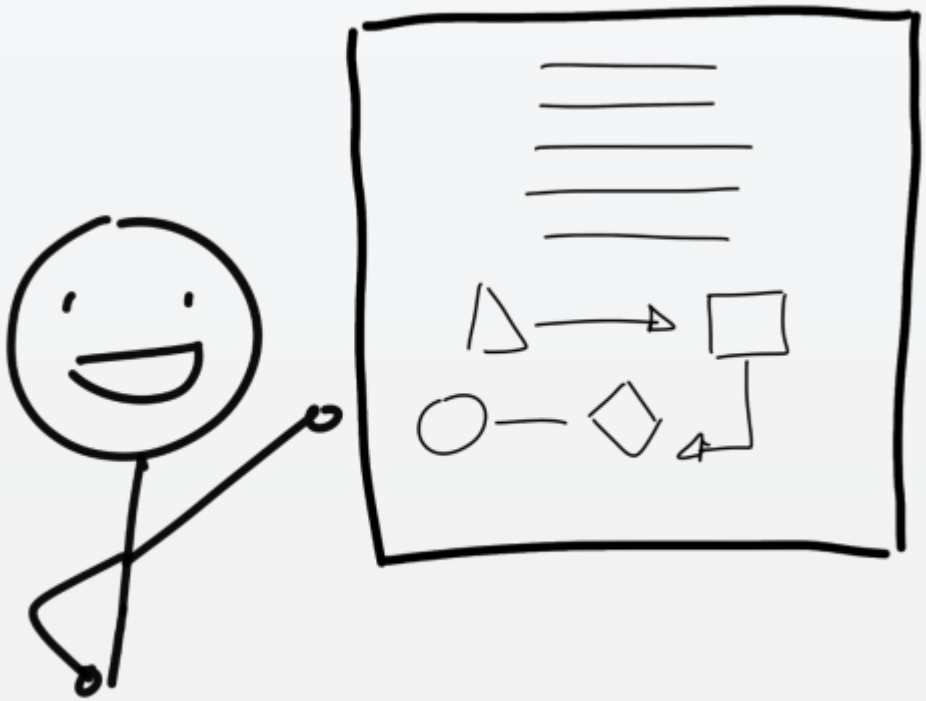
Ideas to design better slides

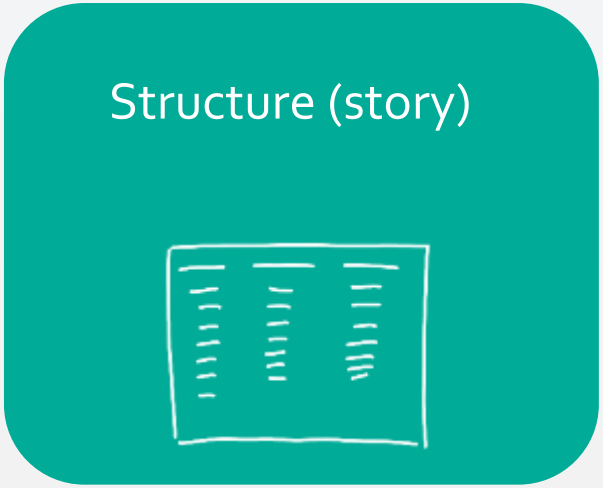


Training session on presentation design
organized by Manuel Frias
HELCOM Secretariat, 4th February 2019

Let’s recap some ideas from the last session

Recipe for an effective presentation

Recipe for an effective presentation



Recipe for an effective presentation

Structure (story)



Design



Which one is the most important?

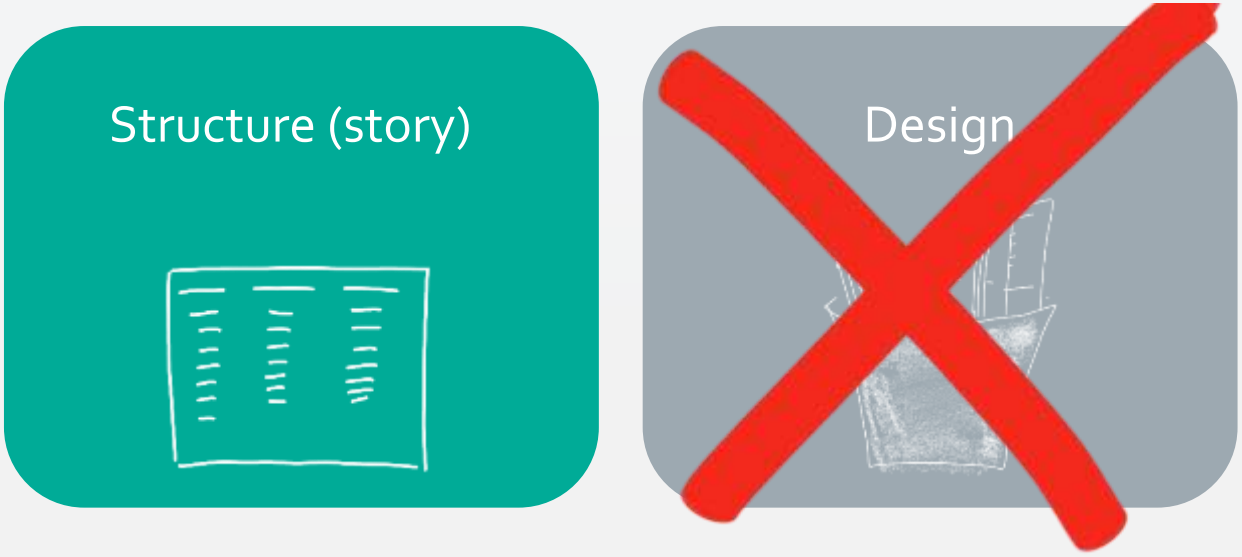
Structure (story)



Design



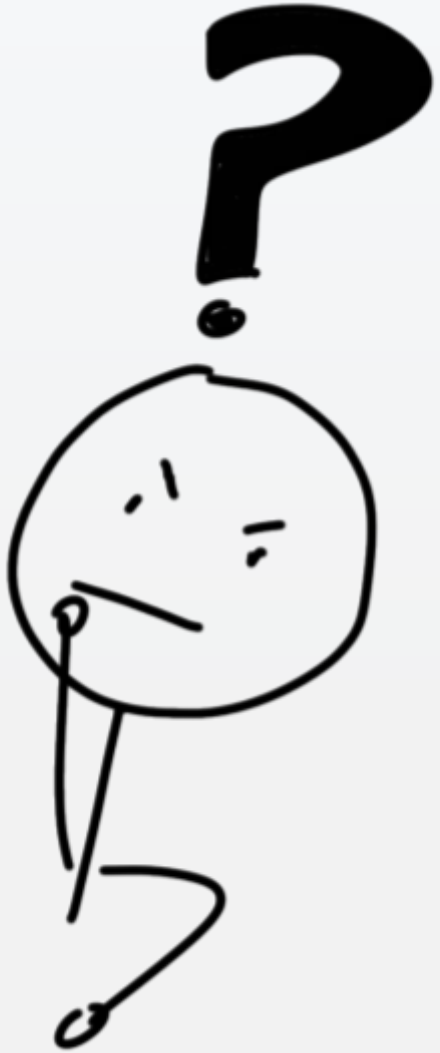
Is it better to have a good story with bad visuals?



Or great visuals with a poor story?



Think about it.



When making a presentation we should ask ourselves…

Am I making a presentation or a document?

Summary

- A method for indic
- should be appli hoice of indicators should be gear specific.
- Rela ssures are correlative and redundant
- bination to describe community state.

Slideument*!

antrophogenic than environmental pressures.

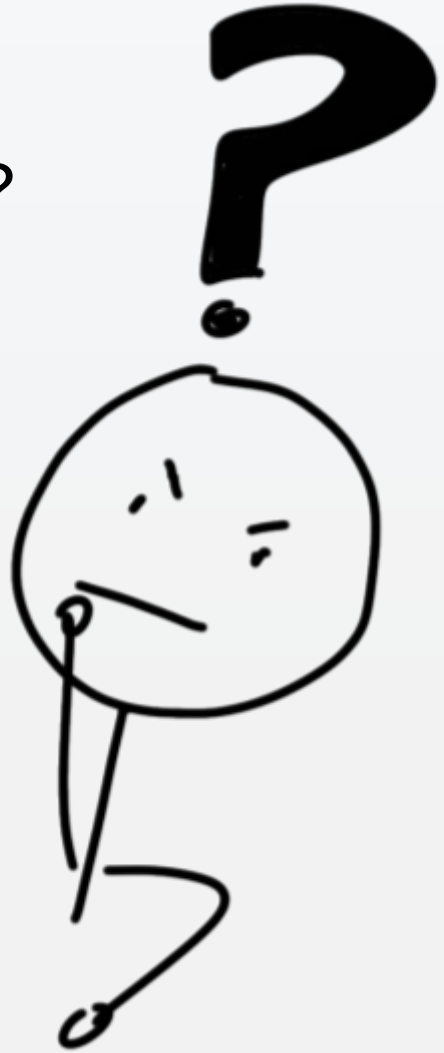
spatial differences in species composition across areas.

- Fish communities in the Gulf of Both and Baltic Proper have with few exceptions been rather stable during the last 15 years
- what divergent trajectori f assessed communities in the two basins suggest impact of pressu oss basins.
- of indi ecies shoud be considered when assessing fish community status.
- astal fish communities (changes in trophic level and tween coastal and open sea habitats might affect indicators.



*A word invented by Garr Reynolds. By the way, you should read all his books

Does a presentation have the same function as a document?



