout is predictable and it rarely looks impressive. We've all seen it time and time again.
- Thankfully, using PowerPoint or Google Slides, it's easy to crop images into a more interesting shape. By doing so you can transform the look of your slides.
- Try original options like slanted shapes or brush strokes and you'll create a really unique design that looks totally contemporary and professional.

✓ Do

### CROP IMAGES TO CUSTOM SHAPES

Try original options like slanted shapes or brush strokes and you'll create a really unique design that looks modern and professional.



✗ Don't

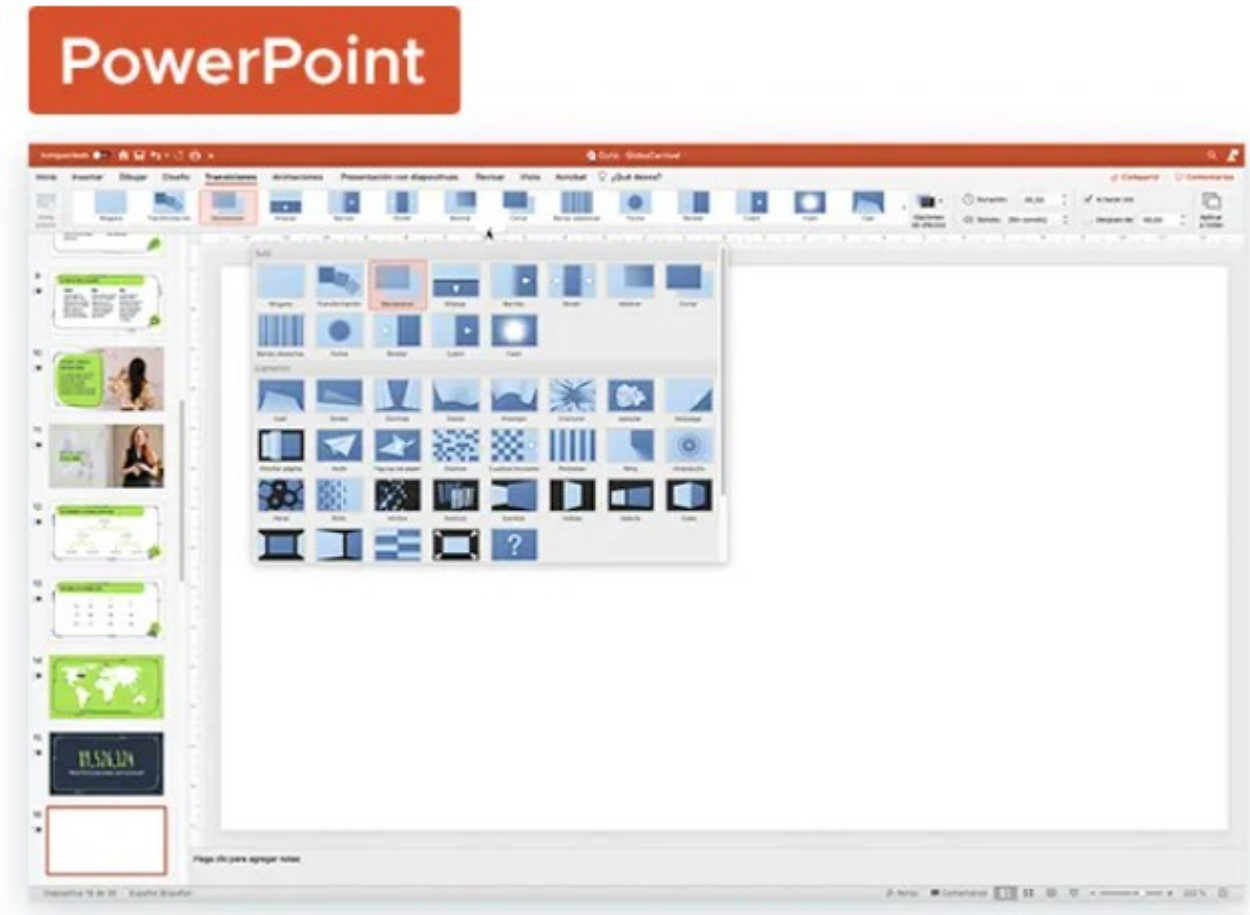
### CROP IMAGES TO CUSTOM SHAPES

Try original options like slanted shapes or brush strokes and you'll create a really unique design that looks modern and professional.



