# Example talk

The following slides provide the visual aids to support a short presentation in the biomedical field. The basic design principles will naturally apply to talks covering a huge variety of topics across many disciplines. The important point is to deliver a talk that makes a positive impact upon the audience and shows that the speaker is well informed, logical and properly organised.

The creation of this (obviously fictitious) example has taken into account the guidelines for talk construction laid out in the book. We have provided a commentary field on each slide to highlight individual aspects of style and content.

# The human OOPS gene on chromosome Y

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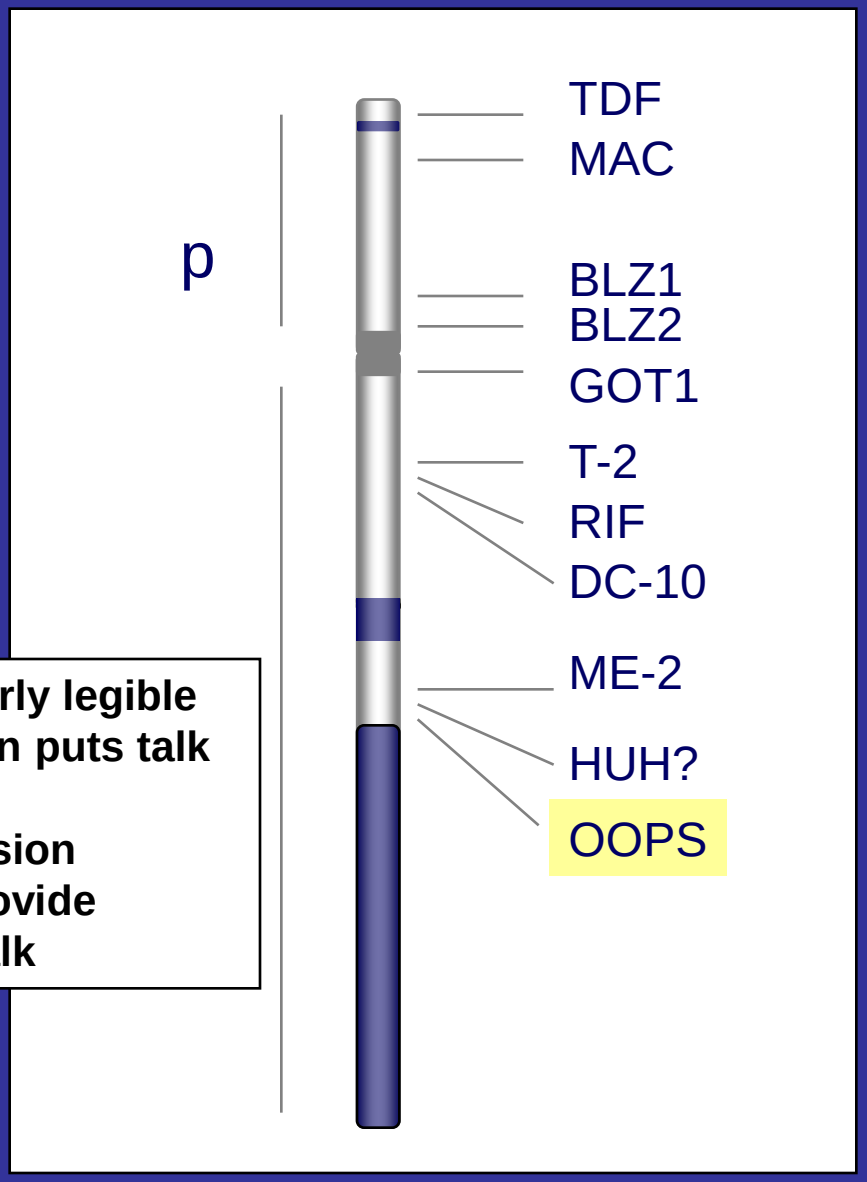
- **Clear title**
- **Adequate font size**
- **Good colour contrast**
- **Strong logo present on first slide only**