Making an effective presentation is like a journey from…

…the way we usually do it…

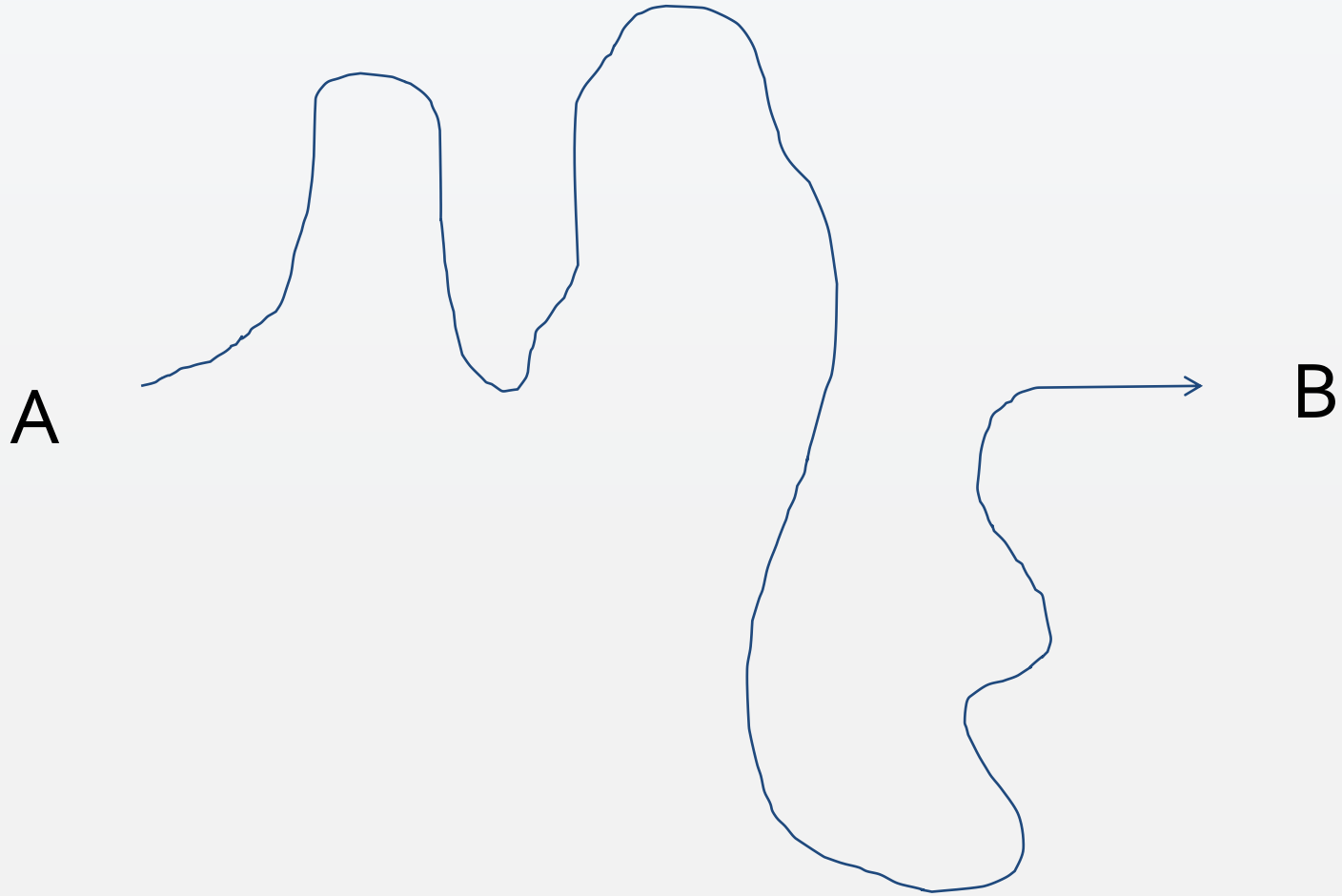
A

…to the way we would like to do it…

A

B

It is a long journey. But there are no shortcuts



Be brave

Or, as Robin Williams would say in "The Non-Designer's Design Book": Don't be a whimp!

Let’s start…

Some design principles

to make your slides look great

Arrangement

Contrast Alignment Space

Visual element

Type Color Images

Movement

Animations Transitions

Adapted from Nancy Duarte "Slide:ology", 2008

Arrangement Contrast Alignment Space

BASE - Implementation of the Baltic Sea Action Plan in Russia









PA BIO: Preserving natural zones and biodiversity, including fisheries

PA NUTRI: Reducing nutrient inputs to the sea to acceptable levels

PA HAZARDS: Reducing the use and impact of hazardous substances

PA AGRI: Reinforcing sustainability of agriculture, forestry and fisheries

Photo:



We can do it better

HELCOM

BASE - Implementation of the Baltic Sea Action Plan in Russia



PA BIO: Preserving natural zones and biodiversity, including fisheries

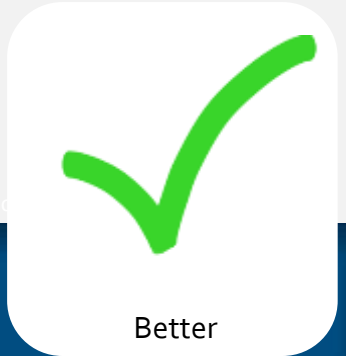
PA NUTRI: Reducing nutrient inputs to the sea to acceptable levels



PA HAZARDS: Reducing the use and impact of hazardous substances



PA AGRI: Reinforcing sustainability of agriculture, forestry and fisheries



Objectives of BALSAM

1. Support coordinated monitoring in the Baltic

2. Support the development of the HELCOM Monitoring Manual (published on 15 October 2014)

3. Provide proposals for further coordinated monitoring of environment (esp. Improving data flows), seals and seabirds, non-indigenous species in ports, benthic habitat distribution, as well as coordinated use of research vessels.



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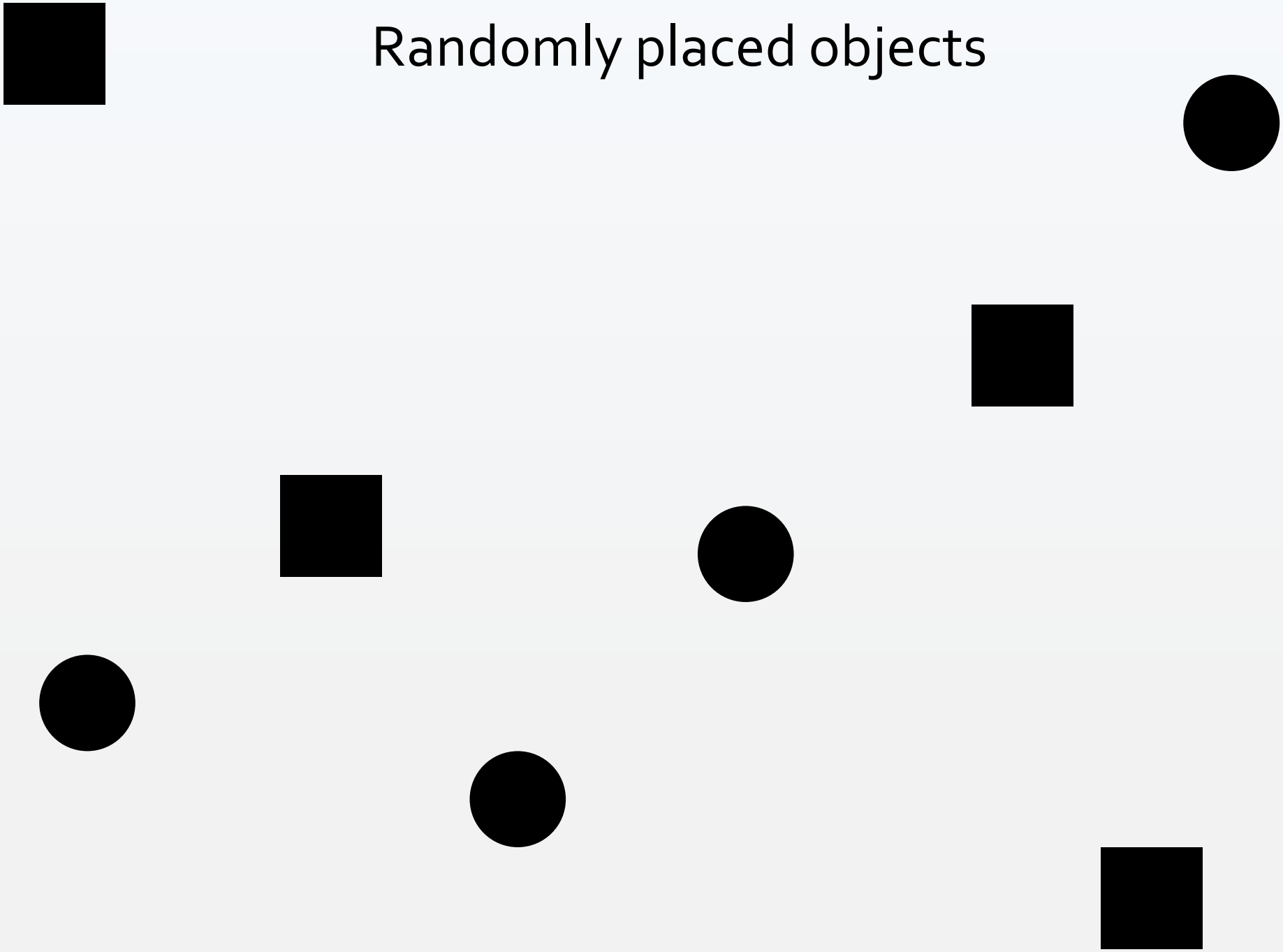
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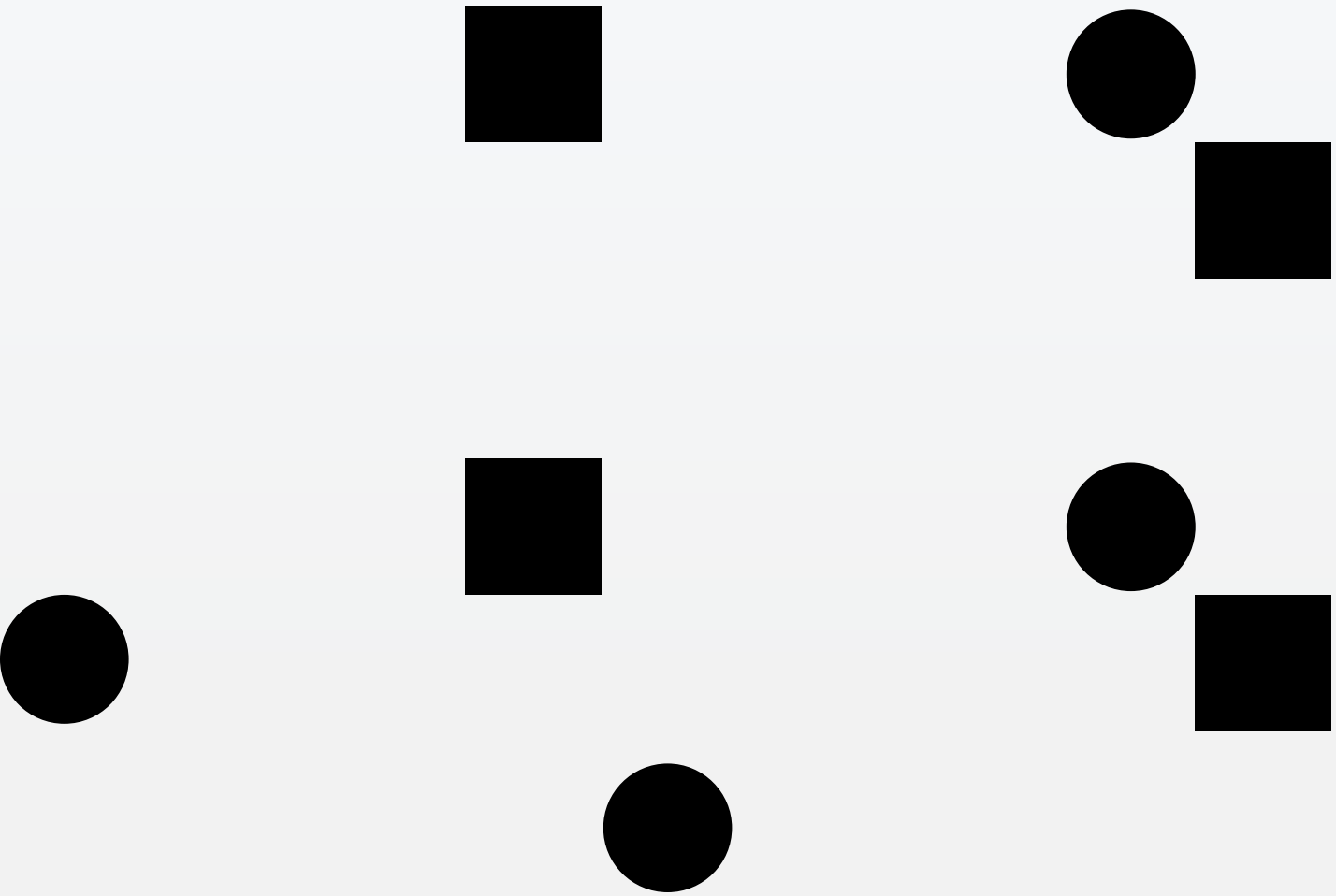
Better

