
CHRIS MOORE'S SIX LAWS FOR PRESENTATIONS

1. Remember this when considering all things about your presentation: **TELL YOUR STORY, AS VISUAL AIDS ARE JUST AIDS.** That is, telling your story should be your primary concern. Be engaging, be clear, and you should be able to tell your story in the absence of electronic projection devices (EPDs). **DO NOT** use EPDs like drunkards use lampposts—for support rather than enlightenment.
2. All other laws are geared towards the visual aids. The general idea of a visual aid should be referenced in **CHRIS MOORE'S FIRST LAW**. **CHRIS MOORE'S SECOND LAW** is **FOLLOW THE FORMAT OF SCIENTIFIC PAPERS** as a general outline. That is, first place your experiment in a general context (imagining how it would fit in an ecology text book is helpful), being sure to describe at the end what we don't know and how you are going to answer it. Make sure to explicitly state your hypothesis(es). Next, describe your methodology. Go into detail, but not too much to bore your audience. The results section should be the bulk of your presentation. Here, present all relevant data summarized in graphical format. Take your time to describe the x- and y-axes and explain the pattern that you think data are showing or comparisons. Also, be sure to include what data are statistically significant. Lastly, describe what it all means in your discussion—it is up to you to be creative and scholarly. For example, place your data back into the general context in which your experiment was placed, discuss peculiarities of the study, describe how your experiment was strong and weak, or describe future pathways researchers can build off your experiment.
3. **READ OFF THE SLIDES AND INANIMATE OBJECTS WILL SURELY BE HURLED TOWARDS THE FRONT OF THE CLASSROOM AIMED TOWARDS THE PRESENTER.**
4. **AVOID TEXT.** It conflicting to the audience read and listen. If you must have text on your slides, do **NOT** have more than six lines.
5. **NUMBER OF SLIDES.** As a general principle, each slide should be about a minute long. (Although, this law has a lot of wiggle room, as this will vary greatly.)
6. **CHRIS MOORE'S FIRST LAW REVISITED:** be clear and engaging when telling your story.