Builds, transitions and animations

The dynamic nature of presentation software (e.g. Microsoft's PowerPoint) can be exploited to create builds of text or graphics. This allows information to be revealed gradually, thus permitting the speaker to focus the audience's attention on the right parts at the right time. Builds of graphics are particularly effective for illustrating complex multi-component systems such as biological signalling pathways.

Computer technology can also be used to bring presentations to life by incorporating movies, audio, spreadsheets and interactive 3D images within the slides. The relevant file type is simply embedded in the page and opened after the previous slide, or upon a click of the mouse.

The following pages contain examples of builds and simple animations that can be created using PowerPoint's text and drawing tools.

Example 1

Sequential build of bullet points to guide audience through dense layers of information.

Key points from this case history

- A knowledge of the physiological target was necessary before a drug discovery programme could be initiated

Key points from this case history

- A knowledge of the physiological target was necessary before a drug discovery programme could be initiated

- A suitable test system for chemicals had to be in place

Key points from this case history

- A knowledge of the physiological target was necessary before a drug discovery programme could be initiated

- A suitable test system for chemicals had to be in place

- High-level scientific insight needed to identify different histamine receptors (won Nobel prize)

Key points from this case history

- A knowledge of the physiological target was necessary before a drug discovery programme could be initiated

- A suitable test system for chemicals had to be in place

- High-level scientific insight needed to identify different histamine receptors (won Nobel prize)

- Synthesis of many compounds, and manipulation of different parts of the molecule to increase desirable features (potency, oral activity)

Key points from this case history

- A knowledge of the physiological target was necessary before a drug discovery programme could be initiated

- A suitable test system for chemicals had to be in place

- High-level scientific insight needed to identify different histamine receptors (won Nobel prize)

- Synthesis of many compounds, and manipulation of different parts of the molecule to increase desirable features (potency, oral activity)

- Recognition of potentially toxic groups within the molecule and provision of backup molecules

Key points from this case history

- A knowledge of the physiological target was necessary before a drug discovery programme could be initiated

- A suitable test system for chemicals had to be in place

- High-level scientific insight needed to identify different histamine receptors (won Nobel prize)

- Synthesis of many compounds, and manipulation of different parts of the molecule to increase desirable features (potency, oral activity)

- Recognition of potentially toxic groups within the molecule and provision of backup molecules

- Second to market (me-too) can be highly profitable

Example 2

Display all bullet points at once, then gray out each line when no longer required.

This reminds the audience of what came before without intruding upon the current theme.

- What is chemical genomics?
- What tools are being developed for its implementation?
- How will it impact upon drug discovery?

- What is chemical genomics?
- What tools are being developed for its implementation?
- How will it impact upon drug discovery?

- What is chemical genomics?
- What tools are being developed for its implementation?
- How will it impact upon drug discovery?

- What is chemical genomics?
- What tools are being developed for its implementation?
- How will it impact upon drug discovery?

Example 3

Putting emphasis into builds by moving diagonally from top to bottom.

This example employs arrows, colour and italic font to clearly differentiate between the two distinct categories, namely subjects and technologies.

Drug discovery technologies

Disease-relevant targets ***Genomics, proteomics***

Drug discovery technologies

Disease-relevant targets ***Genomics, proteomics***

Chemically diverse compounds

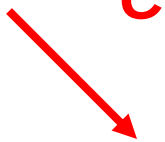
Combichem, in silico design

Drug discovery technologies

Disease-relevant targets ***Genomics, proteomics***

Chemically-diverse compounds

Combichem, in silico design



Appropriate clinical trial cohort

Genetics

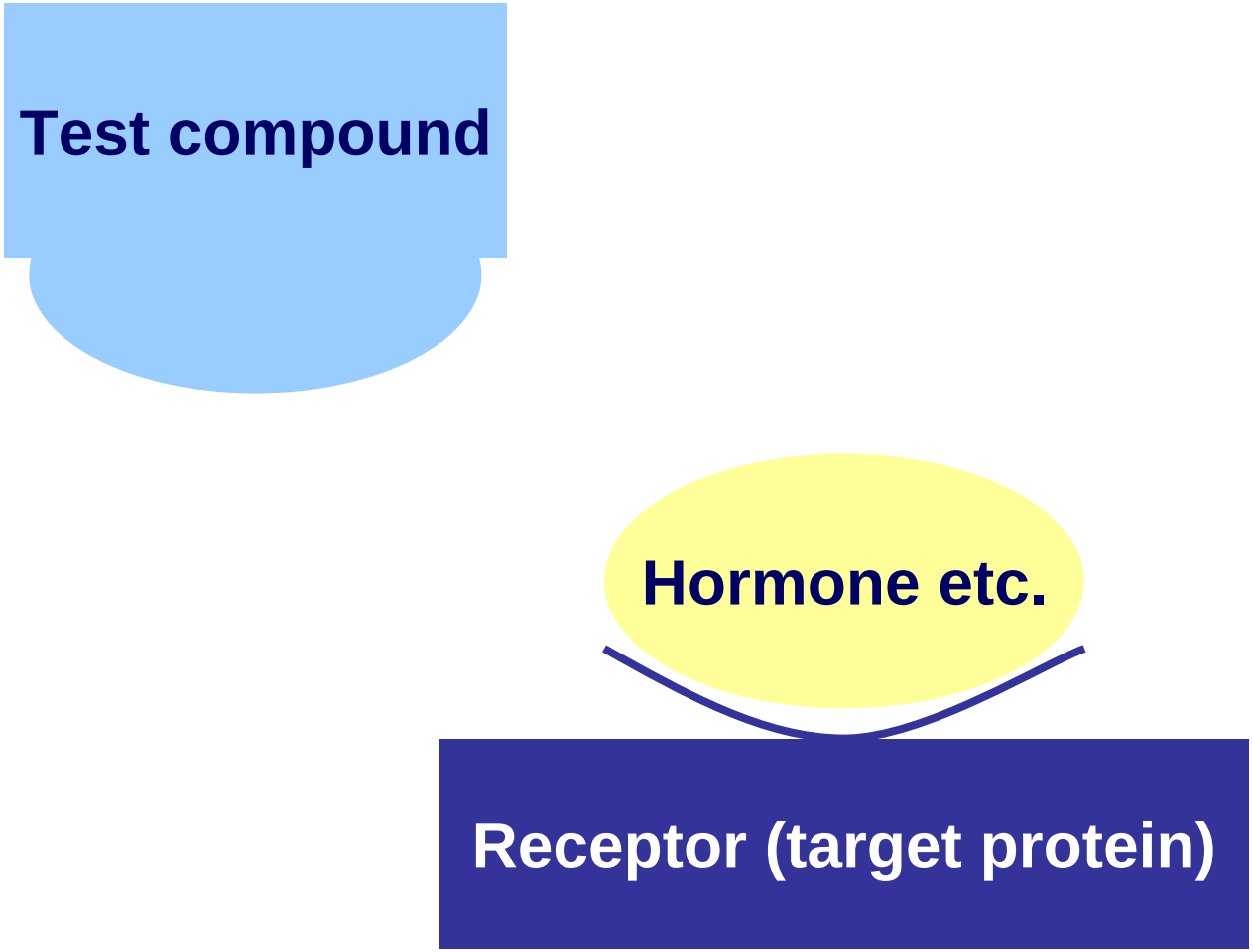
Example 4

Simple animation to illustrate a technical principle.