Arrangement Contrast Alignment Space

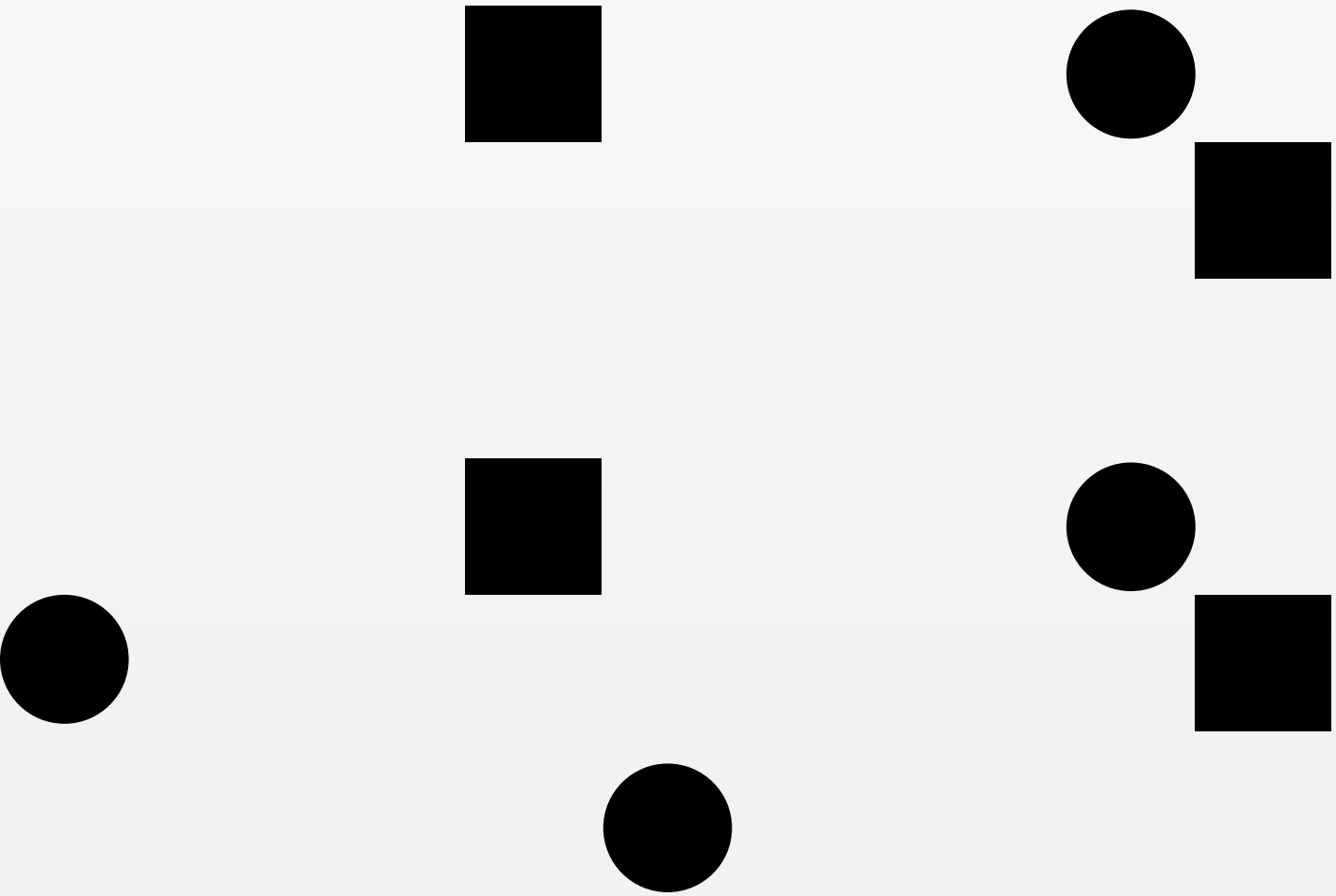
Randomly placed objects



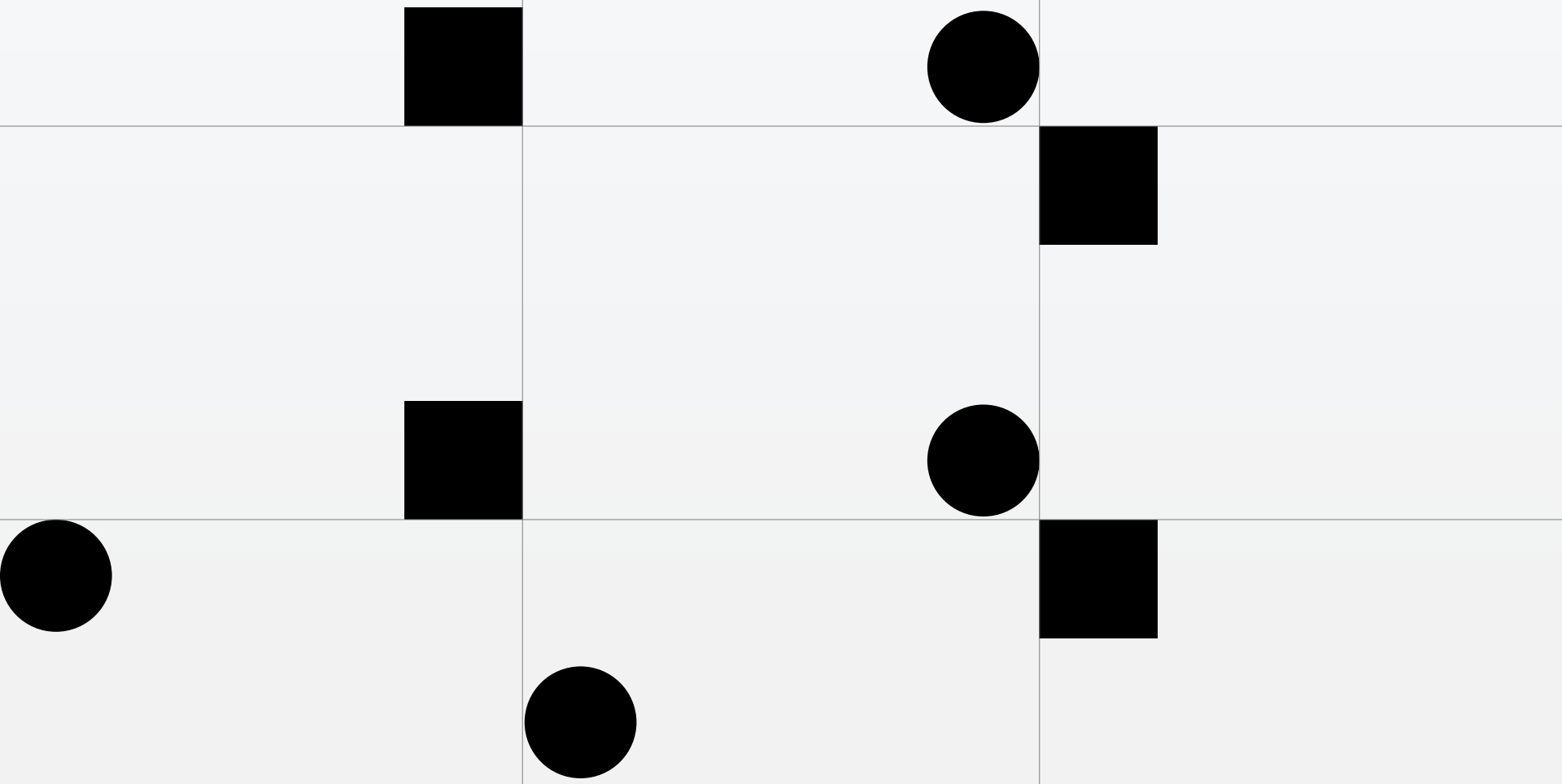
Also randomly placed objects



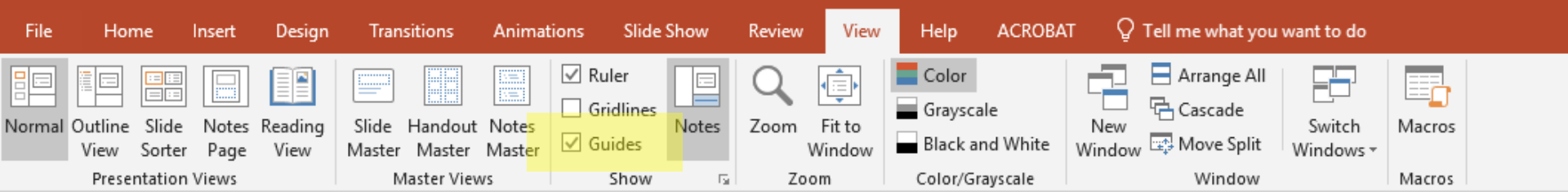
Doesn’t this one look better? Why?



The only difference is these objects are aligned to the guides



Adapted from Garr Reynolds, "Presentation Zen Design". 2010, page 202



3,20 (same in widescreen)

3,20 (same in widescreen)

4,20 (6,20 in widescreen)

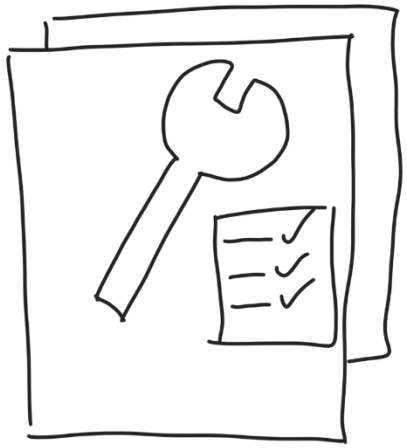
4,20 (6,20 in widescreen)

Next steps

Data availability



Requirement specification





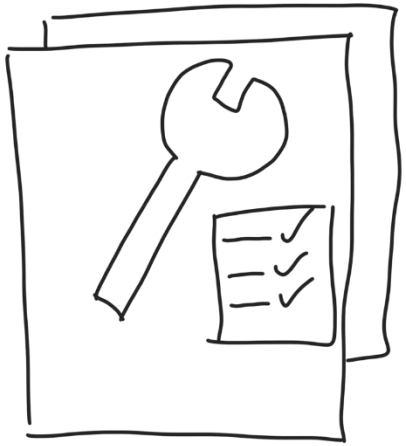
We can do it better

Next steps

Data availability



Requirement specification





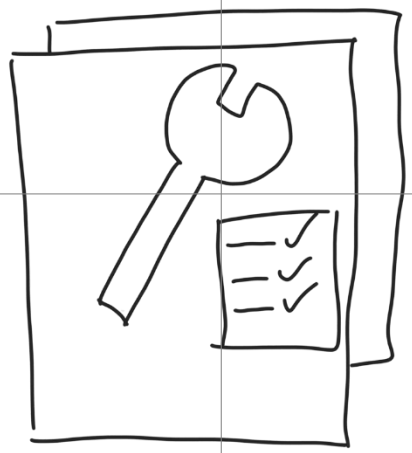
Better

Next steps

Data availability

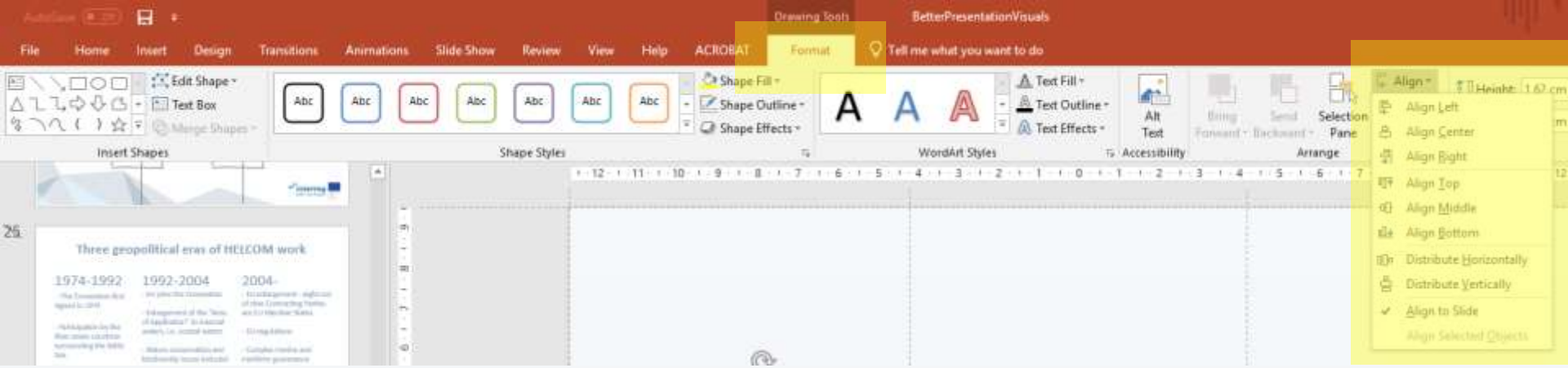


Requirement specification



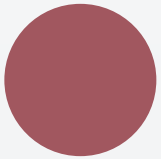


Better



The align tools are your best friends





Exercise: let's align.

Arrangement Contrast Alignment Space

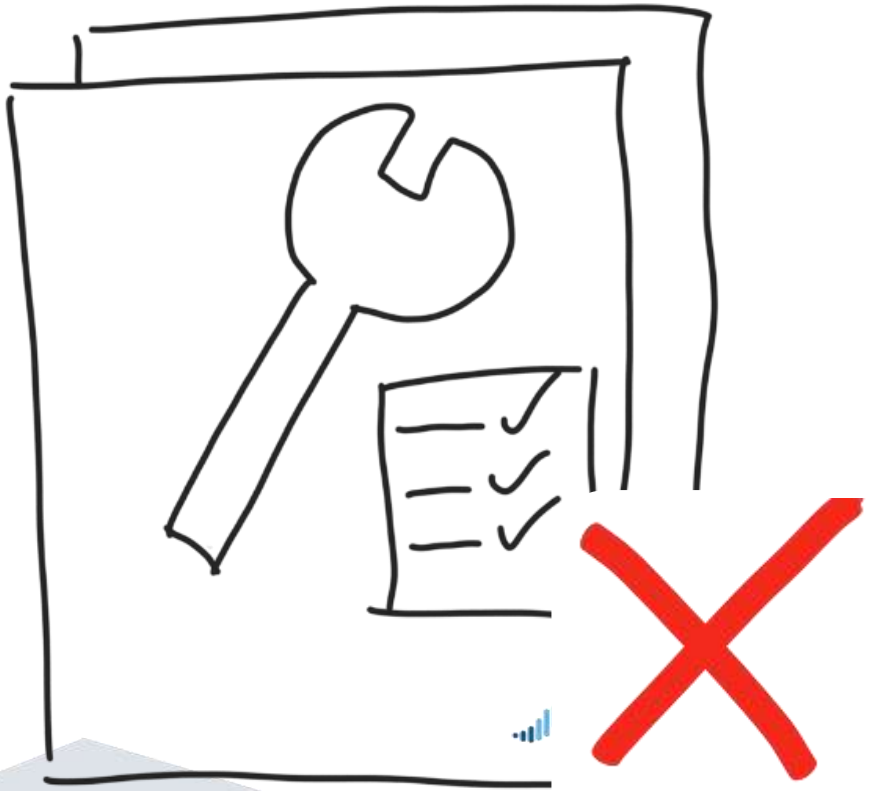
We don’t need to fill every corner of the slide

