

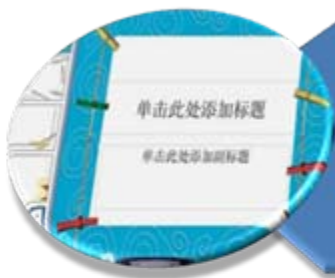
学术报告的PPT制作与演示

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杭州 • 浙江大学 • 2015

提要



PPT的制作



学术演讲



PPT制作

1

- 应用的场合和面向的对象

2

- 整体的框架和逻辑

3

- 一些制作的细节

PPT在何种场合使用



PPT在何种场合使用



PPT在何种场合使用



PPT的框架与逻辑

请先思考下面的问题。。。

➤ 你想向你的观众传递什么信息

- 报告研究成果
- 给观众以启示
- 说服观众赞同你的观点

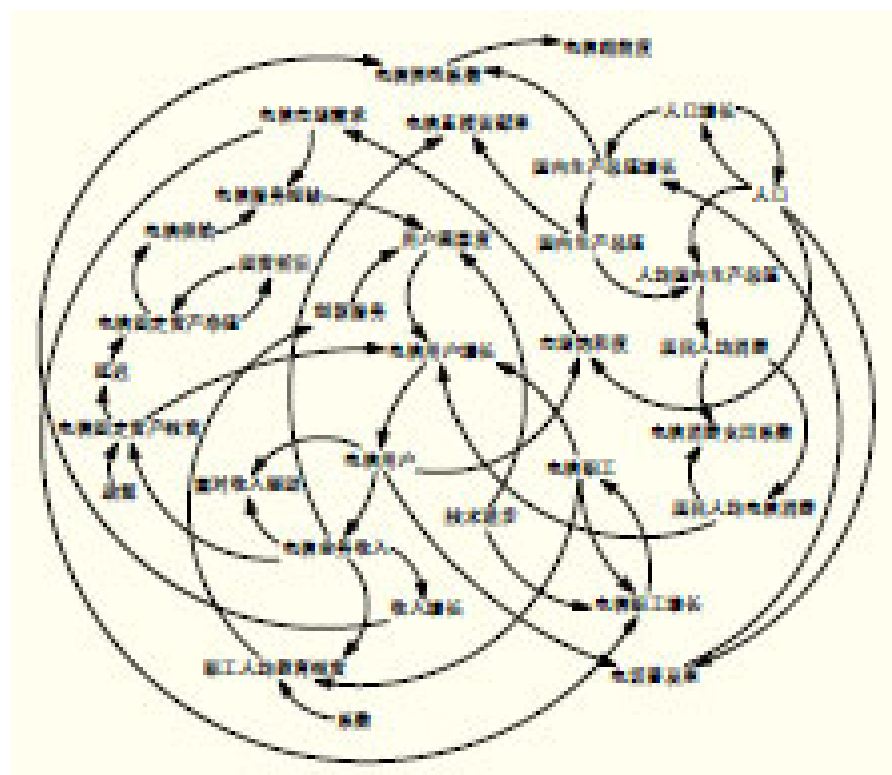
➤ 你的观众是怎样一个群体

- 背景
- 兴趣点

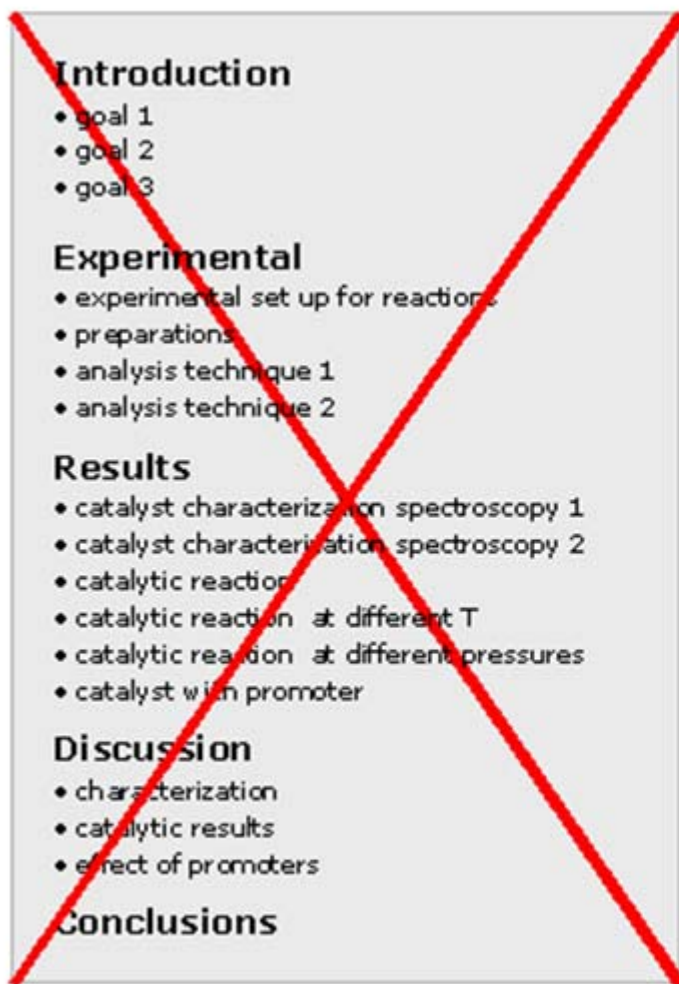
PPT的框架与逻辑

常见存在的问题

- 发散性思维
- 学术论文模式
- 绕弯子



PPT的框架与逻辑



Article Structure
not recommended for talks

General Introduction

not too short, is very much appreciated by a large part of the audience