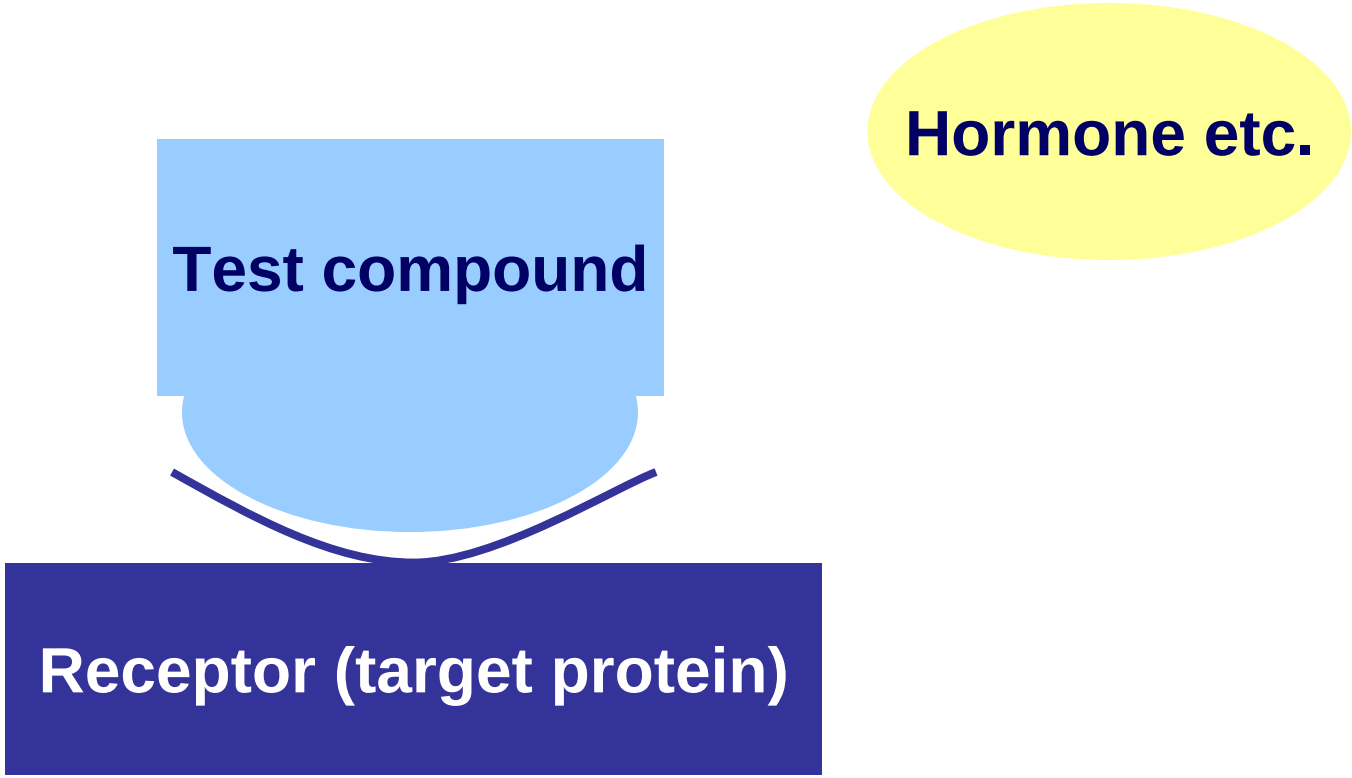
The “Custom animation” feature in PowerPoint can be used to move components of a diagram in a variety of motion paths and speeds. Each step of the animation can be controlled by clicking the mouse, or can run continuously in a loop.

The following sequence of slides helps to illustrate a simple technical principle as part of a presentation for a non-technical audience.

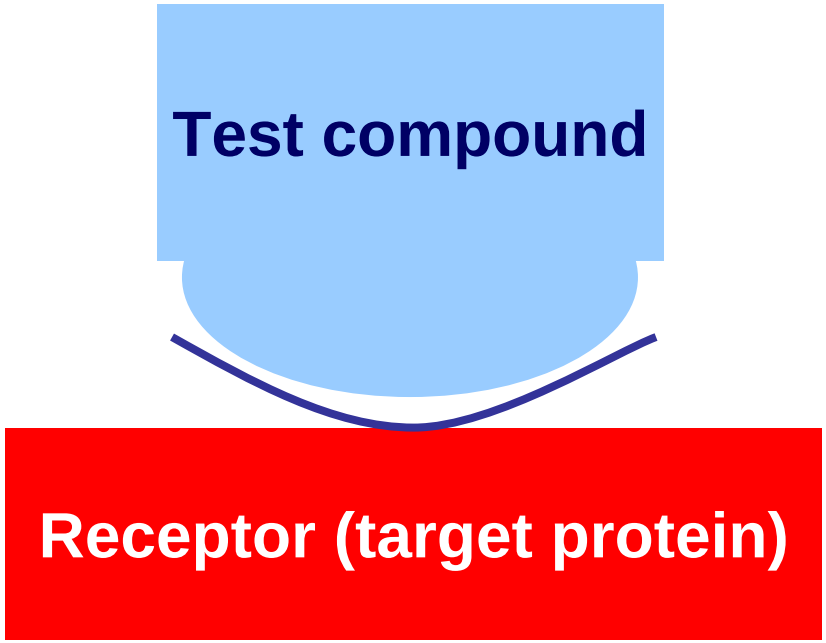
Basic principle of receptor binding screen



Basic principle of receptor binding screen



Basic principle of receptor binding screen



Example 5

Tracing complex pathways using builds.