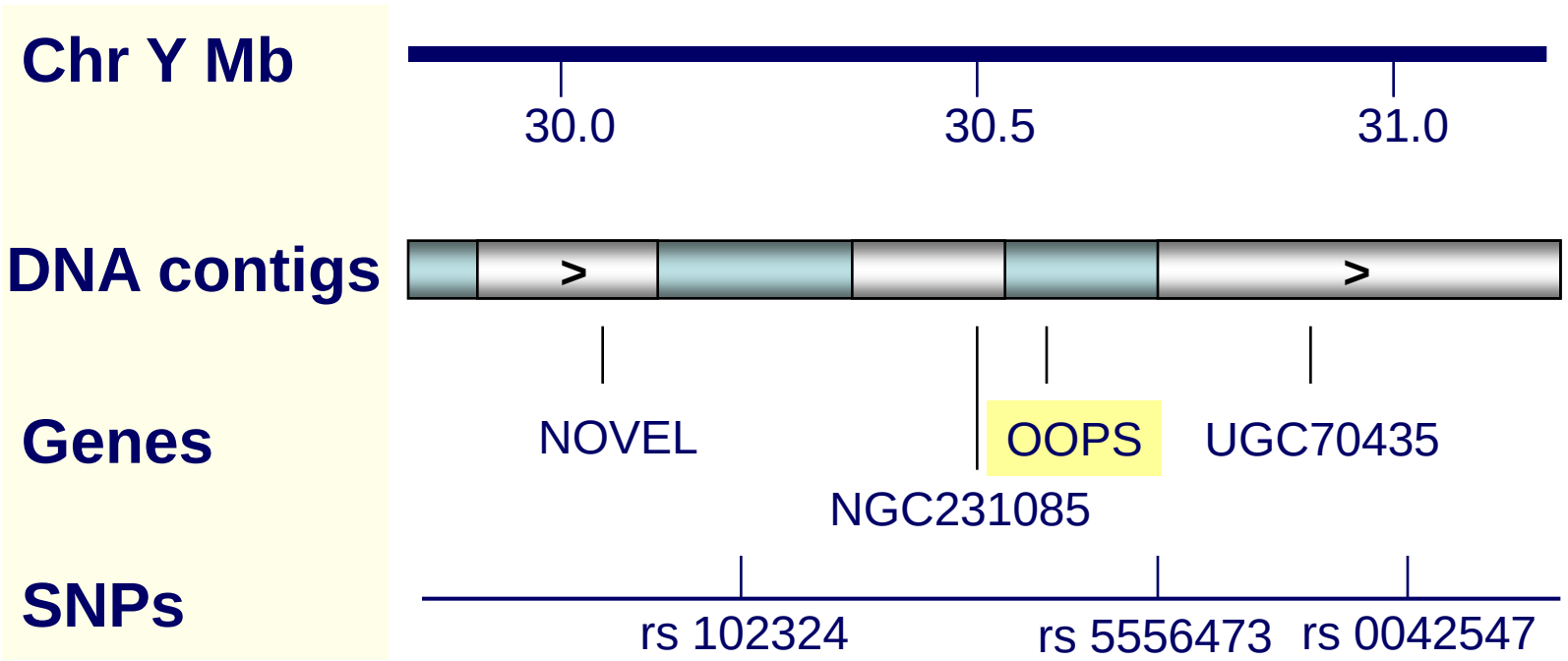
# Genetic map of human chromosome Y




- **Diagram and labels clearly legible**
- **Display of all information puts talk in context**
- **Specific topic of discussion (OOPS) highlighted to provide immediate focus to the talk**

**2**

# Detailed map of OOPS gene on chromosome Y




3

- Large diagram and labels
- Good colour contrast
- Area of interest (OOPS) highlighted

# Questions

- What is the OOPS gene?
- Where is it expressed?

• This slide could be omitted, but projecting a clear statement of objectives can reinforce the message