# 5. Introduce compelling slides with transitions

- Transitions help you to segue smoothly from one slide to another.
  - A bit of movement catches the eye, they look good and they're super easy to insert.
  - They've got their own menu heading in both PowerPoint and Google Slides.
- Keep them **simple** and use **sparingly**.
  - Flashy options — like draping curtains or paper airplanes — irritate audiences and damage your credibility.
  - Simple transitions, on the other hand, carry momentum and can look really impressive.



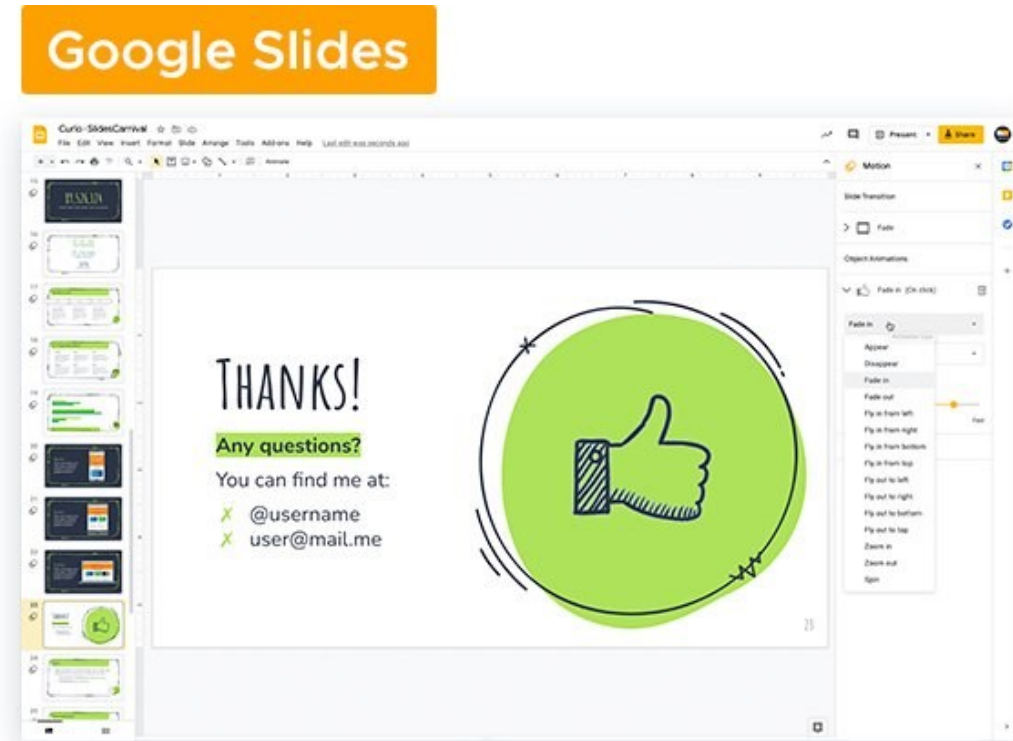
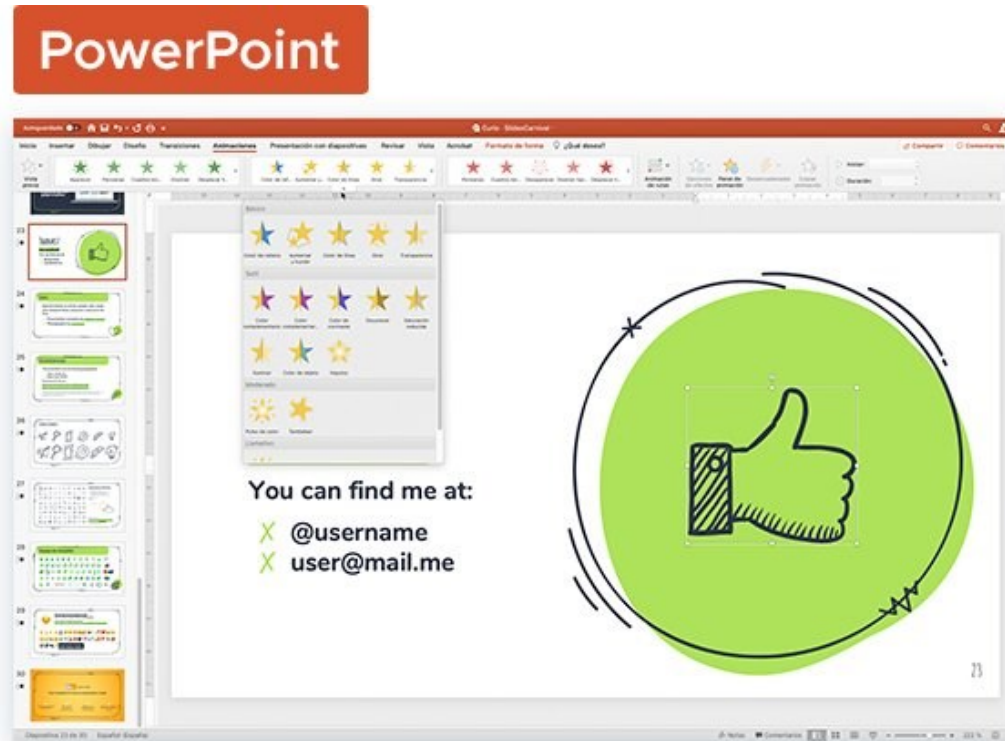