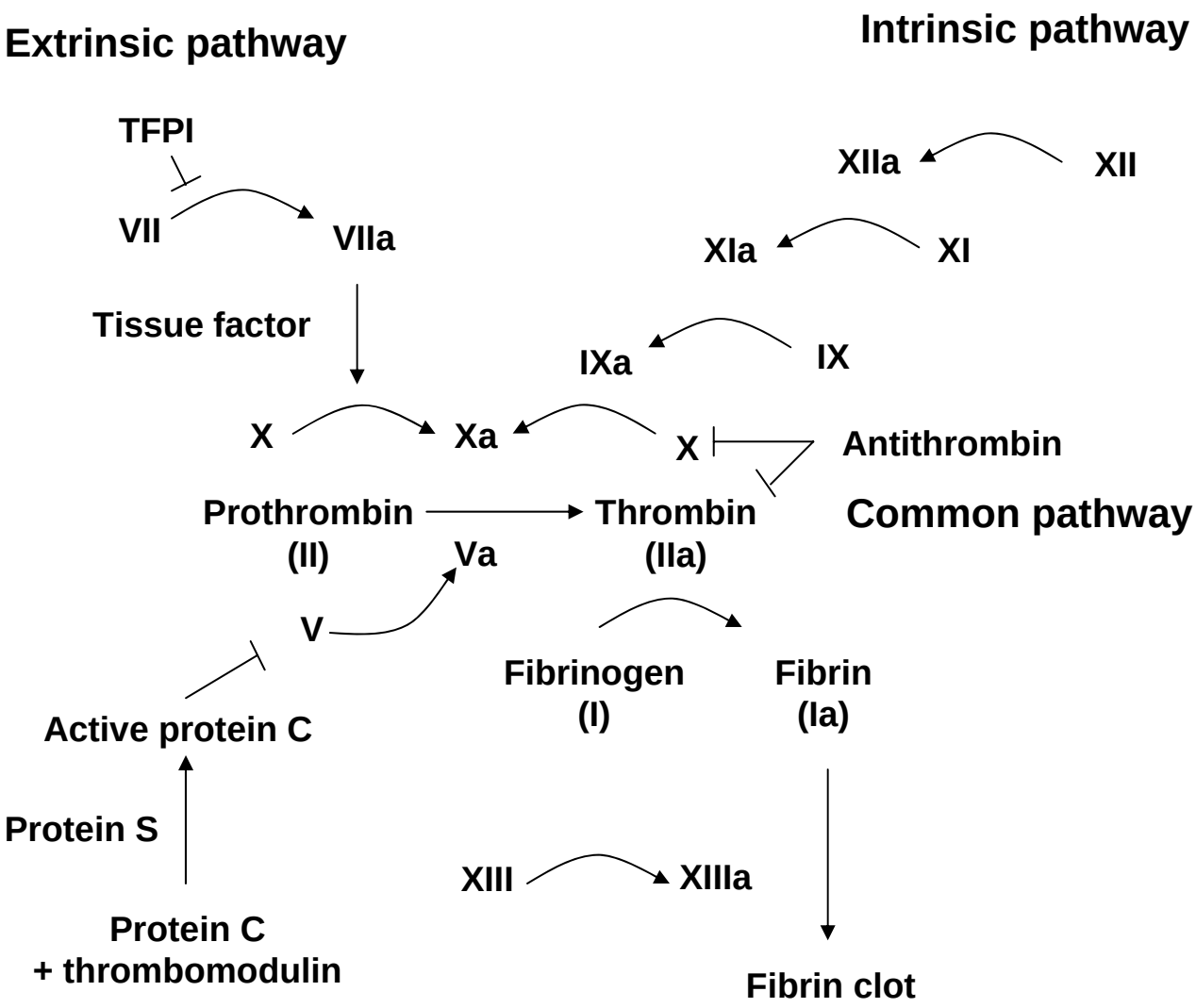
The following slides show the blood coagulation cascade, starting with the entire scheme. Although this gives a complete overview in a single slide, the key information is lost in a sea of details.

Two ways of making the information stand out are given in the subsequent slides:

(1) Display the central piece of information (in this case the common pathway leading to fibrinogen clots) and reveal the other components sequentially and in a logical way.

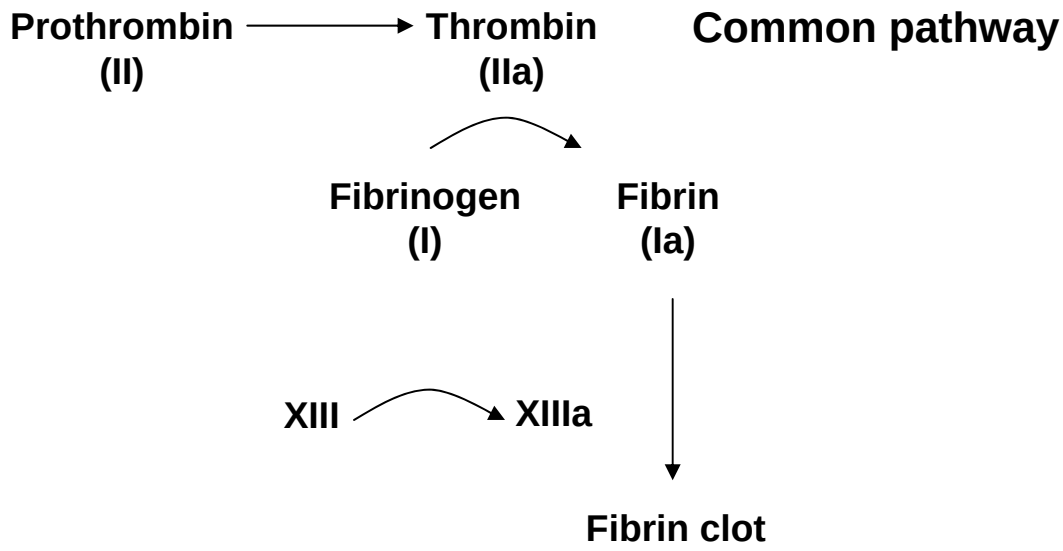
(2) Display the whole cascade in one colour and highlight each pathway in a different colour. If a particular element of the scheme is going to be discussed further, it could be highlighted (factor Xa in this example).