# Experimental approach

(1) Bioinformatics analysis of OOPS gene sequence

(2) mRNA expression analysis

(3) Recombinant protein expression in mammalian cells

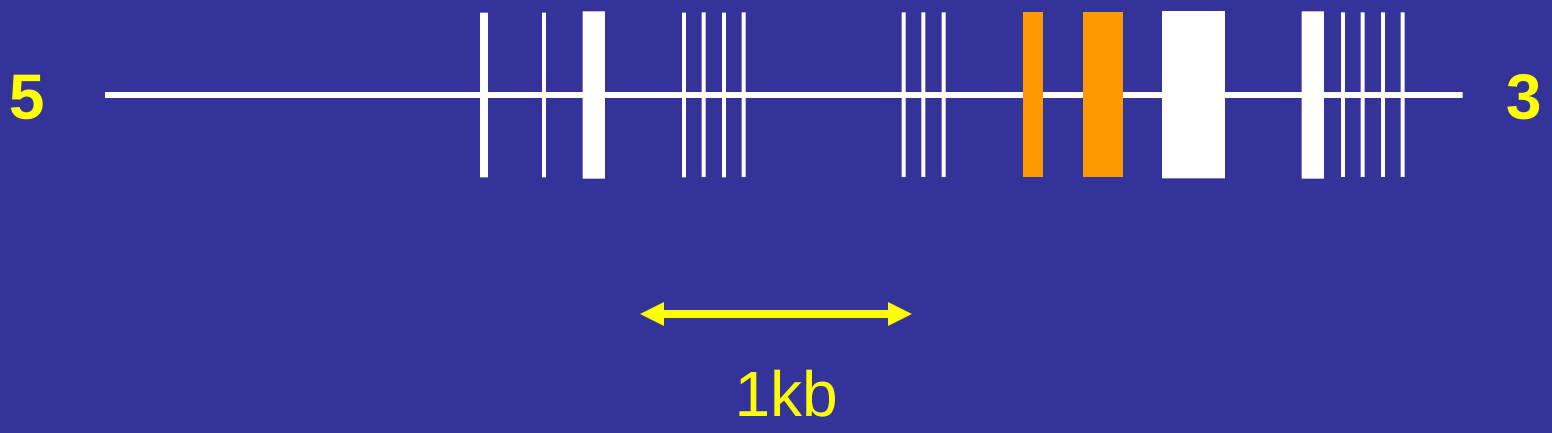
(4) Antibody generation

(5) Immunohistochemistry



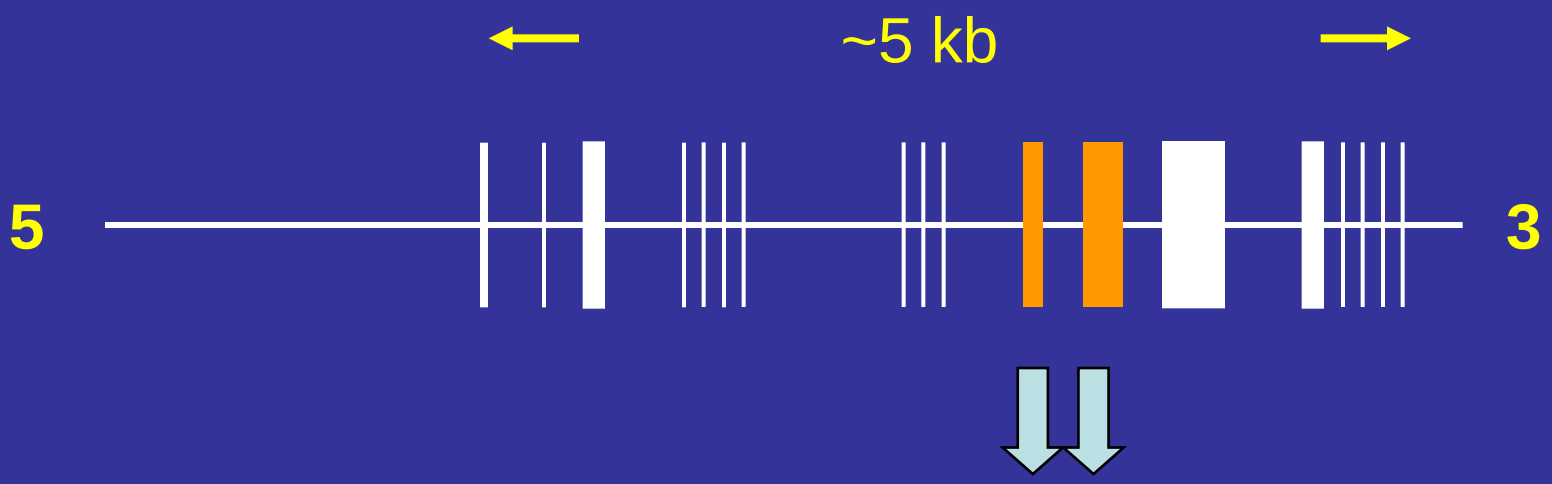
• Although not shown here, this Methods slide uses builds to introduce each experiment sequentially from 1 to 5. This avoids having to display too much information at once

# Organisation of OOPS gene




- The following Results slides give a clear logical display of the data obtained after performing each of the experiments in Methods categories 1 to 5
- All of the diagrams and graphics take up a large proportion of the slide area, have good colour contrast and font size and only show labels when essential