# 6. Create a story with animations

---

- Surprise and interest your audience by adding a few animations to your PowerPoint slides.
- Animations create a story within a slide. They allow you to introduce new slide elements at a time that suits your narrative.
- The benefits? You get to control where the focus of your audience is directed. And keep other content hidden until the right moment.
- It's really simple to implement. Just pick a slide where you have both text and a graphic element (a chart, a diagram or an image, for example). Then animate the graphic element to appear after the text.
- As with transitions, simple animations — like a fade in — tend to be more effective than complex options. And it's a good idea to stick with the same animation effect on any given slide.

# Animations



- Whichever animation you choose, use it sparingly. Overuse of animation and sounds make your presentation feel cutesy and unprofessional.

# 7. Grab your audience's attention with videos and GIFs

✓ Do

## Hello!

As human beings, we can't help it. When we see movement, our eyes are drawn towards it. It's instinctive.



✗ Don't

## Hello!

As human beings, we can't help it. When we see movement, our eyes are drawn towards it. It's instinctive.



- What's more, **we're now very used to getting our information from videos and moving images.** Information delivered in this way is easy to digest and often very memorable.
- So if you want to really capture your audience's attention, make the most of moving images — like videos and GIFs.
- It's important you use GIF and video in the right context. You certainly don't want to feature them on every slide of your presentation. But use them where they fit in nicely and they'll have a big (and very positive) impact on audience engagement.

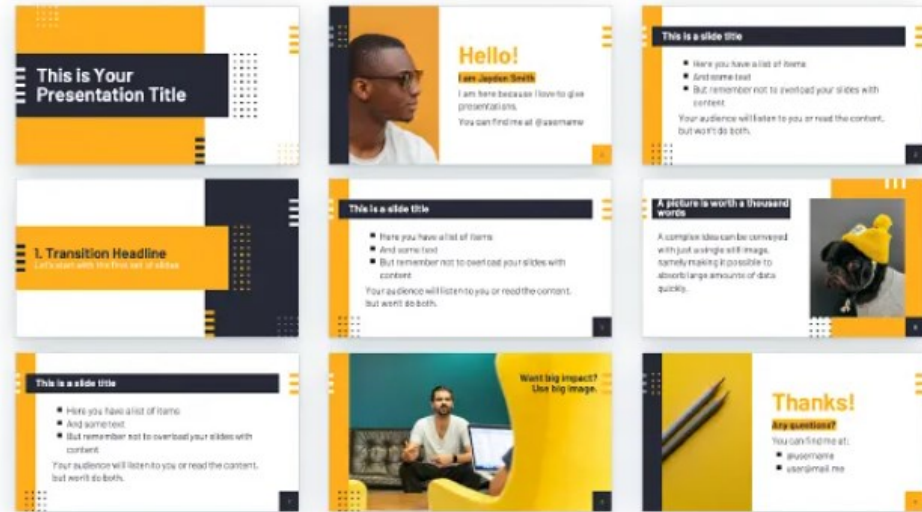
<https://www.slidescarnival.com/how-to-turn-a-boring-powerpoint-into-an-engaging-presentation/14043>

# 8. Vary your slide layout

- Variety is essential to any presentation.
- There are lots of ways you can add in a little variation — even to a presentation that's nearly finished! Just review your presentation and add in:
- Title slides to divide different sections — these should be colorful and image-heavy
- A little variation to your content slides — include some with just text, some with text and an image, some with a full background image, etc..
- These simple tweaks will help to vary and break up your content. In doing so, they'll keep your presentation eye-catching and engaging throughout.