Coagulation cascade



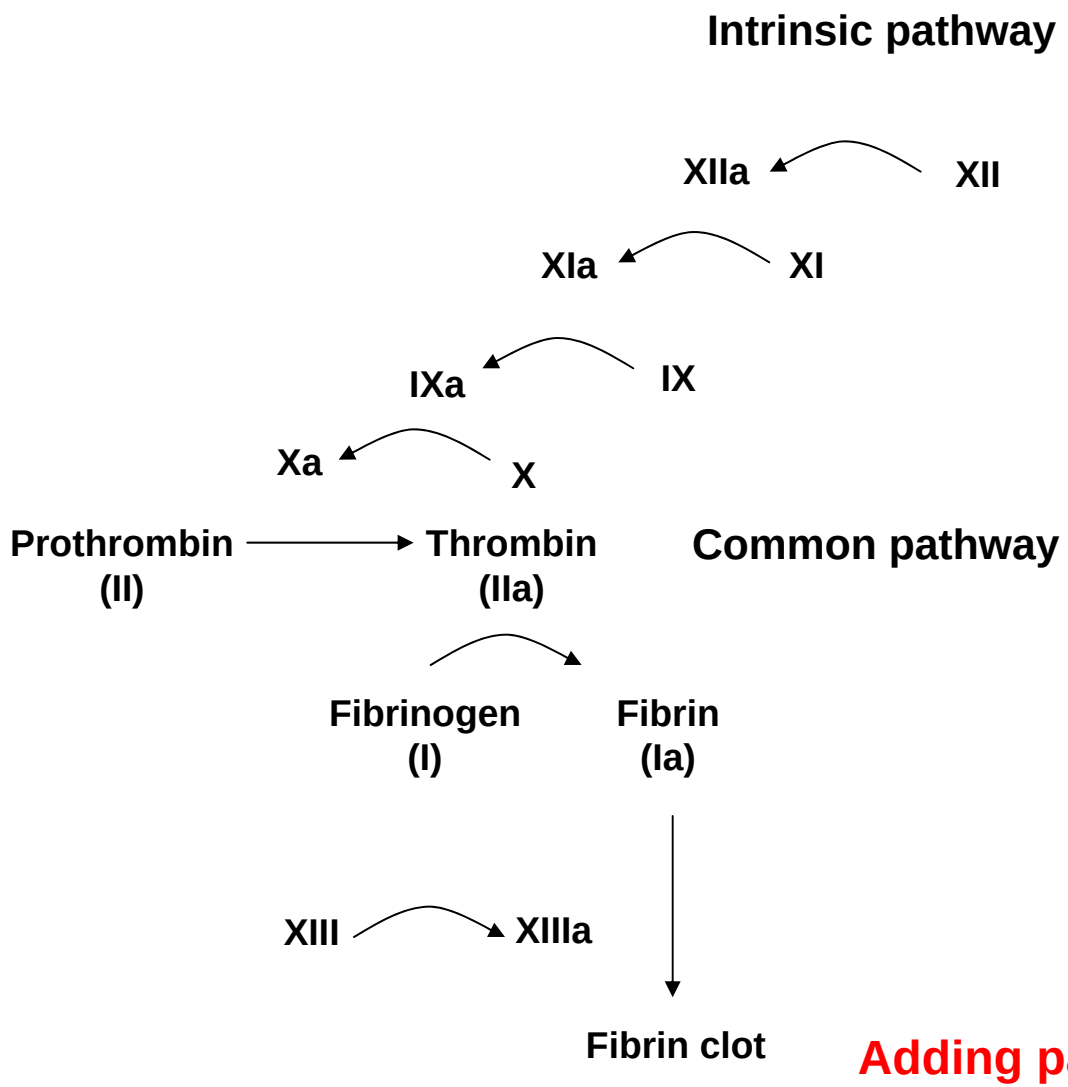
Complete pathway

Coagulation cascade



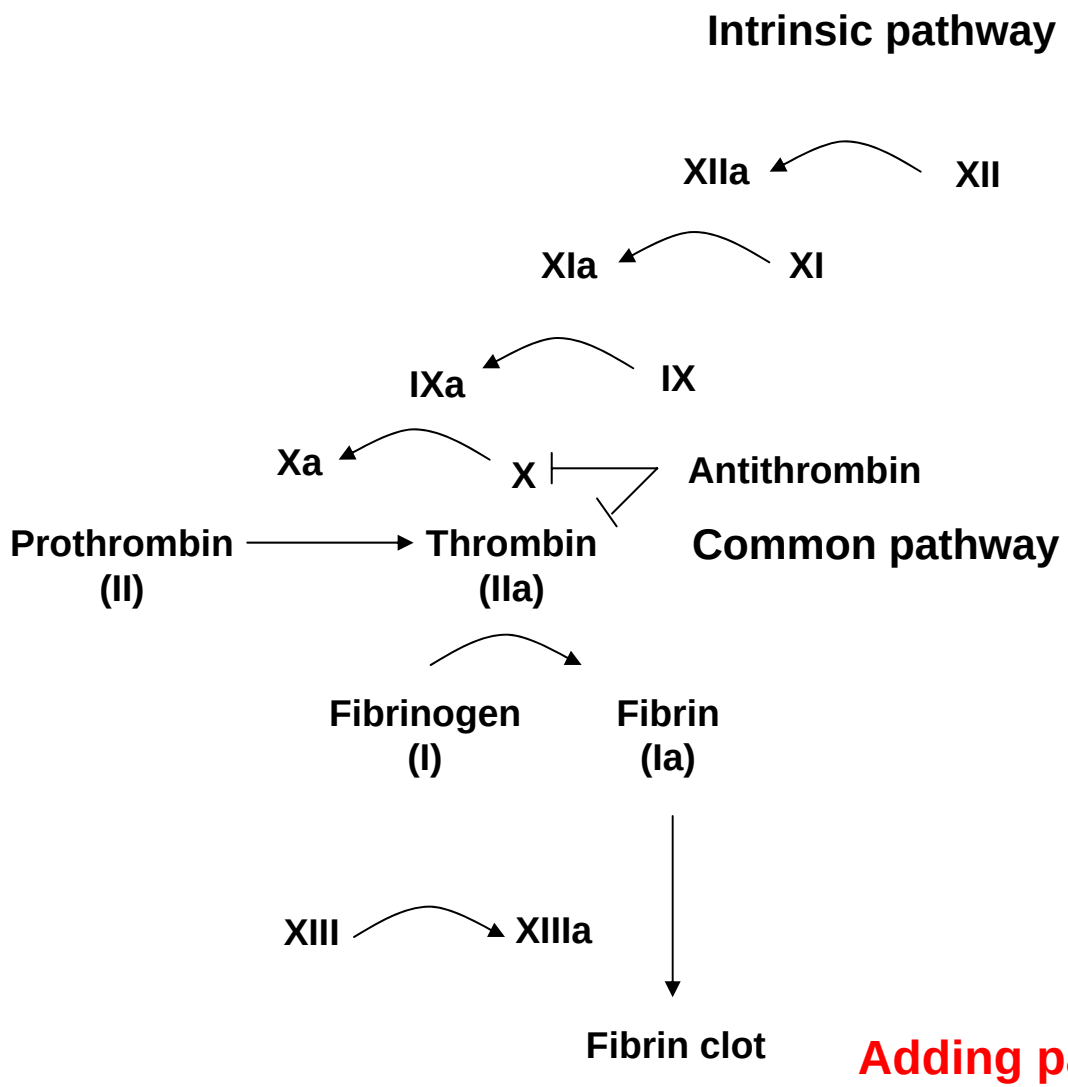
Central pathway