Next steps

Data availability



Requirement specification



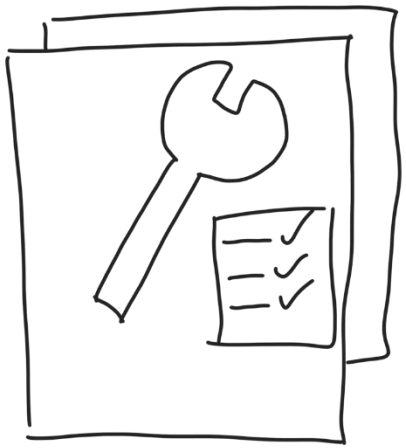
We can do it better

Next steps

Data availability



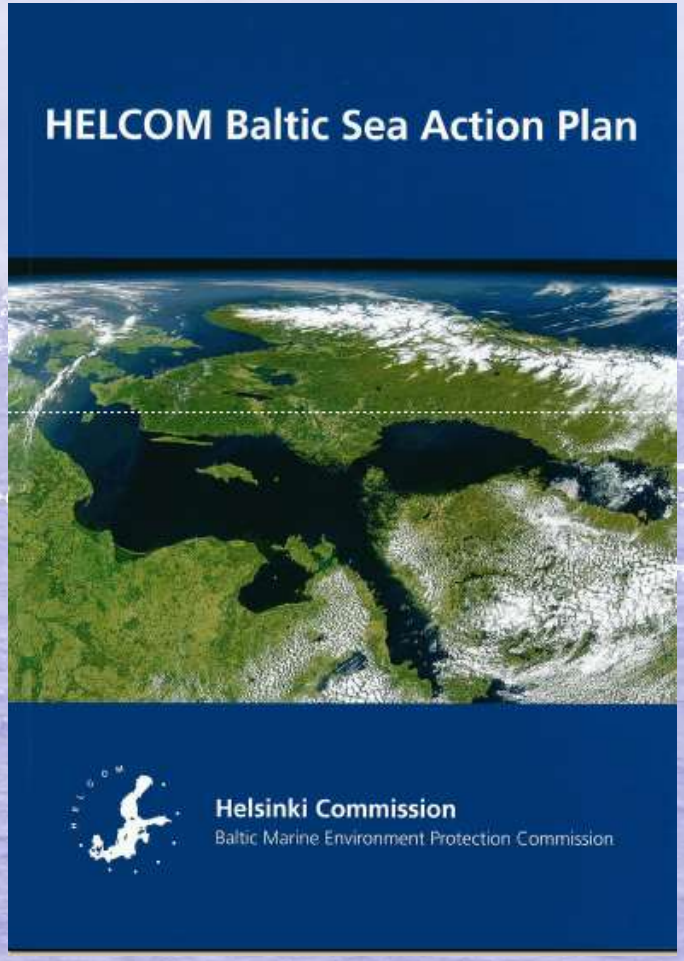
Requirement specification





Better

HELCOM Baltic Sea Action Plan - adopted 15 November 2007



The implementation of the HELCOM BSAP

Only one hundred pages....

... but a great commitment for all of us!



HELCOM Baltic Sea Action Plan

adopted 15 November 2007



Better

HELCOM Baltic Sea Action Plan

adopted 15 November 2007



Better

Visual element Type Color Images

Hierarchy

BASE - Implementation of the Baltic Sea Action Plan in Russia









PA BIO: Preserving natural zones and biodiversity, including fisheries

PA NUTRI: Reducing nutrient inputs to the sea to acceptable levels

PA HAZARDS: Reducing the use and impact of hazardous substances

PA AGRI: Reinforcing sustainability of agriculture, forestry and fisheries

Photo:



We can do it better

HELCOM

Implementation of the

Baltic Sea Action Plan in Russia



BIO

Preserving natural zones and biodiversity, including fisheries



NUTRI

Reducing the use and impact of hazardous substances



HAZARDS

Reducing the use and impact of hazardous substances



AGRI

Reinforcing sustainabi
agriculture, forestry a

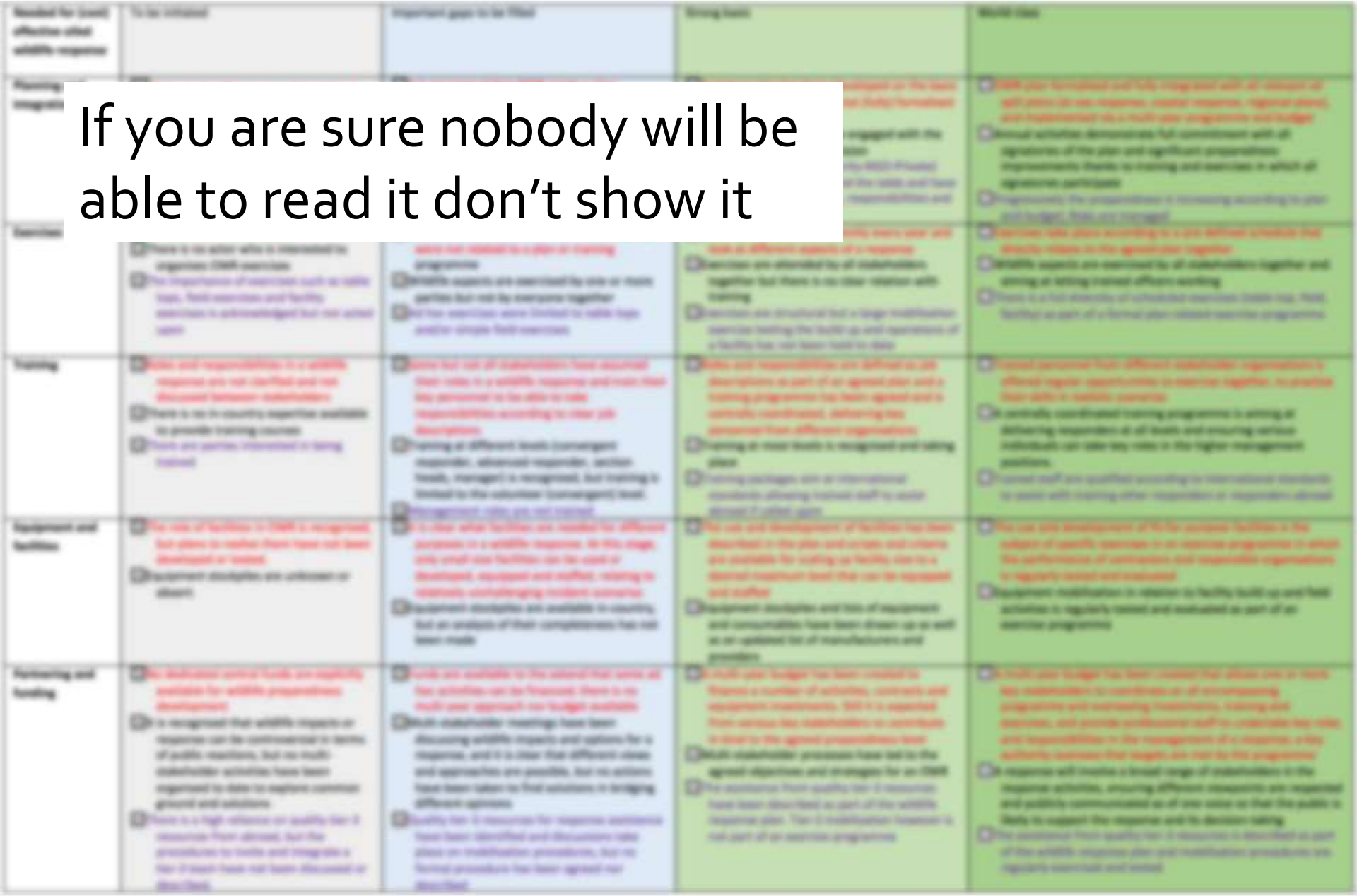


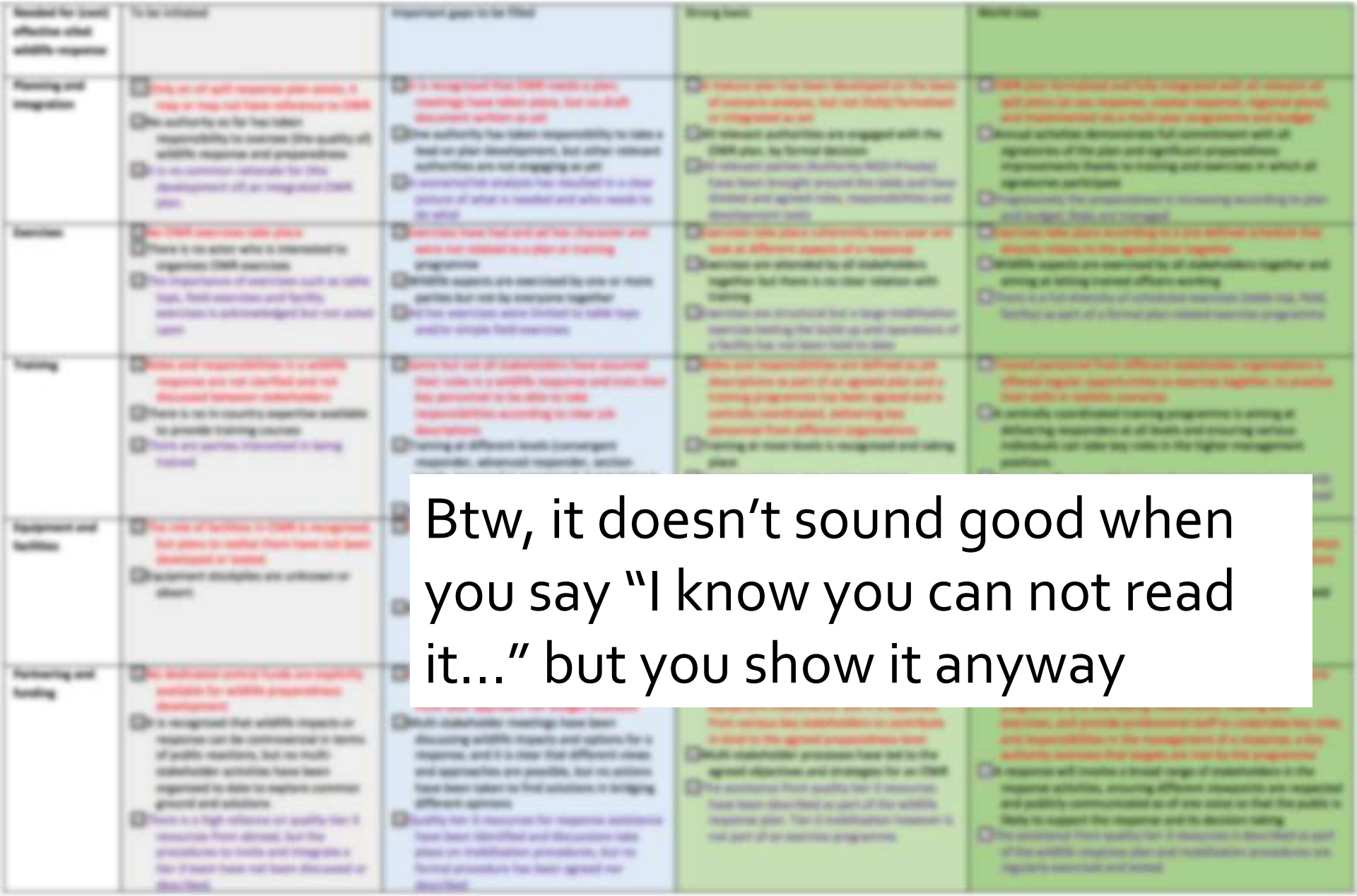
Better

Think of last row

Needed for (cost) effective oiled wildlife response	To be initiated	Important gaps to be filled	Strong basis	World class
Planning and integration	☐ Only an oil spill response plan exists; it may or may not have reference to OWR ☐ No authority so far has taken responsibility to oversee (the quality of) wildlife response and preparedness ☐ It is no common rationale for (the development of) an integrated OWR plan.	☐ It is recognized that OWR needs a plan; meetings have taken place, but no draft document written as yet ☐ One authority has taken responsibility to take a lead on plan development, but other relevant authorities are not engaging as yet ☐ A scenario/risk analysis has resulted in a clear picture of what is needed and who needs to do what	☐ A mature plan has been developed on the basis of scenario analysis, but not (fully) formalised or integrated as yet ☐ All relevant authorities are engaged with the OWR plan, by formal decision ☐ All relevant parties (Authority-NGO-Private) have been brought around the table and have divided and agreed roles, responsibilities and development tasks	☐ OWR plan formalised and fully integrated with all relevant oil spill plans (at sea response, coastal response, regional plans), and implemented via a multi-year programme and budget ☐ Annual activities demonstrate full commitment with all signatories of the plan and significant preparedness improvements thanks to training and exercises in which all signatories participate ☐ Progressively the preparedness is increasing according to plan and budget; Risks are managed
Exercises	☐ No OWR exercises take place ☐ There is no actor who is interested to organises OWR exercises ☐ The importance of exercises such as table tops, field exercises and facility exercises is acknowledged but not acted upon	☐ Exercises have had and ad hoc character and were not related to a plan or training programme ☐ Wildlife aspects are exercised by one or more parties but not by everyone together ☐ Ad hoc exercises were limited to table tops and/or simple field exercises	☐ Exercises take place coherently every year and look at different aspects of a response ☐ Exercises are attended by all stakeholders together but there is no clear relation with training ☐ Exercises are structural but a large mobilisation exercise testing the build up and operations of a facility has not been held to date	☐ Exercises take place according to a pre-defined schedule that directly relates to the agreed plan together ☐ Wildlife aspects are exercised by all stakeholders together and aiming at letting trained officers working ☐ There is a full diversity of scheduled exercises (table top, field, facility) as part of a formal plan-related exercise programme
Training	☐ Roles and responsibilities in a wildlife response are not clarified and not discussed between stakeholders ☐ There is no in-country expertise available to provide training courses ☐ There are parties interested in being trained	☐ Some but not all stakeholders have assumed their roles in a wildlife response and train their key personnel to be able to take responsibilities according to clear job descriptions ☐ Training at different levels (convergent responder, advanced responder, section heads, manager) is recognized, but training is limited to the volunteer (convergent) level. ☐ Management roles are not trained	☐ Roles and responsibilities are defined as job descriptions as part of an agreed plan and a training programme has been agreed and is centrally coordinated, delivering key personnel from different organisations ☐ Training at most levels is recognised and taking place ☐ Training packages aim at international standards allowing trained staff to assist abroad if called upon	☐ Trained personnel from different stakeholder organisations is offered regular opportunities to exercise together, to practice their skills in realistic scenarios ☐ A centrally coordinated training programme is aiming at delivering responders at all levels and ensuring various individuals can take key roles in the higher management positions. ☐ Trained staff are qualified according to international standards to assist with training other responders or responders abroad
Equipment and facilities	☐ The role of facilities in OWR is recognised, but plans to realise them have not been developed or tested. ☐ Equipment stockpiles are unknown or absent	☐ It is clear what facilities are needed for different purposes in a wildlife response. At this stage, only small size facilities can be used or developed, equipped and staffed, relating to relatively unchallenging incident scenarios ☐ Equipment stockpiles are available in-country, but an analysis of their completeness has not been made	☐ The use and development of facilities has been described in the plan and scripts and criteria are available for scaling up facility size to a desired maximum level that can be equipped and staffed ☐ Equipment stockpiles and lists of equipment and consumables have been drawn up as well as an updated list of manufacturers and providers	☐ The use and development of fit-for-purpose facilities is the subject of specific exercises in an exercise programme in which the performance of contractors and responsible organisations is regularly tested and evaluated ☐ Equipment mobilisation in relation to facility build up and field activities is regularly tested and evaluated as part of an exercise programme