Catalyst & Characterization

- aims
- preparation of catalyst
- principles characterization technique 1
- results + interpretation
- principles characterization technique 2
- results + interpretation
- discussion of catalyst structure + conclusion

Catalytic Reaction

- aims
- experimental set up reactions
- results catalytic reaction
- results catalytic reaction at different T
- catalytic reaction at different pressures
- catalyst with promoter

Conclusions

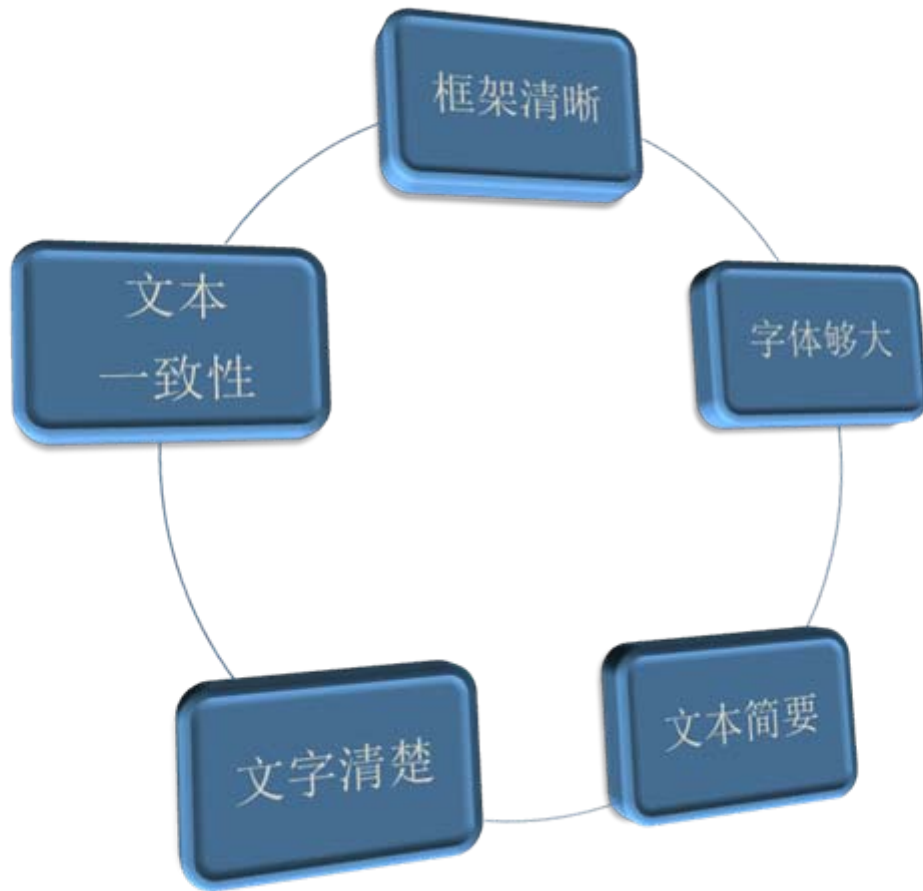
- catalyst structure
- catalytic properties
- assessment and outlook