Coagulation cascade



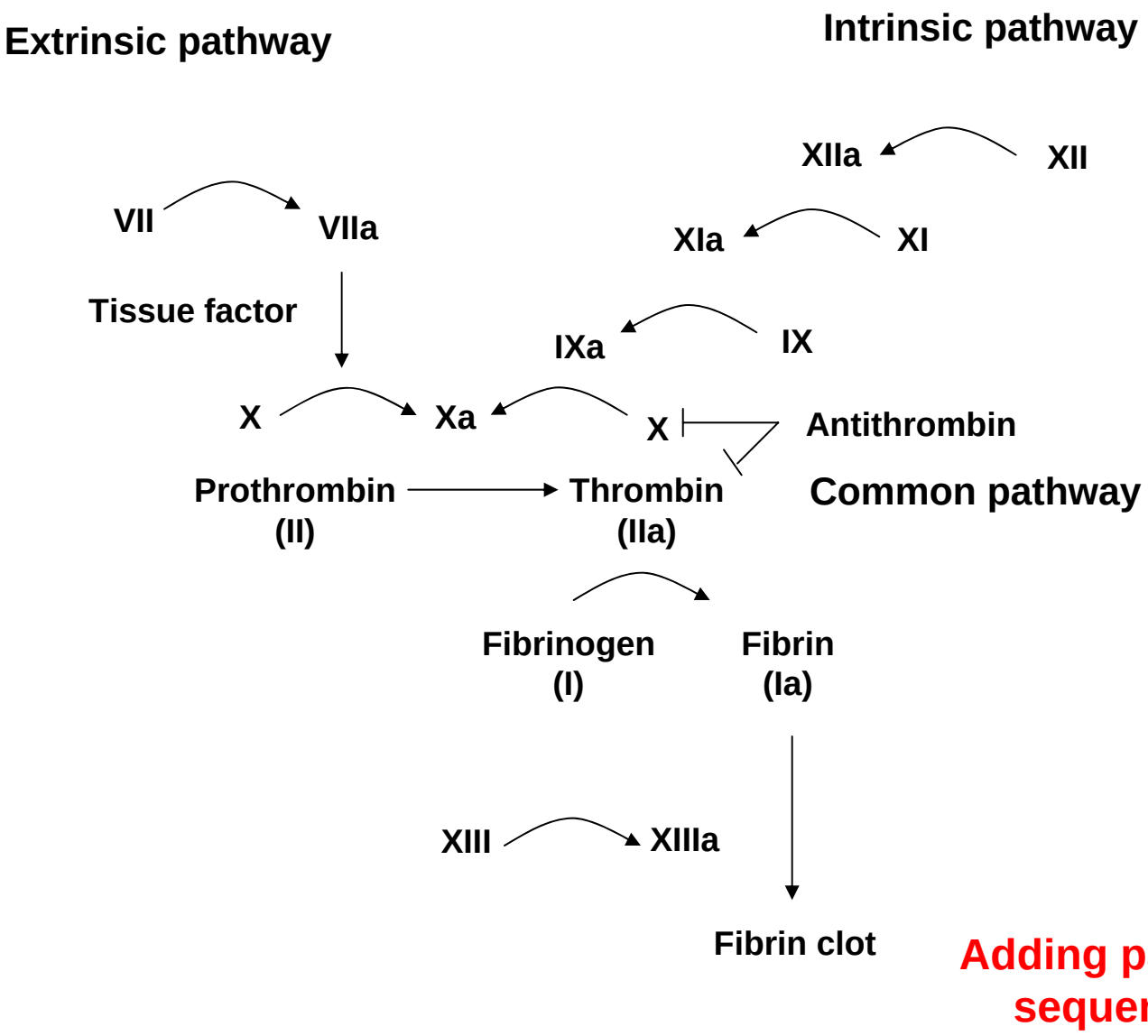
Adding pathways sequentially

Coagulation cascade



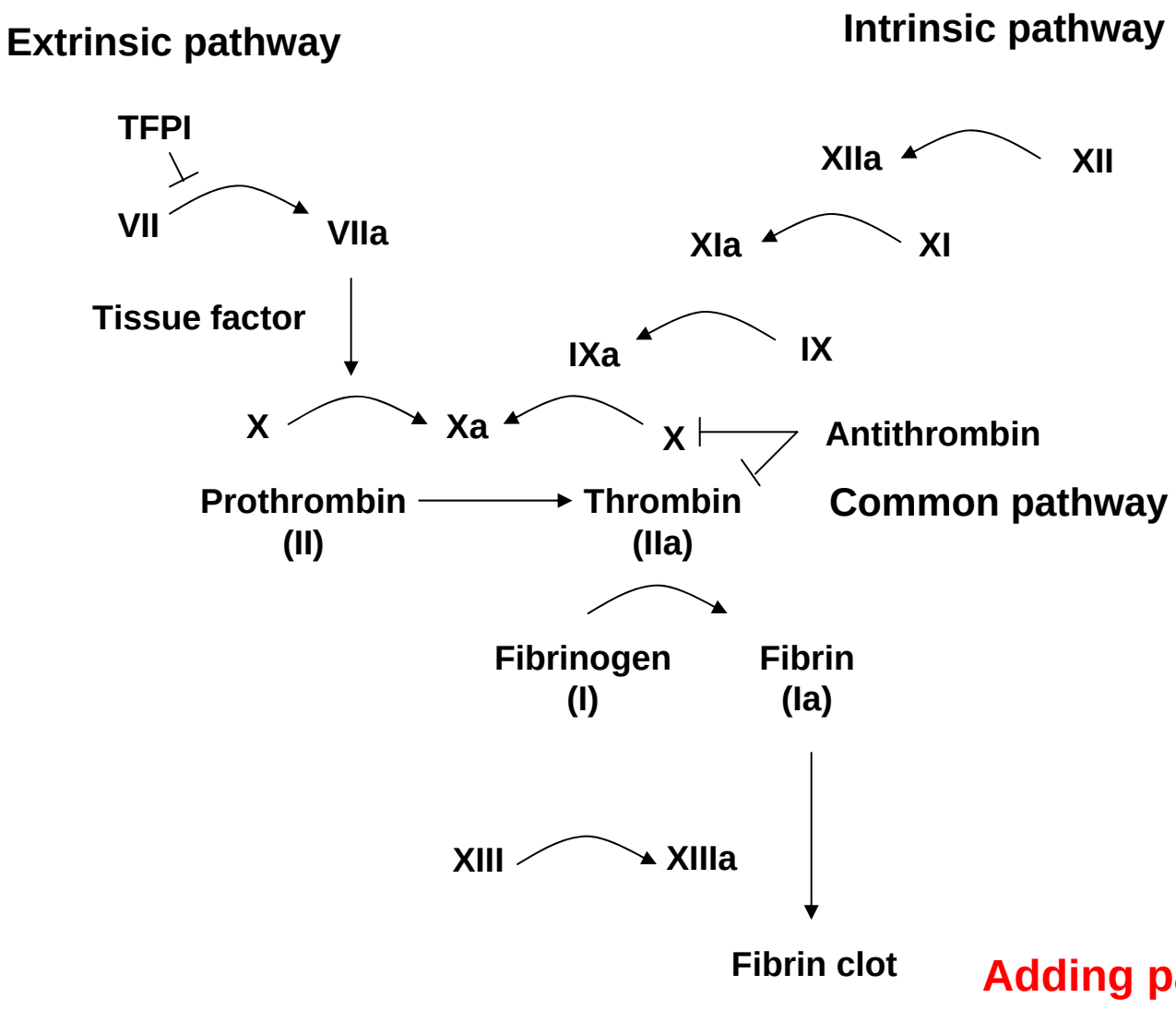