Partnering and funding	☐ No dedicated central funds are explicitly available for wildlife preparedness development ☐ It is recognised that wildlife impacts or response can be controversial in terms of public reactions, but no multi-stakeholder activities have been organised to date to explore common ground and solutions ☐ There is a high reliance on quality tier-3 resources from abroad, but the procedures to invite and integrate a tier-3 team have not been discussed or described.	☐ Funds are available to the extend that some ad hoc activities can be financed; there is no multi-year approach nor budget available ☐ Multi-stakeholder meetings have been discussing wildlife impacts and options for a response, and it is clear that different views and approaches are possible, but no actions have been taken to find solutions in bridging different opinions ☐ Quality tier-3 resources for response assistance have been identified and discussions take place on mobilisation procedures, but no formal procedure has been agreed nor described	☐ A multi-year budget has been created to finance a number of activities, contracts and equipment investments. Still it is expected from various key stakeholders to contribute in-kind to the agreed preparedness level ☐ Multi-stakeholder processes have led to the agreed objectives and strategies for an OWR ☐ The assistance from quality tier-3 resources have been described as part of the wildlife response plan. Tier-3 mobilisation however is not part of an exercise programme	☐ A multi-year budget has been created that allows one or more key stakeholders to coordinate an all encompassing programme and overseeing investments, training and exercises, and provide professional staff to undertake key roles and responsibilities in the management of a response; a key authority oversees that targets are met by the programme ☐ A response will involve a broad range of stakeholders in the response activities, ensuring different viewpoints are respected and publicly communicated as of one voice so that the public is likely to support the response and its decision taking ☐ The assistance from quality tier-3 resources is described as part of the wildlife response plan and mobilisation procedures are regularly exercised and tested

If you are sure nobody will be able to read it don't show it





Btw, it doesn’t sound good when you say “I know you can not read it…” but you show it anyway

Visual element Type Color Images

Use color with purpose

Anticipated benefits of EBSAs

a) All areas of ecological and biological importance in the Baltic Sea are identified (based on the current knowledge) and categorized in a structured way utilizing a recognized menthod offered by CBD
b) The identification of EBSA is an expert process and it is, in practice, generally easier than a designation process of MPAs (EBSAs are not legally binding)
c) EBSAs, and the data used for identification of EBSAs, can be recognized and utilized when carrying out MSP, but there could be other uses of the information (for HOLAS III?)
d) EBSA have become widely recognized and are now acknowledged in almost every marine topic dealt with by the CBD in the last years and, it would be relevant to know the EBSA process in detail, by having EBSAs of our own
e) If the Baltic Sea doesn't have any EBSAs of its own then this could weaken our possibilities to influence the EBSA related processes within the CBD
f) EBSAs would allow us to address the connectivity related problems with HELCOM MPAs
g) EBSAs can also be transboundary but it will be left up to the countries to decide if they want transboundary EBSAs
h) EBSAs also link into the MSP process because EBSAs point out where we hav higher ecological and biological value than what we have in other areas



The system of Marine Rescue Service (MRS)

MINISTRY OF TRANSPORT
FEDERAL AGENCY OF MARITIME AND RIVER TRANSPORT

Maritime Rescue Service
(MRS)

branches

Kaliningradsky branch	Northern branch	Arkhangelsky branch	Azov-Black sea branch	Caspian branch	Sakhalinsky branch	Kamchatskiy branch	Primorsky branch	Baltic branch
Marine response team: Kaliningrad	Marine response team: Murmansk Kandalaksha Dickson Tiksi	Marine response team: Arkhangelsk	Marine response team: Novorossiysk Temryuk Caucasus Taman Taganrog Rostov Sochi Tuapse	Marine response team: Astrakhan Makhachkala	Marine response team: Korsakov Vanino Holmsk Shakhtersk	Marine response team: Petropavlovsk-Kamchatskiy Magadan	Marine response team: Vladivostok Nakh… Za… P… Prov…	Marine response team: St. Petersburg





Use the HELCOM palette

Visual element

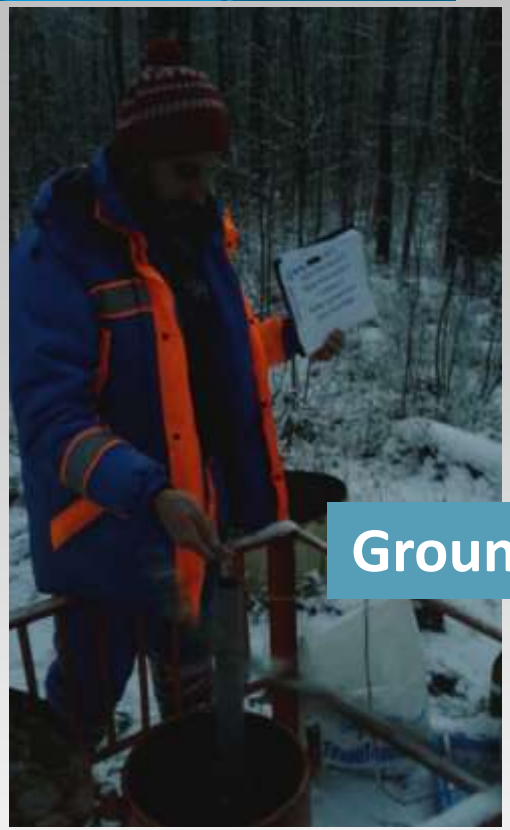
Type

Color

Images

Use alignment, space and ask yourself, do I need that many pictures?