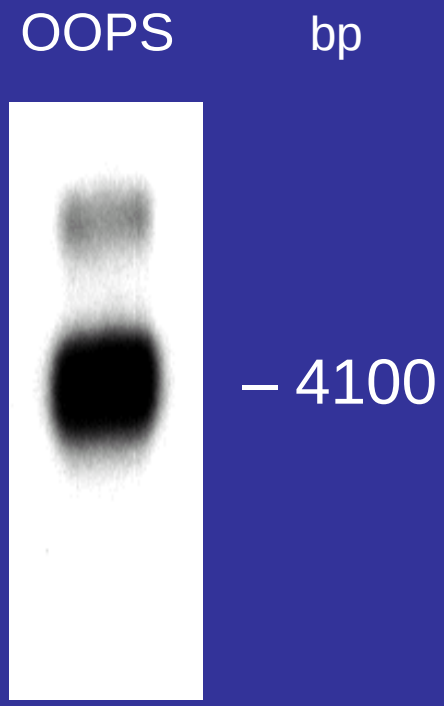
# Organisation of OOPS gene




**6a**

**• Same diagram as Slide 6, but with extra labelling. These extra visual cues can be useful for non-native speakers who have to communicate their work in English**

# Northern blot analysis of OOPS mRNA



# Northern blot analysis of OOPS mRNA

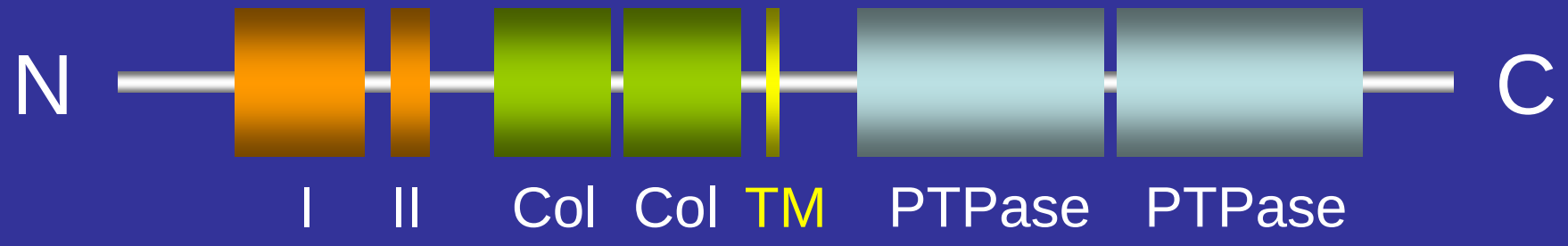
Testis mRNA probed with OOPS cDNA


**7a**

- **See comments for Slide 6a**

# OOPS gene expression in human tissues

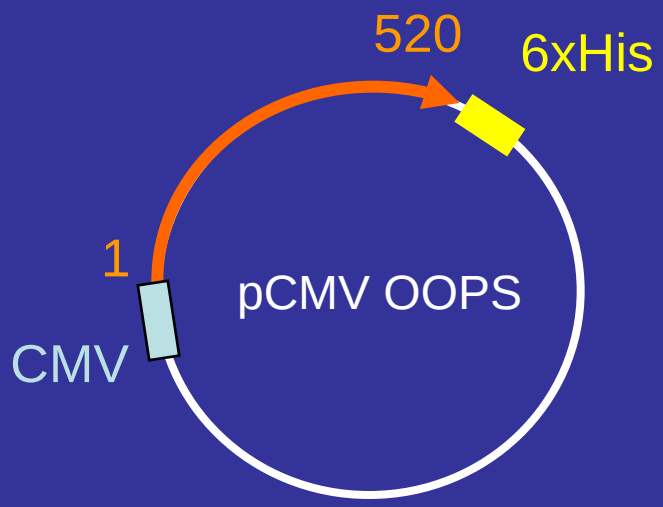
# Domain structure of OOPS protein (forgettin)