Presentation Structure

PPT的框架与逻辑

- 引言（吸引注意力的开端；背景、成果）
- 主体（问题点、解决方案及结果）
- 结论（对研究的总结及升华）

PPT制作细节



PPT制作细节 – 框架

框架清晰

- 纲要
- 标题
- 副标题

PPT制作细节 – 文本

文本清楚简要

- 字体
- 大小
- 色彩

PPT制作细节 – 文本

8 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman
10 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman
12 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman
16 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman
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36 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman
48 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

New Roman
s New Roman

PPT制作细节 – 文本

This is Arial12

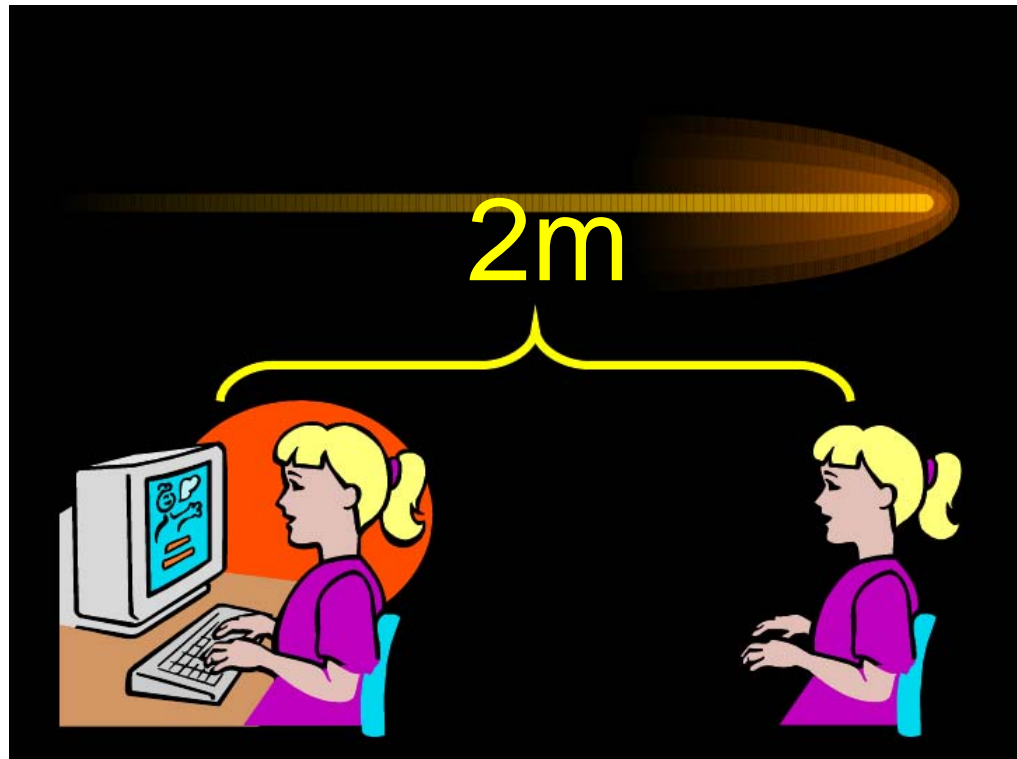
