Designing Science Presentations: A Visual Guide to Figures, Papers, Slides, Posters, and More

By Matt Carter

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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 papers, slideshows, posters, and websites. It provides pragmatic advice on the preparation and delivery of exceptional scientific presentations; demonstrates hundreds of visually striking presentation techniques, giving readers inspiration for creating their own; and is structured so that readers can easily find answers to particular questions.

- Clear heading for each section indicates its message, highlighted with graphic illustrations
- Two summary paragraphs that complement the visual images and clearly discuss the main point
- Numerous examples of high-quality figures, page layouts, slides, posters, and web pages to help stimulate readers' ideas for their own presentations
- Numerous "before and after" examples to illustrate the contrast between poor and outstanding presentations

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Editorial Review

Review

"Each chapter begins with an introduction to the material and contains a succinctly done and well-illustrated main body, followed by a listing of dos and don'ts for the type of material covered. The text is recommended for the novice presenter as well as the seasoned instructor looking for ways to improve delivery and, perhaps, student (or cohort) evaluations."--**IEEE Pulse,** **July/August 2014**

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About the Author
Matt Carter, PhD, is currently Assistant Professor of Biology at Williams College. His previous position was as a post-doctoral fellow in Richard Palmiter's lab at the University of Washington using optogenetic techniques to study neural circuitry. He has authored the first edition of this book (Elsevier, 2009) as well as Designing Science Presentations: A Visual Guide to Figures, Papers, Slides, Posters, and More (Elsevier, 2012). He was the awardee of Stanford University's Walter J. Gores Award for Excellence in Teaching, and two-time recipient of the Stanford School of Medicine's Excellence in Teaching Award. He currently teaches courses at Williams in both Topics in Neuroscience as well as Neural Systems and Circuits.

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