Adding pathways sequentially

Coagulation cascade



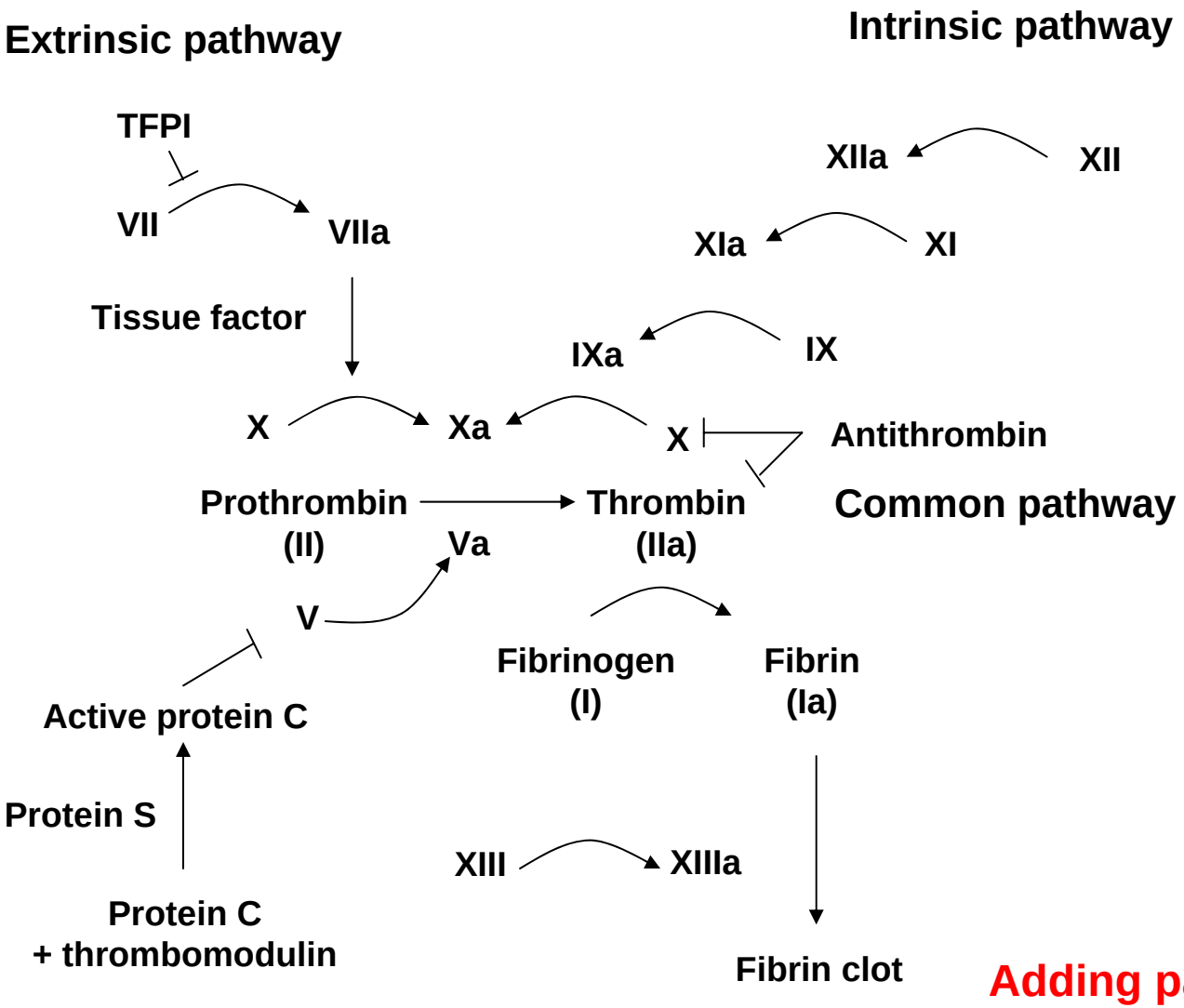
Adding pathways sequentially

Coagulation cascade



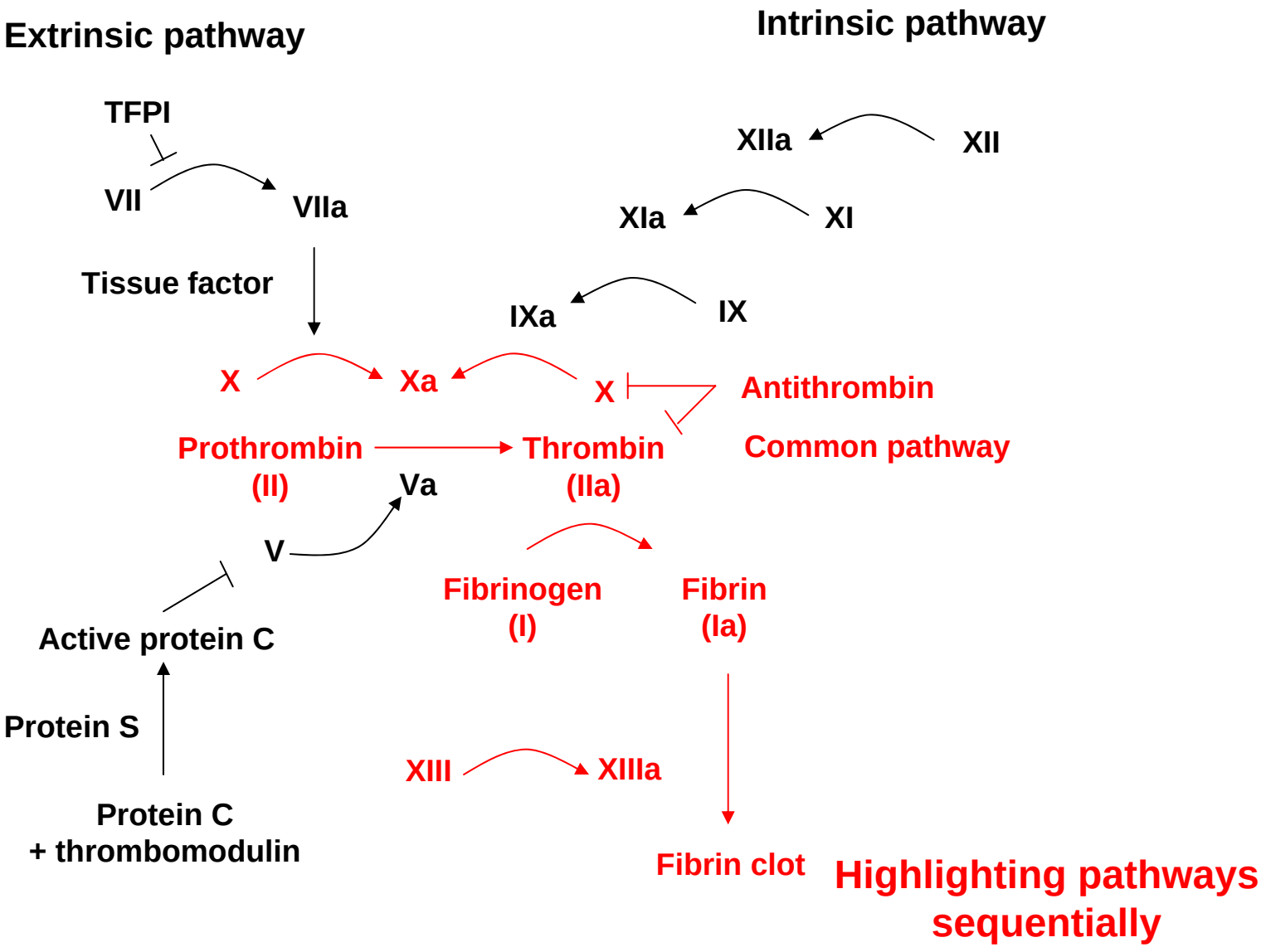