Environmental Monitoring Performance 12-2017





Groundwater Sampling



Air Monitoring



Probe Prepa

We can do it better

Environmental Monitoring Performance 12-2017



Air Monitoring



Groundwater Sampling



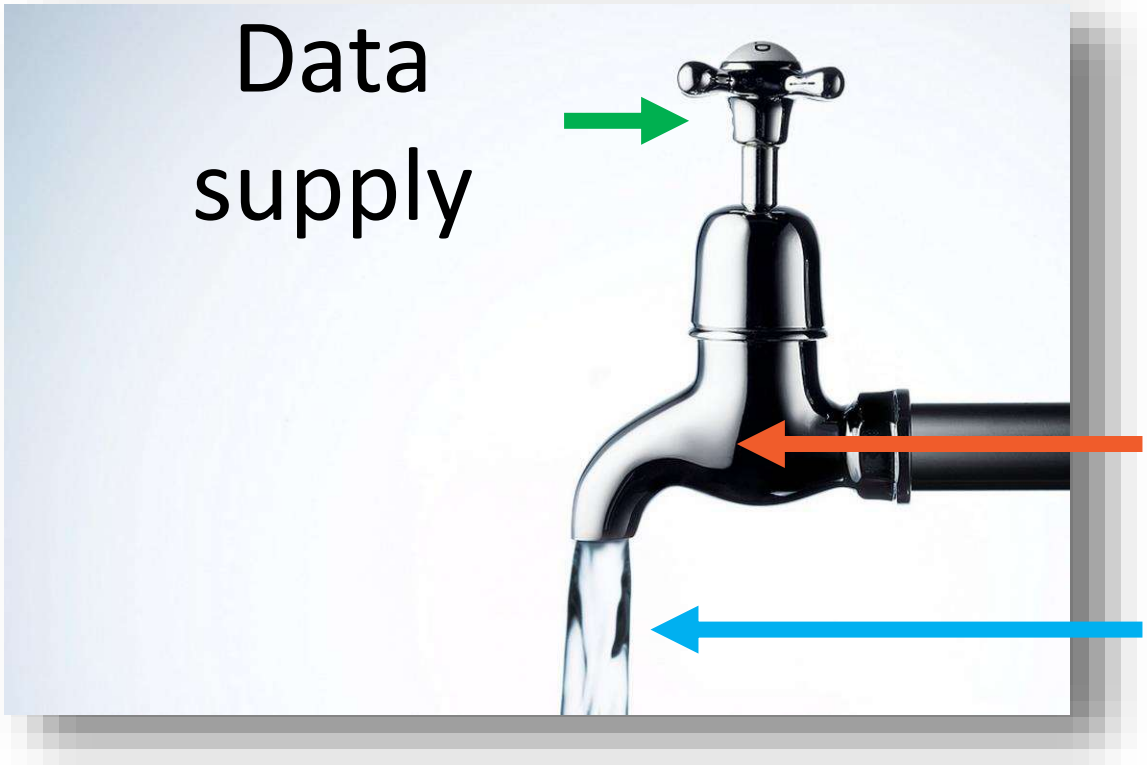
Probe

Better

Make the main image bigger. Be brave!

Improving data flows and data management

What is a *continuous operational platform?*



We can do it better

What is a continuous operational platform?



What is a continuous operational platform?



What is a continuous operational platform?

Data supply →

Assessment →

Indicator result →



Emergency towing operations



On 2 February 2011 general cargo vessel Marion K suffered mechanical breakdown some 2 nautical miles west of Butinge oil terminal and asked for assistance. MRCC of the Lithuanian NAVY request assistance from private towing company Towmar Smit Baltic. Tug TAK-9 tow disabl Klaipeda port.

Emergency towing operations



Better

Where to get images

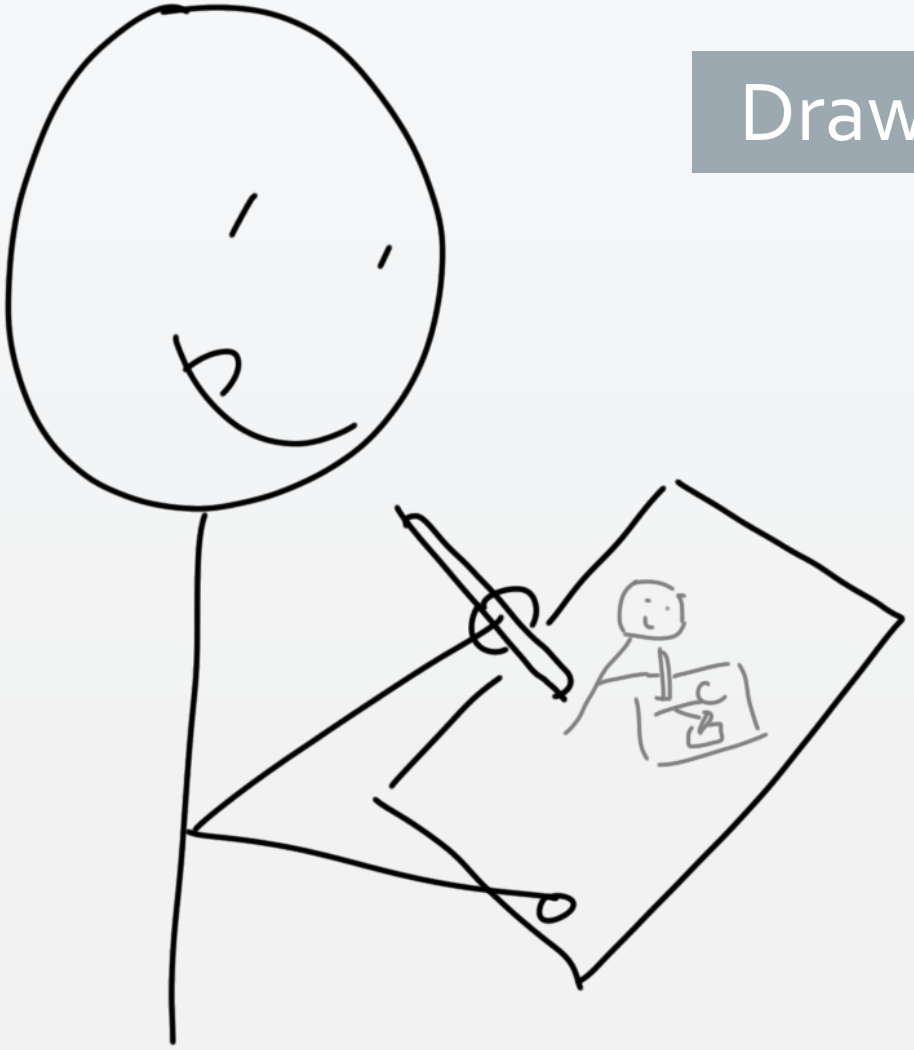

flickr


pixabay



The Noun Project

Draw yourself



Movement

Animations

Transitions

Animations must have a purpose

Good animation?