<https://www.slidescarnival.com/how-to-turn-a-boring-powerpoint-into-an-engaging-presentation/14043>

## ✓ Do



## ✗ Don't



# 9. Review your white space: is there enough?

- **White space** — the (not necessarily white) bits of your slides that don't feature any text or images — is really important. It's the golden rule of any graphic design work.
- **Negative space is good for consistency and readability.** What's more, it prevents your audience from feeling overwhelmed by all of the information they're getting.
- Review and try to increase the proportion of space you include in your slides. The easiest way to do this? Start by using a slightly smaller font size (as long as it's still readable!) and opting for wider margins.
- A good amount of white space will **make your presentation look more professional** and help prevent your audience from zoning out.

<https://www.slidescarnival.com/how-to-turn-a-boring-powerpoint-into-an-engaging-presentation/14043>

✓ Do

## ✦ The purpose of **white space**

- **Improved comprehension.** Using white space evenly makes the content easily scannable and significantly improves legibility. Studies have shown that this increases reader comprehension by almost 20%.
- **Focus and attention.** White space funnels the reader's eye towards the content and allows your message to stand out.
- **Helps build hierarchy.** White space can signify which parts of the content are most important, making it easier to understand.

6

✗ Don't

## ✦ The purpose of **white space**

- **Improved comprehension.** Using white space evenly makes the content easily scannable and significantly improves legibility. Studies have shown that this increases reader comprehension by almost 20%.
- **Focus and attention.** White space funnels the reader's eye towards the content and allows your message to stand out.
- **Helps build hierarchy.** White space can signify which parts of the content are most important, making it easier to understand.

7



# 10 Fade to black to refocus the attention on you

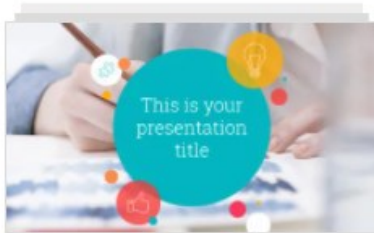
- The point of your entire presentation is to deliver a message.
- If you're making a point that requires a lengthy explanation, you want all eyes on you. At times like these, fade your slide into black.
- **This removes any distractions from the screen and encourages your audience to focus on you and what you're saying.**
- It also breaks up the presentation. This can act as a bit of a wake-up call for any audience members who have become disengaged from your presentation and its message.



# Feeling stressed out by your presentation design?

- Apply a ready-made template!

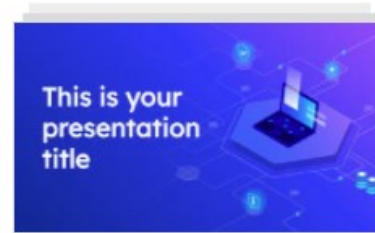
for example <https://www.slidescarnival.com/>