135 kD

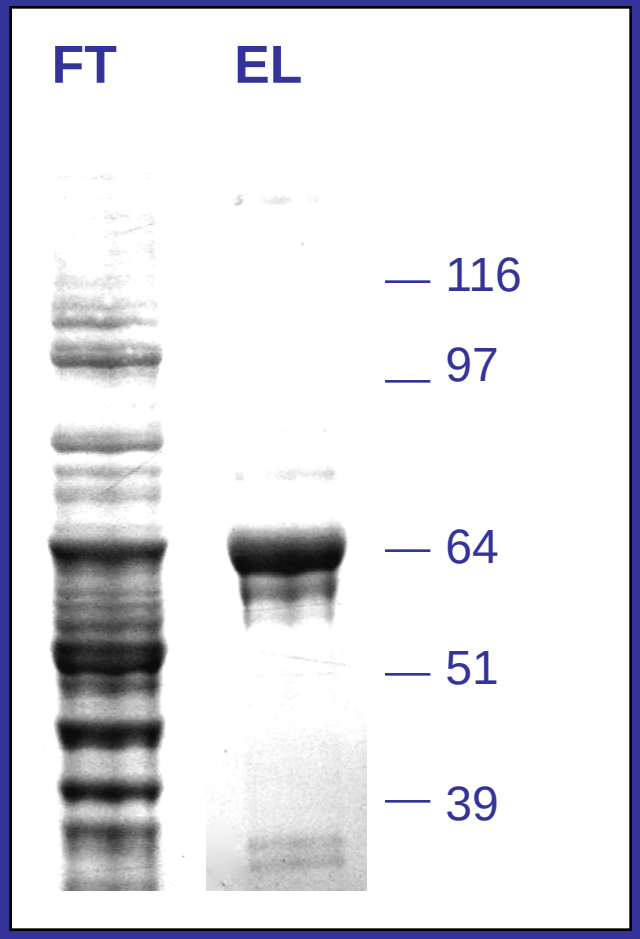
# Expression of forgettin extracellular domain

(1) Transfect cos cells

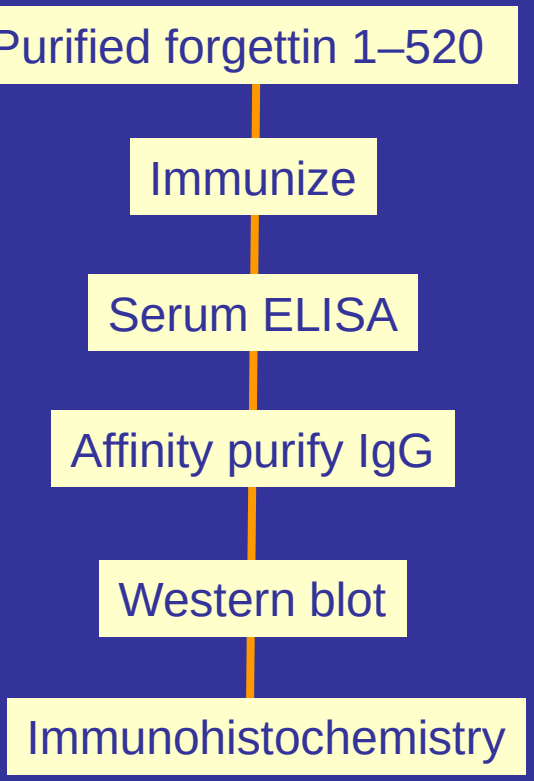


# Expression of forgettin extracellular domain

(2) Purify his-tagged protein



# Polyclonal antibodies to forgettin extracellular domain

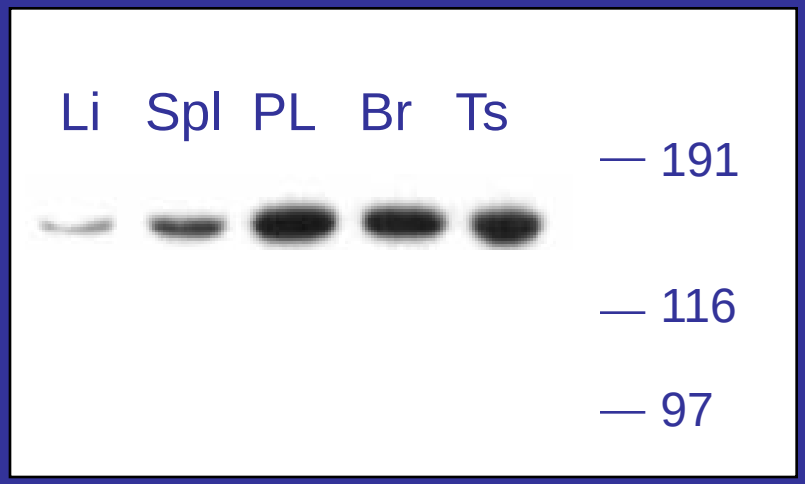





• **This could be presented as a bulleted list, but the flow of information is conveyed more clearly this way**