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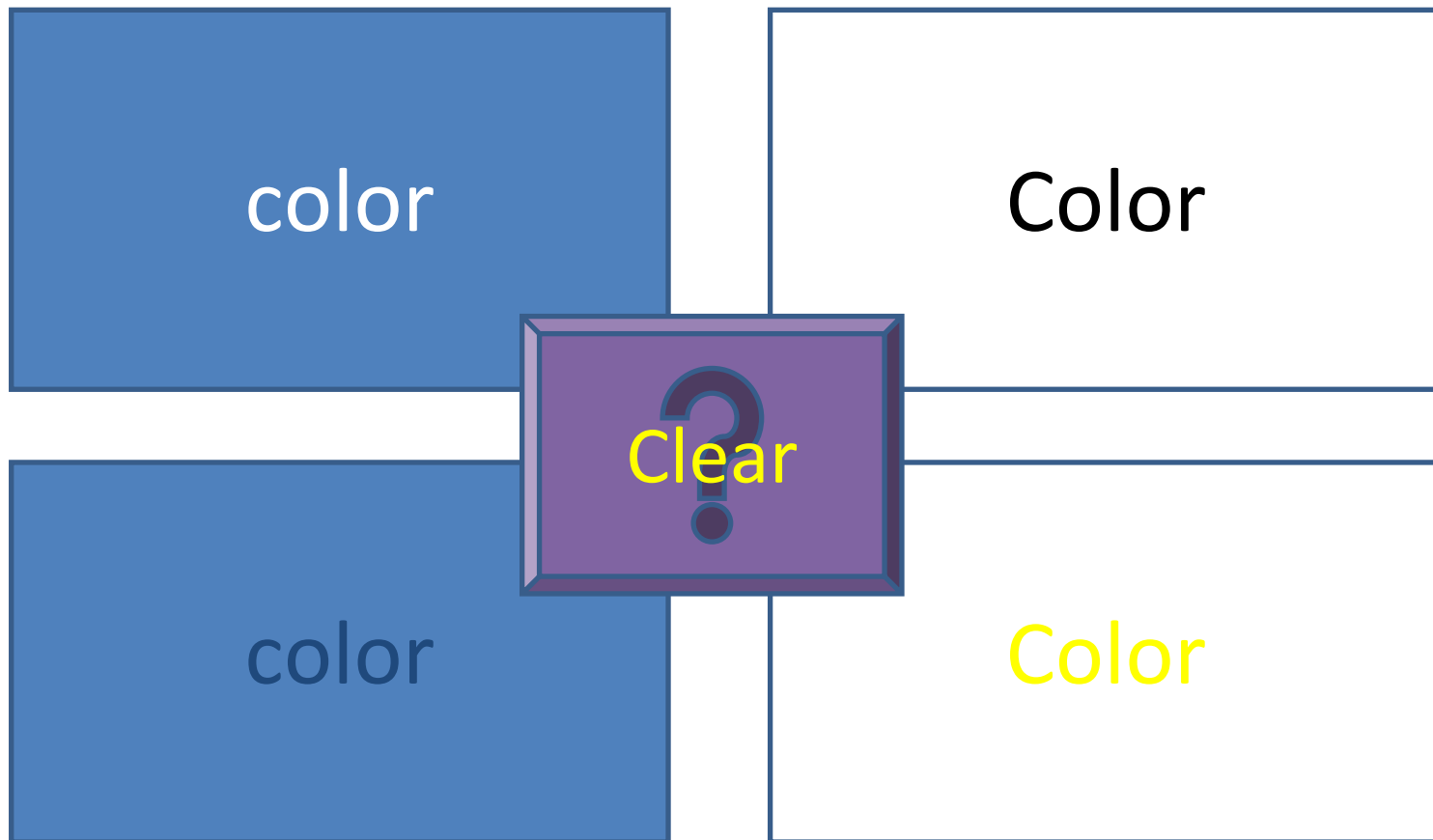
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PPT制作细节 – 文本



PPT制作细节 – 文本

Too many colours

Too many fonts

Introduction

During the next 45 minutes I hope to discuss a number of things with you. I am going to tell you about all of the aspects of my report. I will tell you about the background of my project including a run through of the conclusions of my literature review, then talk about my experiments, and the different methods I used, followed by results and finally talk about what I am able to conclude from all of this and where I should be going with future work.