Education



Science



Technology



Halloween



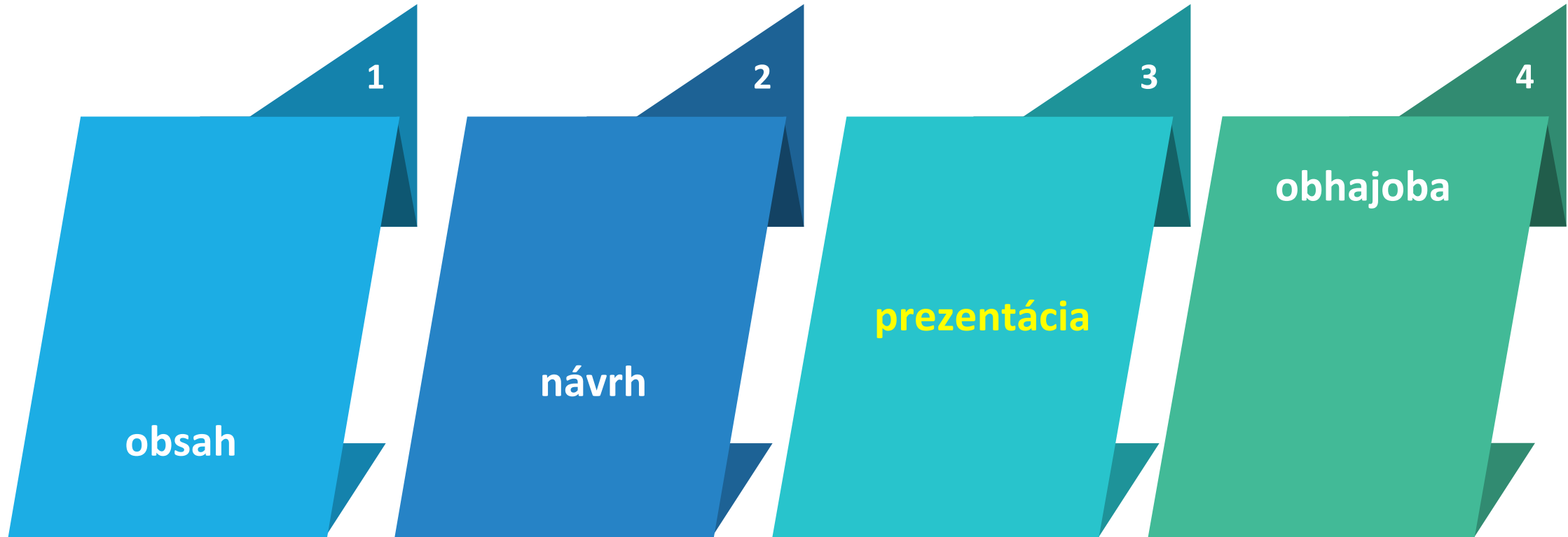
Fall

- The templates will save you tons of time and make your presentation attractive, with the visual impact to really engage an audience.
- Use these slides as a jumping-off point, taking the template and personalizing it to your brand and message.
- Or treat your chosen template as a ready-made presentation and just add in your text — this approach requires minimum effort whilst creating maximum effect.

<https://www.slidescarnival.com/how-to-turn-a-boring-powerpoint-into-an-engaging-presentation/14043>

# Osnova

---





# Príprava prednášky

- Úvod = **povedz čo budeš hovoriť** (10%)
  1. Motivácia - súčasný stav problematiky "State of the Art"
  2. Ciele práce
- Jadro = **povedz to** (80%)
  3. Analýza
  4. Opis riešenia
  5. Výsledky DP1
- Záver = **povedz čo si povedal** (10%)
  6. Zhrnutie výstupov DP1 a ciele DP2

## Poznámky

Oslovenie poslucháčov

Predstavenie seba, názvu práce, vedúceho práce

Hlavná myšlienka – riešená otázka

Jadro – všetko potrebné pre objasnenie problému,

**vždy bez podrobností**

**nepoužívajte pasívne väzby,**

**používajte ja alebo my – v prípade kolektívnej práce**

**obrázky, grafy, tabuľky**

Záver – stručný a výstižný

Nezabudnite na poďakovanie za pozornosť

# 4 Faradayove zákony verejného prednášania

---

1. **Nikdy neopakuj vetu**
2. **Nevracaj sa aby si sa opravil**
3. **Ak Ti chýba slovo, počkaj a ono príde**
4. **Nezpochybňuj opravy z publika**

Počas prednášky sa snažte udržať pozornosť posluchačov:  
zaujímavé príklady, otázky, vlastná skúsenosť

Úseky prednášky majú na seba logicky nadväzovať

Nebojte sa hlavnú myšlienku prednášky viackrát zopakovať, pokiaľ to podporíte dôkazmi

# Prezentovanie

---

- je business s pozornosťou



# Ako prezentovať zle

---

Príčiny:

- Preplnený Power Point
- Abstraktné rečnenie
- Odborný slovník
- Tichý hlas
- Monotónny prejav
- Dlhý prejav bez pauzy
- Dlhé vety
- Veľa myšlienok