# Forgettin is highly expressed in the prefrontal lobe

(1) Immunoblotting

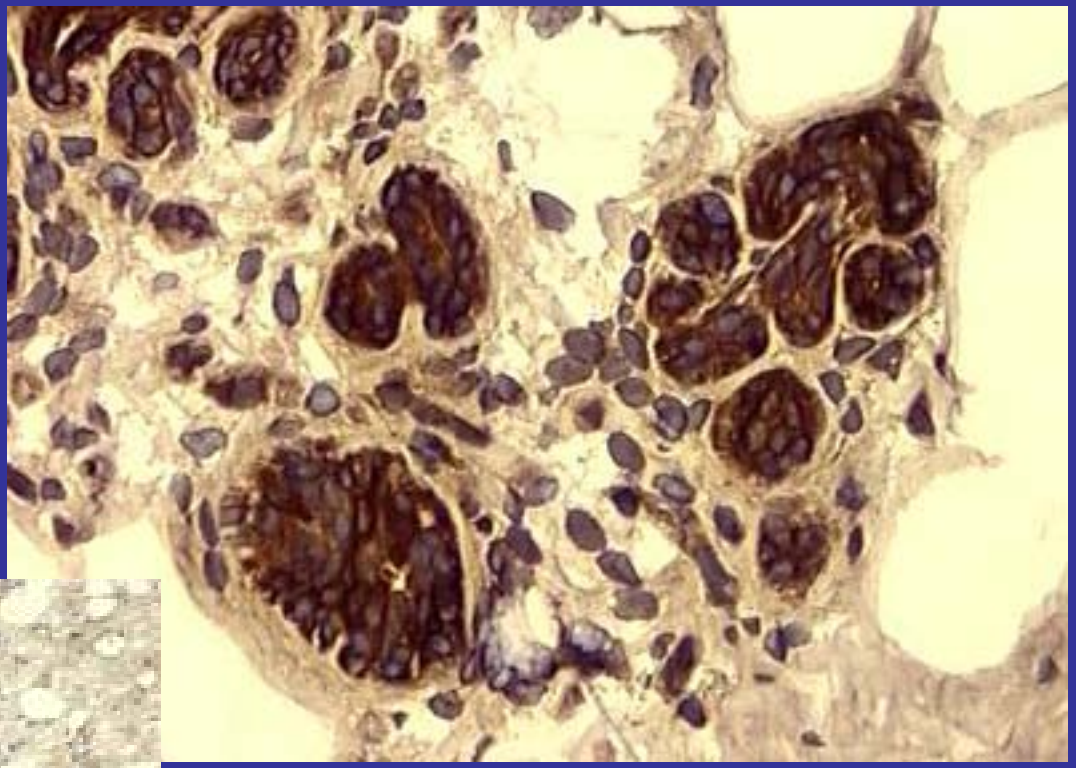





• **Main experimental finding is summarised in the title**

# Forgettin is highly expressed in the prefrontal lobe

(2) Immunohistochemistry



IgG control

14

• **More than one image, emphasising the one showing features that the speaker wants the audience to examine in most detail**

# Summary

- The OOPS gene on chromosome Y encodes a 135 kD membrane protein (forgettin) with possible PTPase activity

- mRNA and protein are expressed in the spleen, testis and brain

- Forgettin is highly expressed in the prefrontal lobe



**• This summarises the experimental findings without offering any conclusions as to what they mean**
**• Each bullet point has been carefully reviewed to minimise word usage whilst still conveying enough information**

# Conclusions

- Forgettin may be a cell-associated signalling protein
- Evidence supports role of prefrontal lobe in memory storage



**• This is the “take-home message” that is kept separate from a summary of the findings. It should be as simple and direct as possible**

# Acknowledgements


## Cloning/sequencing
Jackie Wilson
Deepak Gaind

## Protein expression
Bill Michaels
Annette Ferguson

## Antibody production
Johann Seidel
Magnus Andersson
Hanako Yamada

## Immunodetection
Yao Ming
George Kim




- **Clear legible text**
- **Slide could appear at beginning instead, after title**