字体、颜色一致；
简单清楚！

PPT制作细节 – 文本



PPT是否足够简要

- 每页不要超过~六行
- 每行不超过~ 7个字/单词

Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and developing solutions, evaluating, and managing the process for solving problems in situations in which learning is purposive and controlled (HMRS 5th ed.)

Too detailed !

Keep It Simple (Text)

Instructional Technology:

A process
involving people, procedures & tools
for solving **Much Simpler**
to problems in learning
(HMRS 5th ed.)

提炼关键词

PPT制作细节 – 图表

Month	Delhi	Mumbai	Goa
Jan	11	14	3
Feb	1	12	16
Mar	17	6	16
Apr	16	10	7
May	8	10	14
Jun	6	9	4
Jul	8	15	18

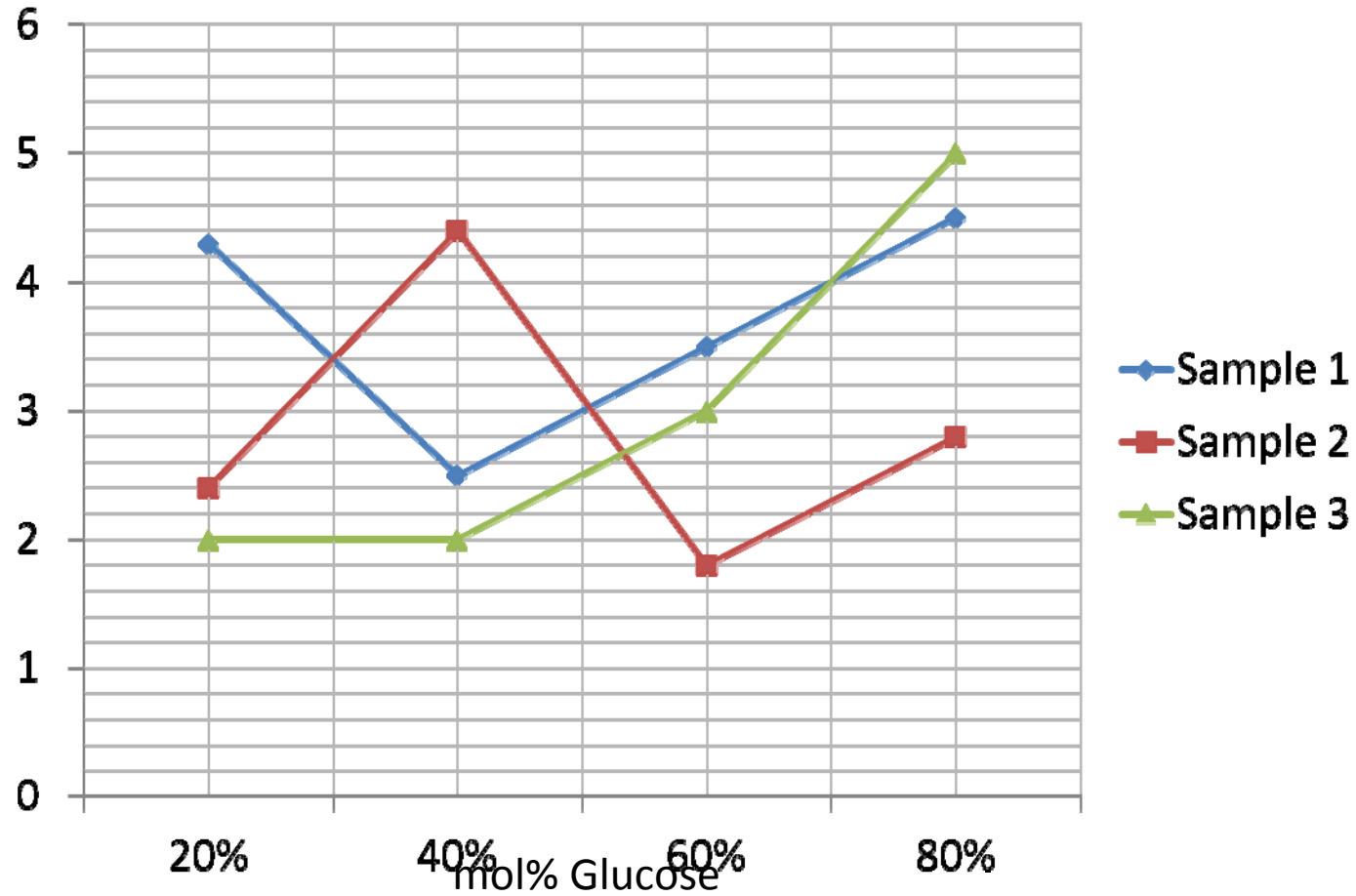
PPT制作细节 – 图表

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重点提示

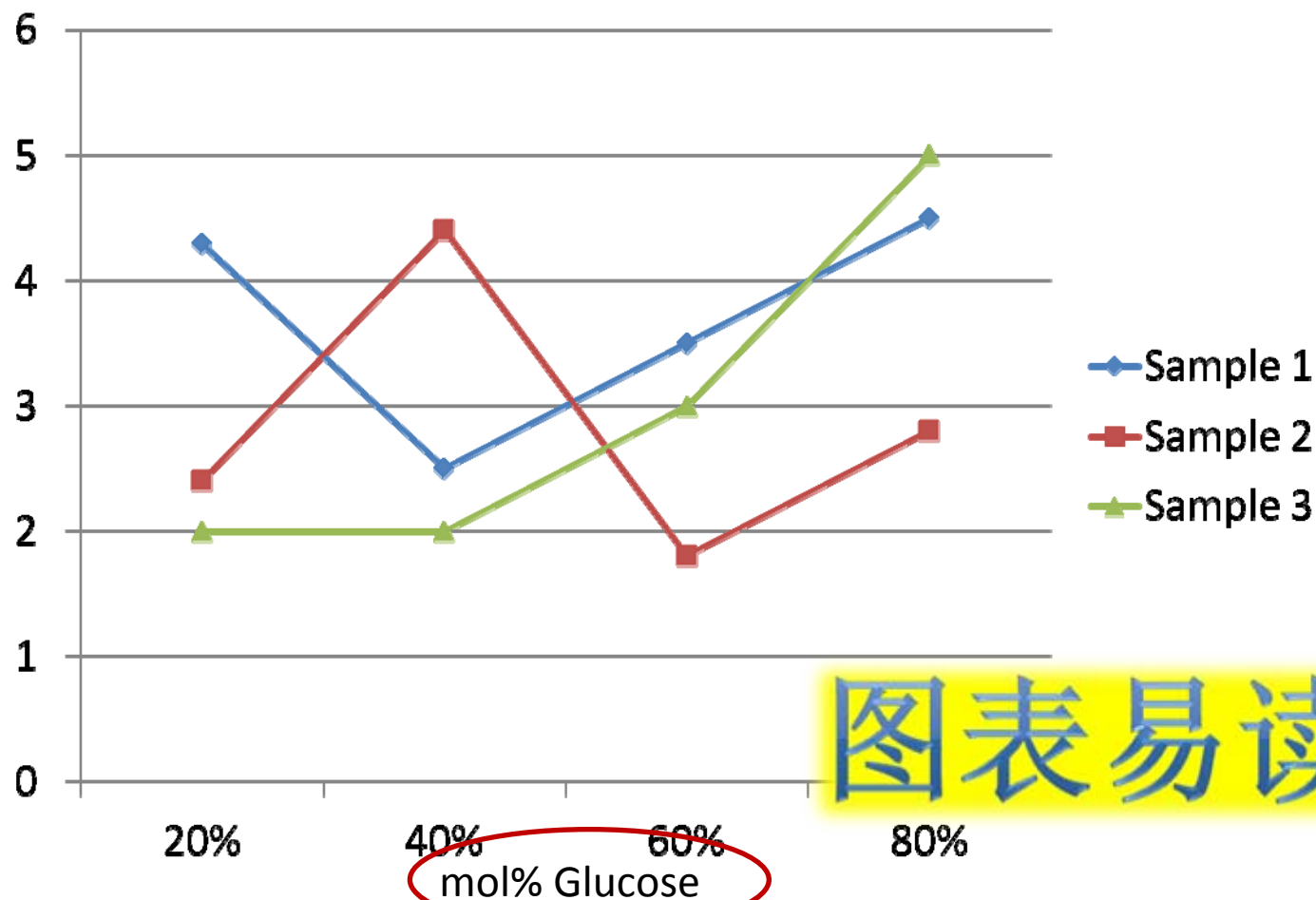
PPT制作细节 – 图表

Voltage (mV)



PPT制作细节 - 图表

Voltage (mV)



图表易读性

PPT制作细节 – 其他

➤ 插图



➤ 声音

➤ 动画

聚焦主题!!