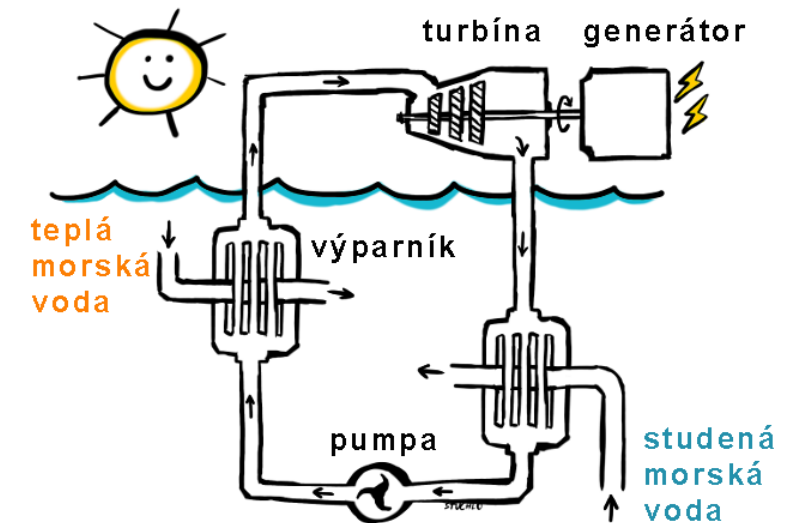
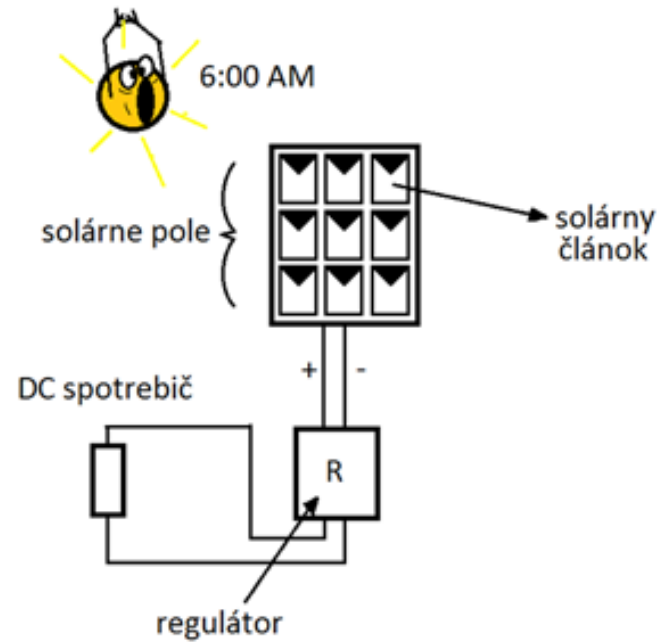
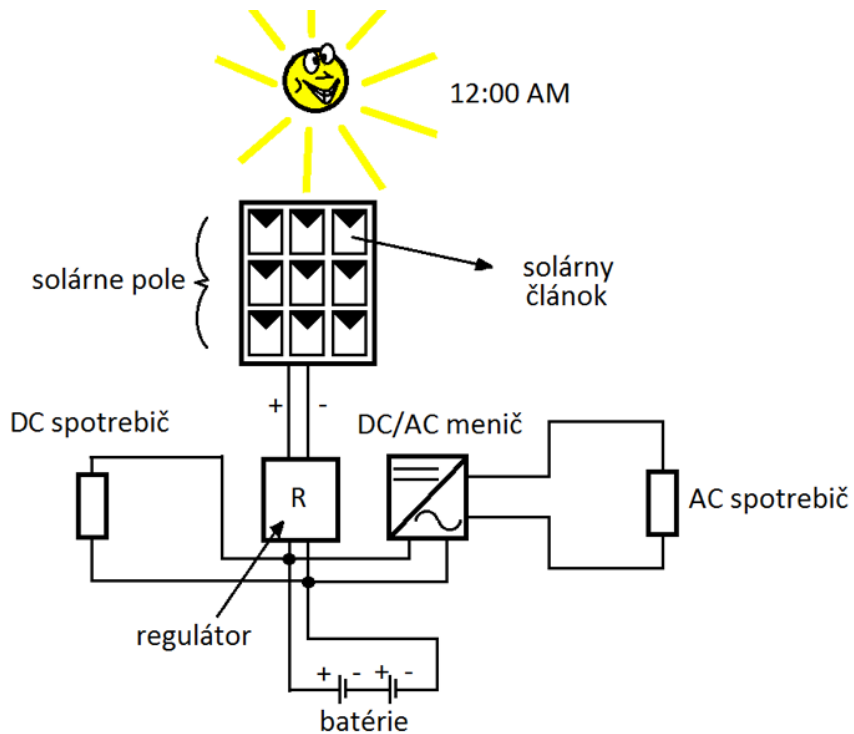
# Pozornosť si vieme získať a udržať