Adding pathways sequentially

Coagulation cascade

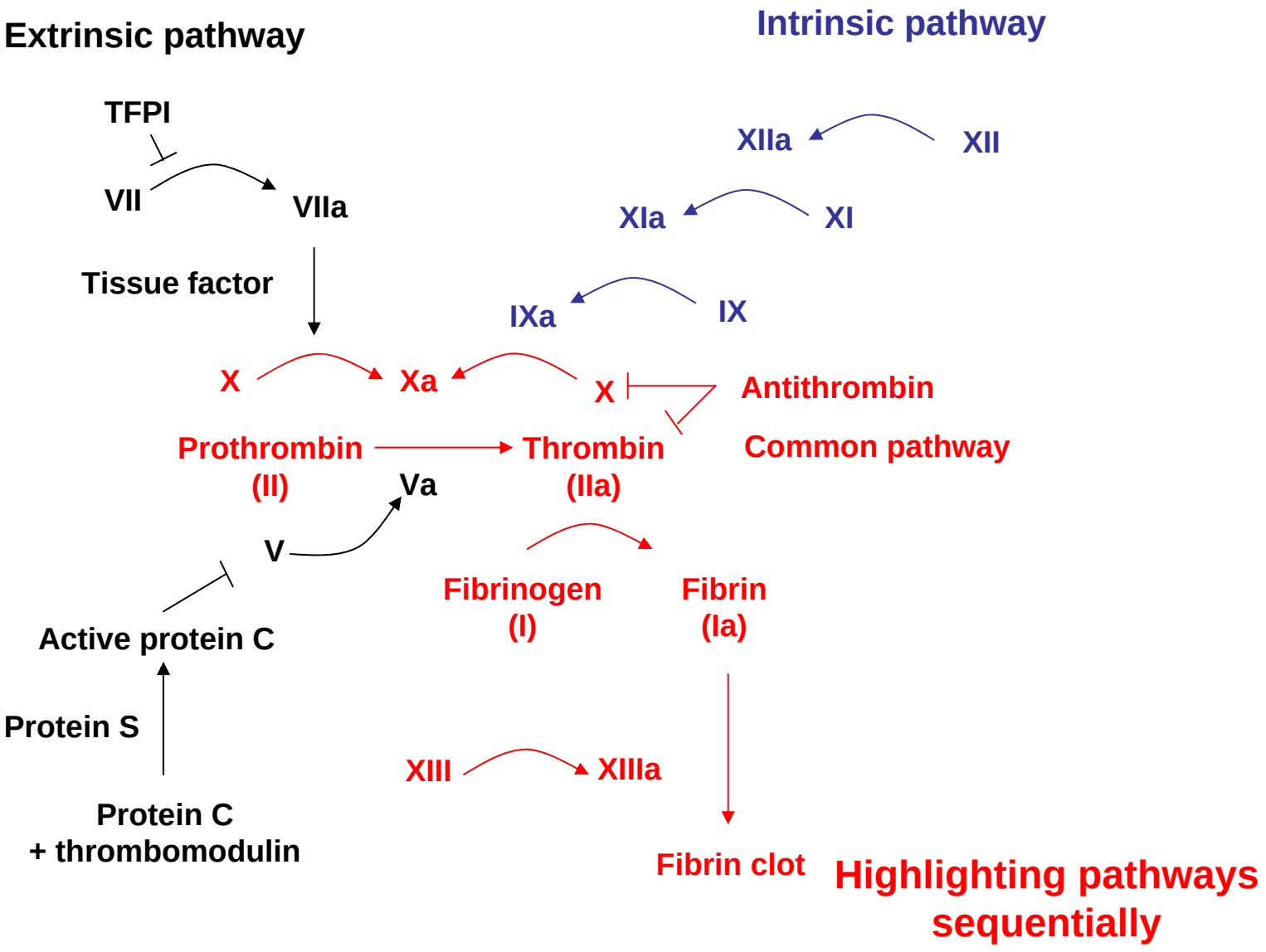


Adding pathways sequentially

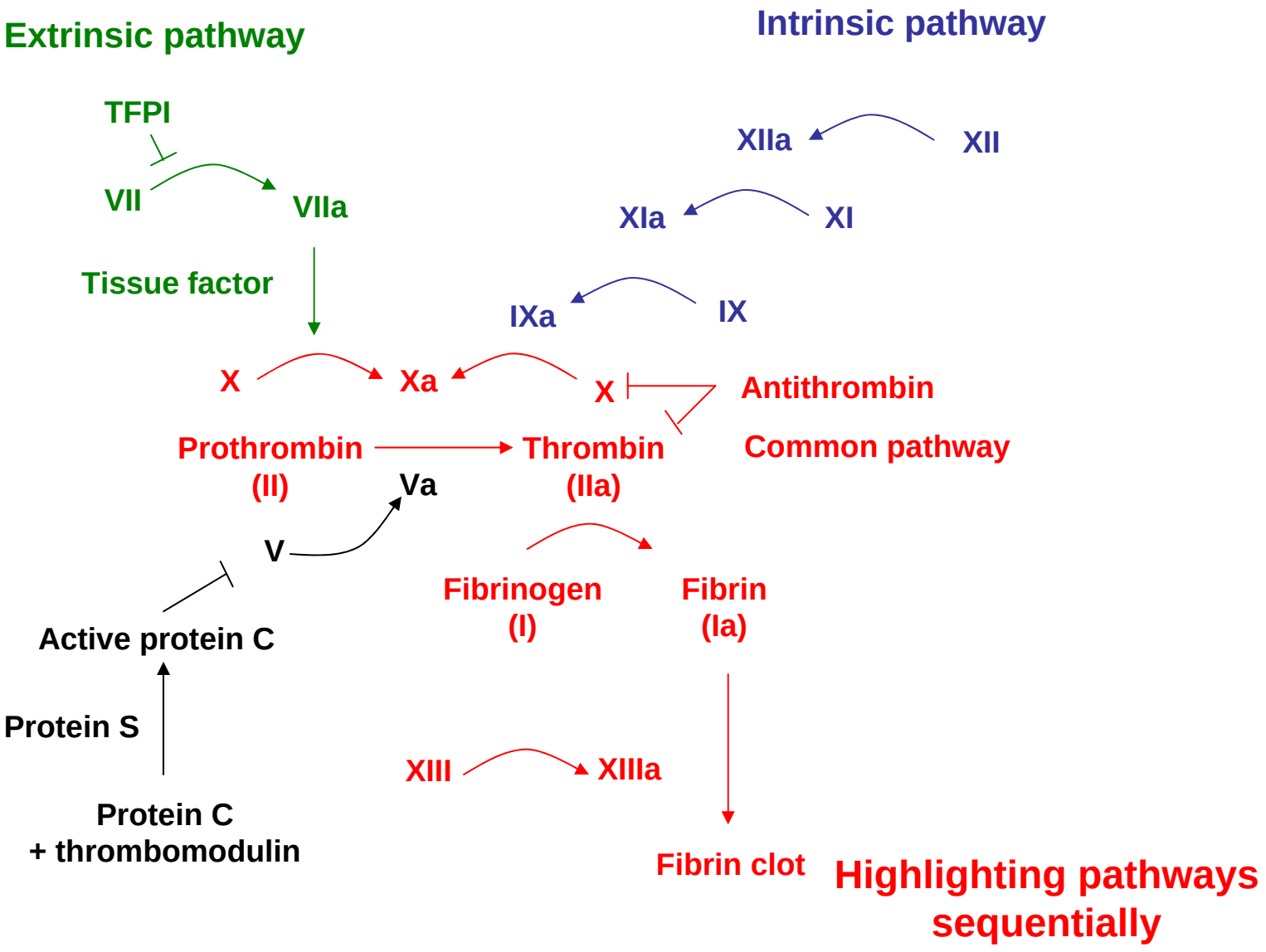