➤ 幻灯片切换

PPT制作 – 小结

- 逻辑
- 清晰
- 简单

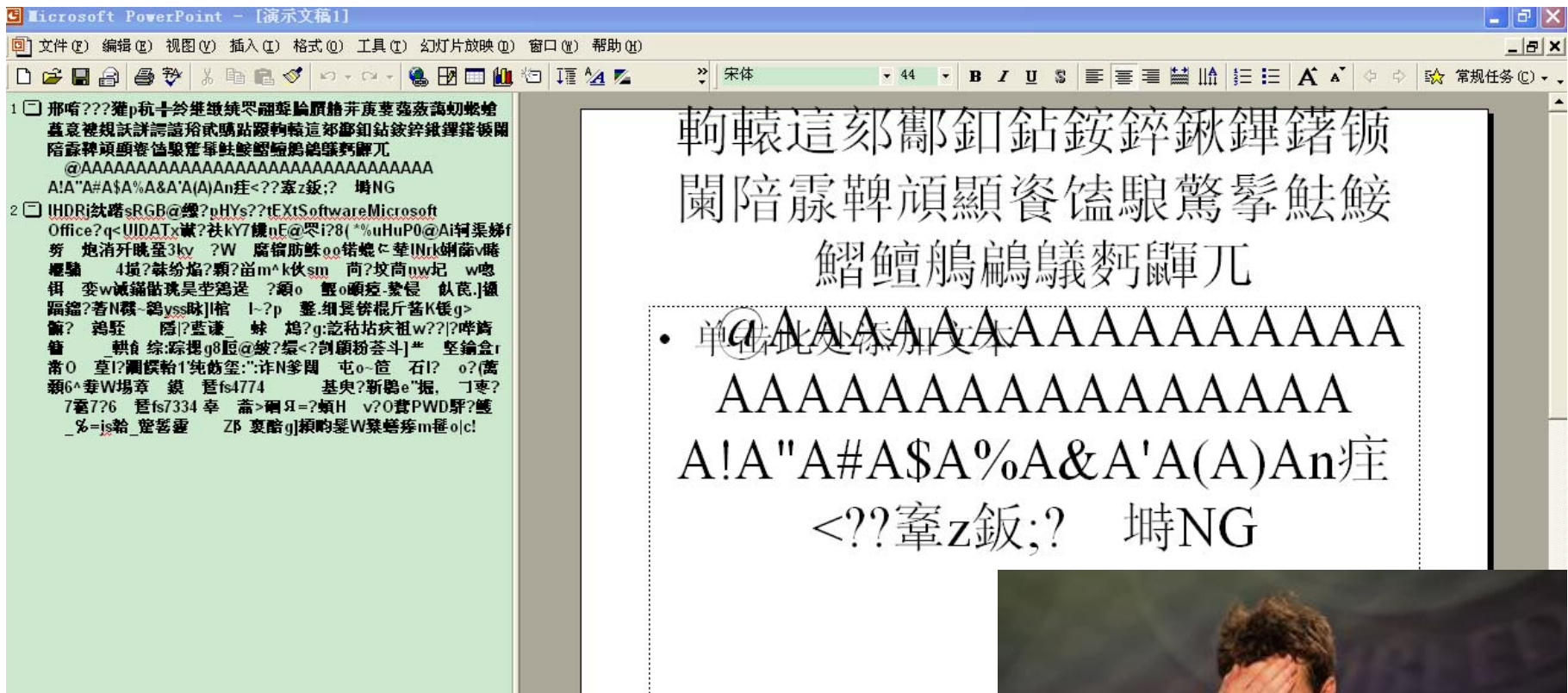


请友善地对待
你的观众!!

学术演讲

- 守时（测试PPT（视频）、激光笔）
- 开场有趣简单（简要的背景描述）
- 主体部分清楚而不累赘
- 结论（the last but not the least）
- 致谢

学术演讲 - 守时



学术演讲 – 开场

1. *"Good morning, ladies and gentlemen. I am
and I'd like to tell you something about my Ph.D.
project at the Group of Archaic Chemistry at the
University of Science City. The title of my talk
is"*
2. *I will start with an Introduction, then explain the
experimental techniques, next present the most
important results, and finally I hope to draw a
few conclusions and I want to acknowledge a few
people. So let us start with the Introduction ..."*

学术演讲 – 开场

➤ *Capture your listeners' attention:*

Begin with a question, a funny story, a startling comment, or anything that will make them think.

➤ *State your purpose:*

‘I’m going to talk about...’

‘This morning I want to explain...’

➤ *Present an outline of your talk;*

‘I will concentrate on the following points: First of all...Then...
This will lead to... And finally...’

惜字如金

学术演讲 – 主体