---

- AJ V ONLINE SVETE



# Príklady, príklady a PRÍKLADY



# Príbeh

---



# Krátke vety

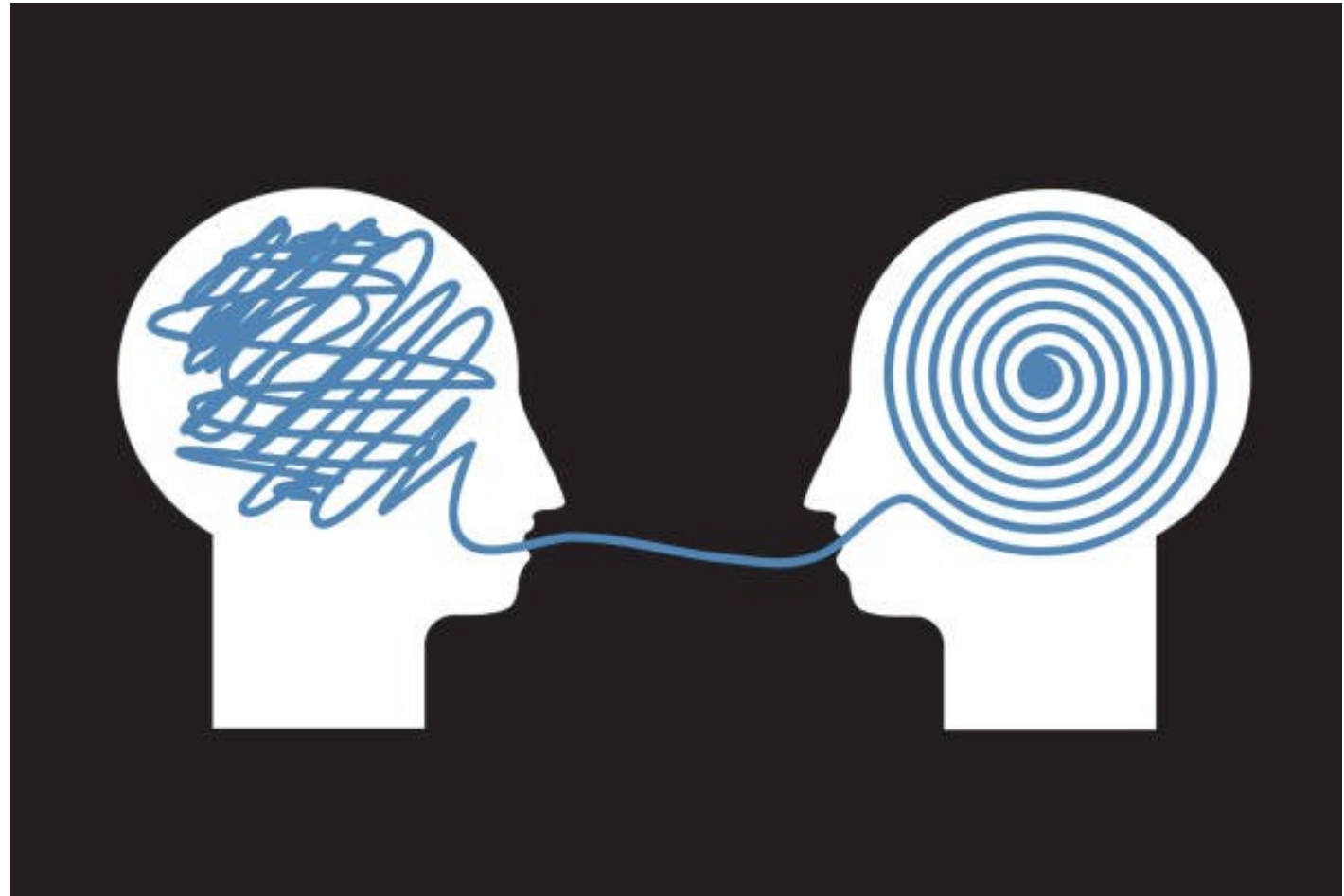
---





# Jednoduchý jazyk

---



<https://www.istockphoto.com/photos/plain-language>

# Hlas

---



[https://www.etsy.com/listing/601141452/custom-soundwave-art-print-sound-wave?ga\\_order=most\\_relevant&ga\\_search\\_type=all&ga\\_view\\_type=gallery&ga\\_search\\_query=sound+wave+gift&ref=sc\\_gallery-1-7&bes=1&listing\\_id=601141452&listing\\_slug=custom-soundwave-art-print-sound-wave&plkey=44d07d6b89e32cd340d42299c5d4bc485e81f7e7%3A601141452](https://www.etsy.com/listing/601141452/custom-soundwave-art-print-sound-wave?