Coagulation cascade



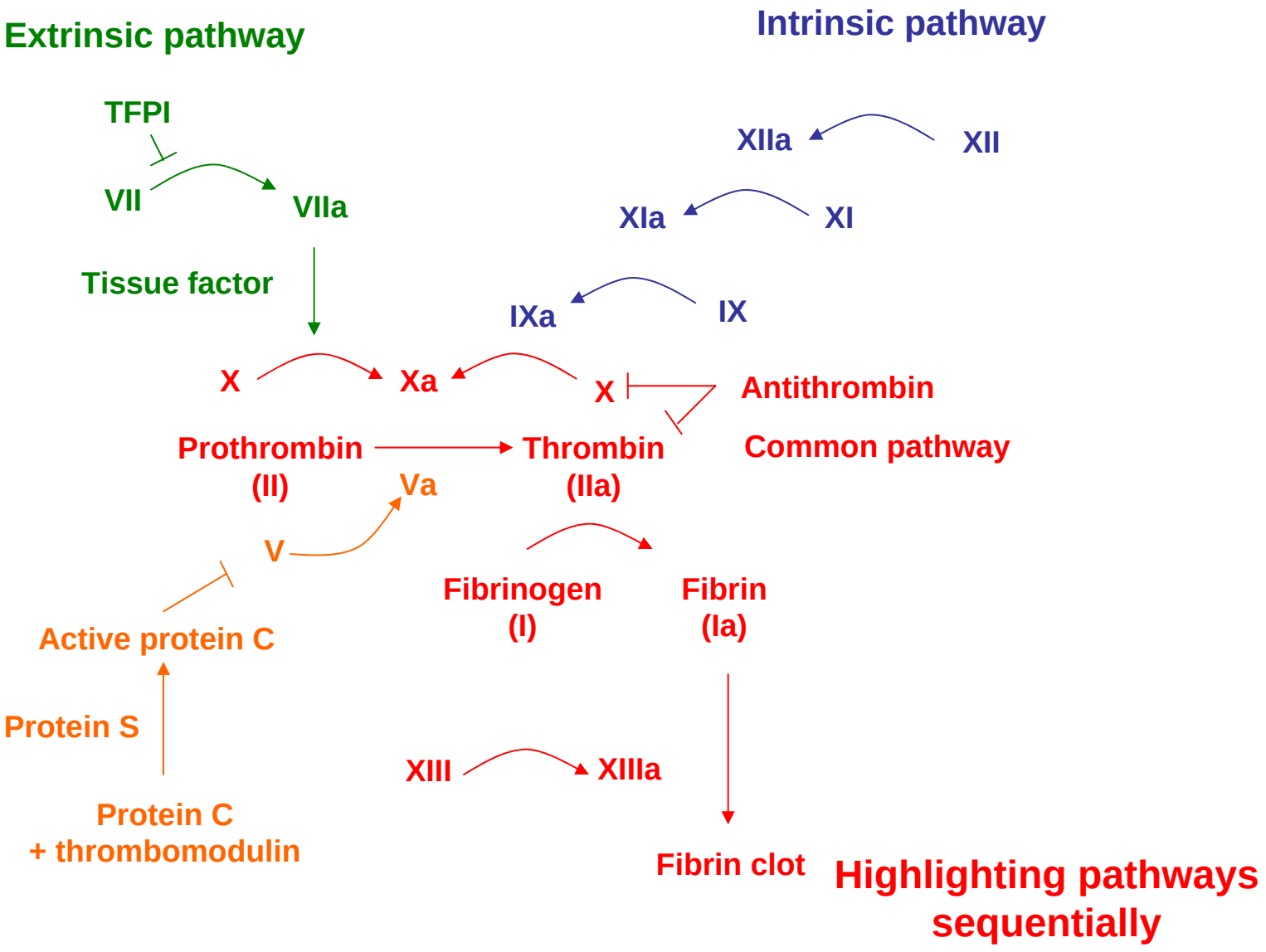
Coagulation cascade



Coagulation cascade



Coagulation cascade



Coagulation cascade