$$\begin{aligned} \text{Max } F &= f_{p \rightarrow p1} + f_{p \rightarrow v1} + f_{v5 \rightarrow v1} + f_{v5 \rightarrow v2} + f_{v5 \rightarrow v3} \\ \text{s.t. } \left\{ \begin{aligned} f_{v1 \rightarrow v4} - (f_{v5 \rightarrow v1} + f_{p \rightarrow v1}) &= 0 \\ (f_{v2 \rightarrow v4} + f_{v2 \rightarrow v5}) - f_{v5 \rightarrow v2} &= 0 \\ f_{v3 \rightarrow v5} - f_{v5 \rightarrow v3} &= 0 \\ (f_{v4 \rightarrow p} + f_{v4 \rightarrow v5}) - (f_{p1 \rightarrow v4} + f_{v1 \rightarrow v4} + f_{v2 \rightarrow v4}) &= 0 \\ f_{v5 \rightarrow v4} - (f_{v2 \rightarrow v5} + f_{v3 \rightarrow v5}) &= 0 \\ (f_{p1 \rightarrow p2} + f_{p1 \rightarrow v4}) - f_{p5 \rightarrow p1} &= 0 \\ (f_{p2 \rightarrow p1} + f_{p2 \rightarrow v5}) - f_{p1 \rightarrow p2} &= 0 \\ \forall f_{ij} &\leq c_{ij} \end{aligned} \right. \end{aligned}$$

过多公式和细节解释

学术演讲－细节

- 预演
- 仪表仪态
- 语音、语调、语速
- 眼神交流
- 打印提要的运用

学术演讲－预演

- 构思开场
- 语言组织
- 时间控制

！切忌背稿子

练习、练习、再练习

学术演讲－仪表仪态

- 着装（依场合而定）
- 姿态（精神、自信）
- 动作

学术演讲 – 语音语调语速

- 保证合适的音量（依情况用麦克）
- 语调依内容重要性而起伏有变
- 通过眼神和内容重要性调整语速

学术演讲－眼神交流

- 观察观众的反应
- 体现个人自信

小结

成功的学术报告 =

清晰的思路 + PPT制作&演讲技巧

谢谢！