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=sound+wave+gift&ref=sc_gallery-1-7&bes=1&listing_id=601141452&listing_slug=custom-soundwave-art-print-sound-wave&plkey=44d07d6b89e32cd340d42299c5d4bc485e81f7e7%3A601141452)

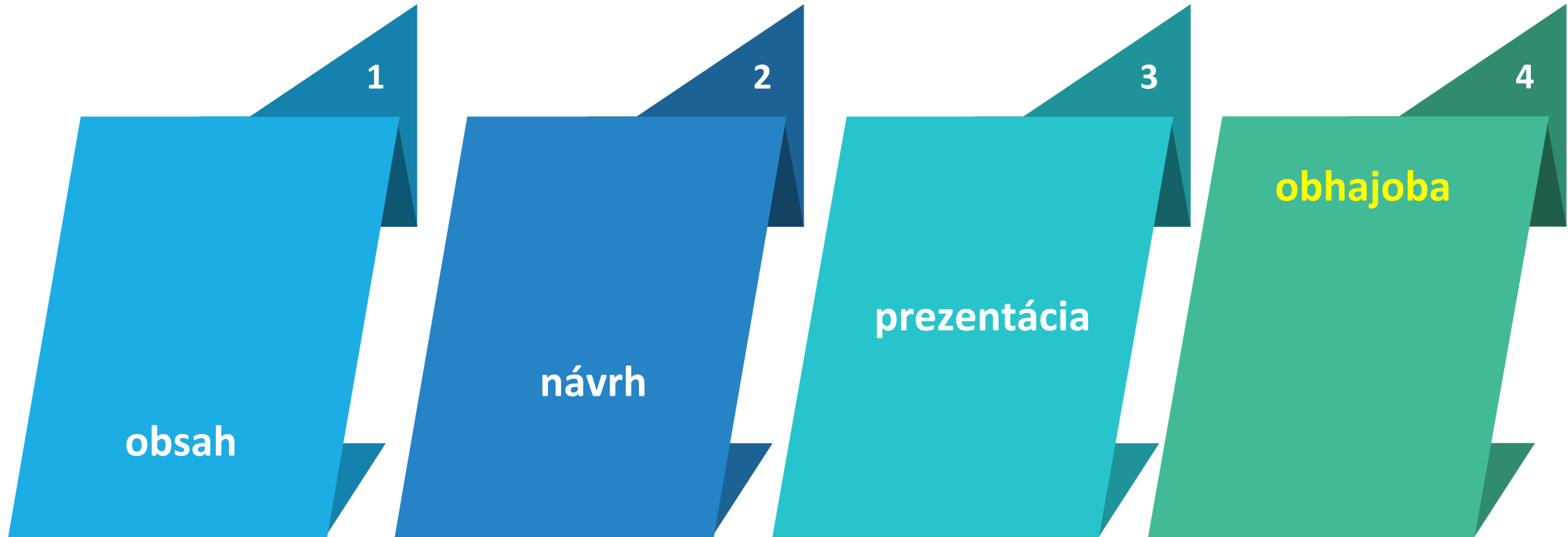
# Interakcia

---



# Osnova

---



# Obhajoba

---



# Záver

---



- táto prednáška sa zaoberá dizajnom prezentácií



Vyberte si nástroj/ prostriedok



Vytvorte príbeh



Nájdite „Major Takeaway“

# Ďakujem za pozornosť

---



[lubica.stuchlikova@stuba.sk](mailto:lubica.stuchlikova@stuba.sk)