Unfortunately, SlideShare cannot show animations

Good animation



Unfortunately, SlideShare cannot show animations

4 types of basic animations

Entrance

Unfortunately, SlideShare cannot show animations

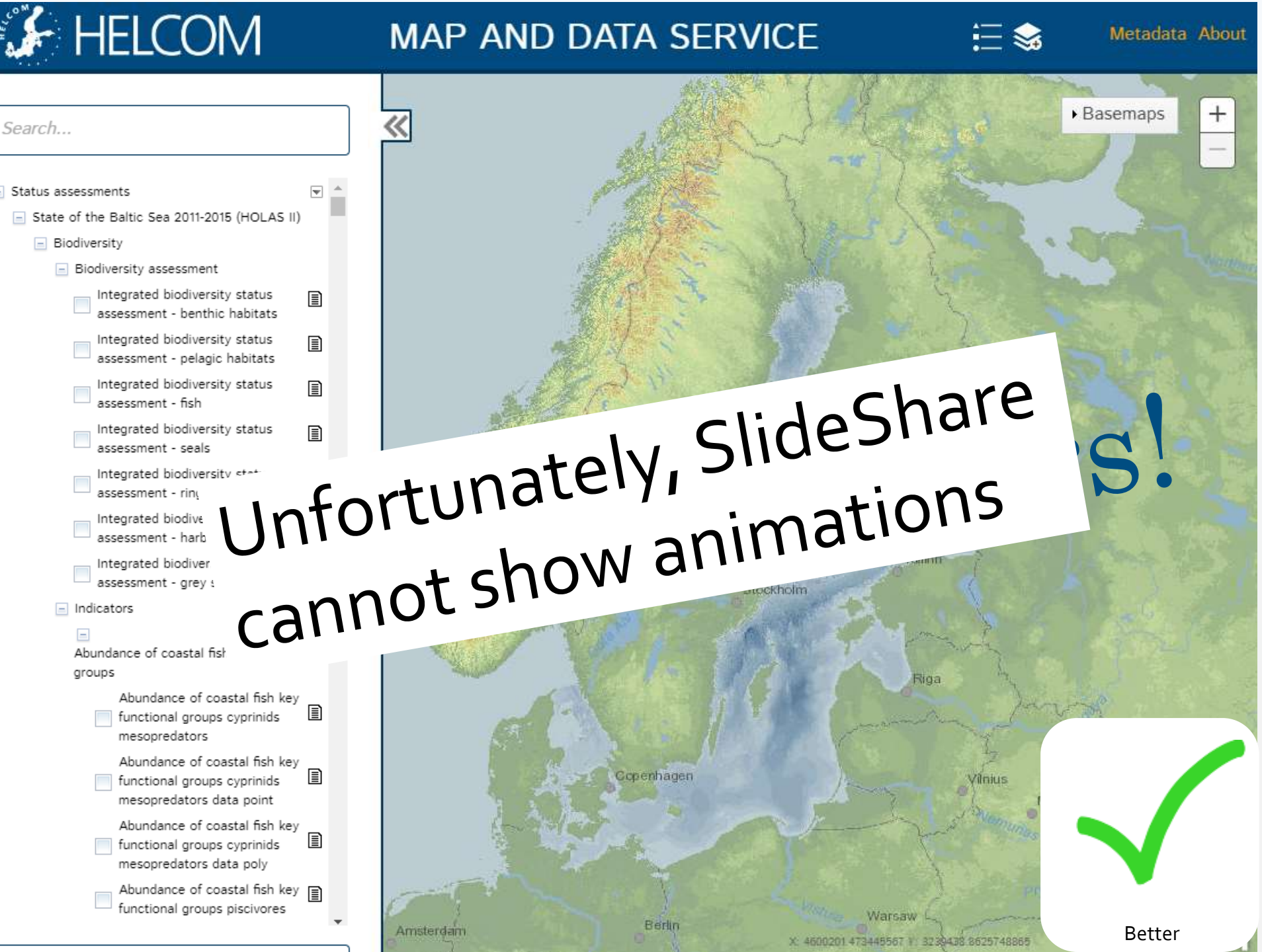
Exit

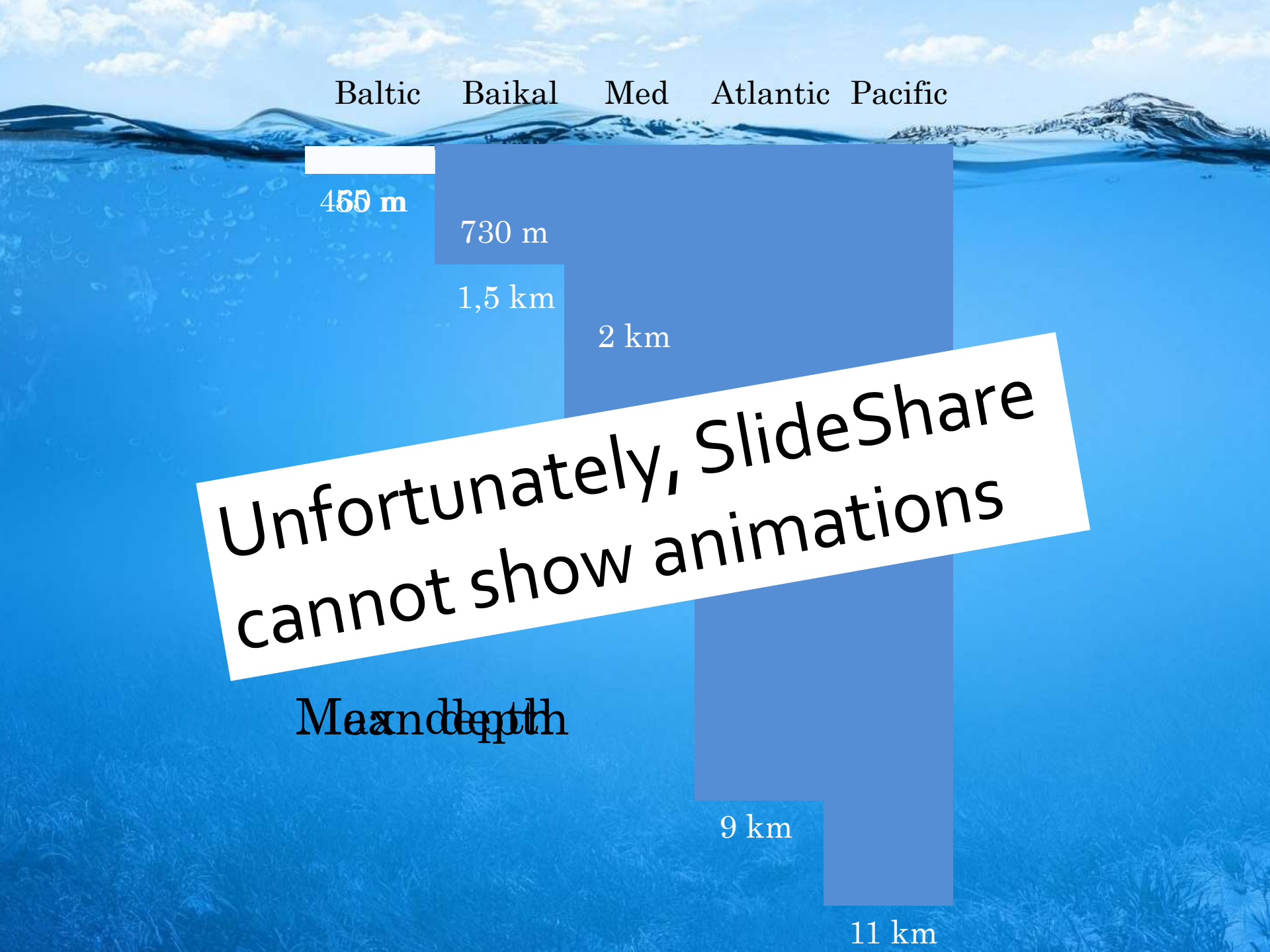
HELCOM Map and Data Service

- ESRI technology
- All data free and open
- Huge amount of data layers (900)



We can do it better


HELCOM
MAP AND DATA SERVICE
Metadata About
Search...
Status assessments
State of the Baltic Sea 2011-2015 (HOLAS II)
Biodiversity
Biodiversity assessment
Integrated biodiversity status assessment - benthic habitats
Integrated biodiversity status assessment - pelagic habitats
Integrated biodiversity status assessment - fish
Integrated biodiversity status assessment - seals
Indicators
Abundance of coastal fish groups
Abundance of coastal fish key functional groups cyprinids mesopredators
Abundance of coastal fish key functional groups cyprinids mesopredators data point
Abundance of coastal fish key functional groups cyprinids mesopredators data poly
Abundance of coastal fish key functional groups piscivores
Basemaps
Unfortunately, SlideShare cannot show animations
Riga
Copenhagen
Vilnius
Amsterdam
Berlin
Warsaw
Better


Baltic
Baikal
Med
Atlantic
Pacific
55 m
730 m
1,5 km
2 km
9 km
11 km
Unfortunately, SlideShare cannot show animations

Baltic Sea Action Plan

Nutrients on natural levels

Natural levels of oxygen and algal blooms

Viable populations of species

Natural marine and coastal landscapes

Natural distribution

Thriving and balanced communities

TRAFFIC

HAZARDOUS SUBSTANCES

Hazardous substances on natural levels

Minimum sewage and air pollution

No illegal or accidental discharges

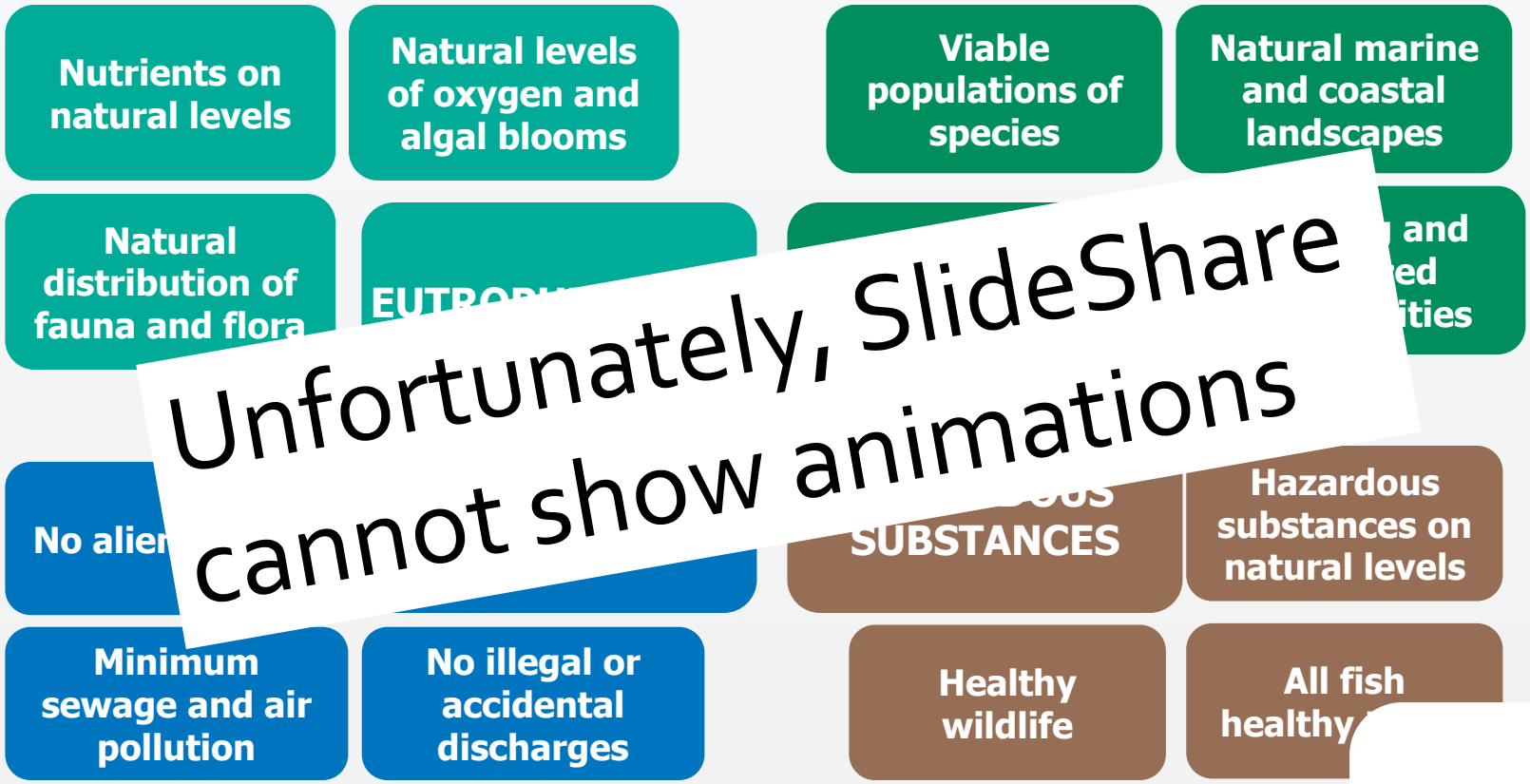
Healthy wildlife

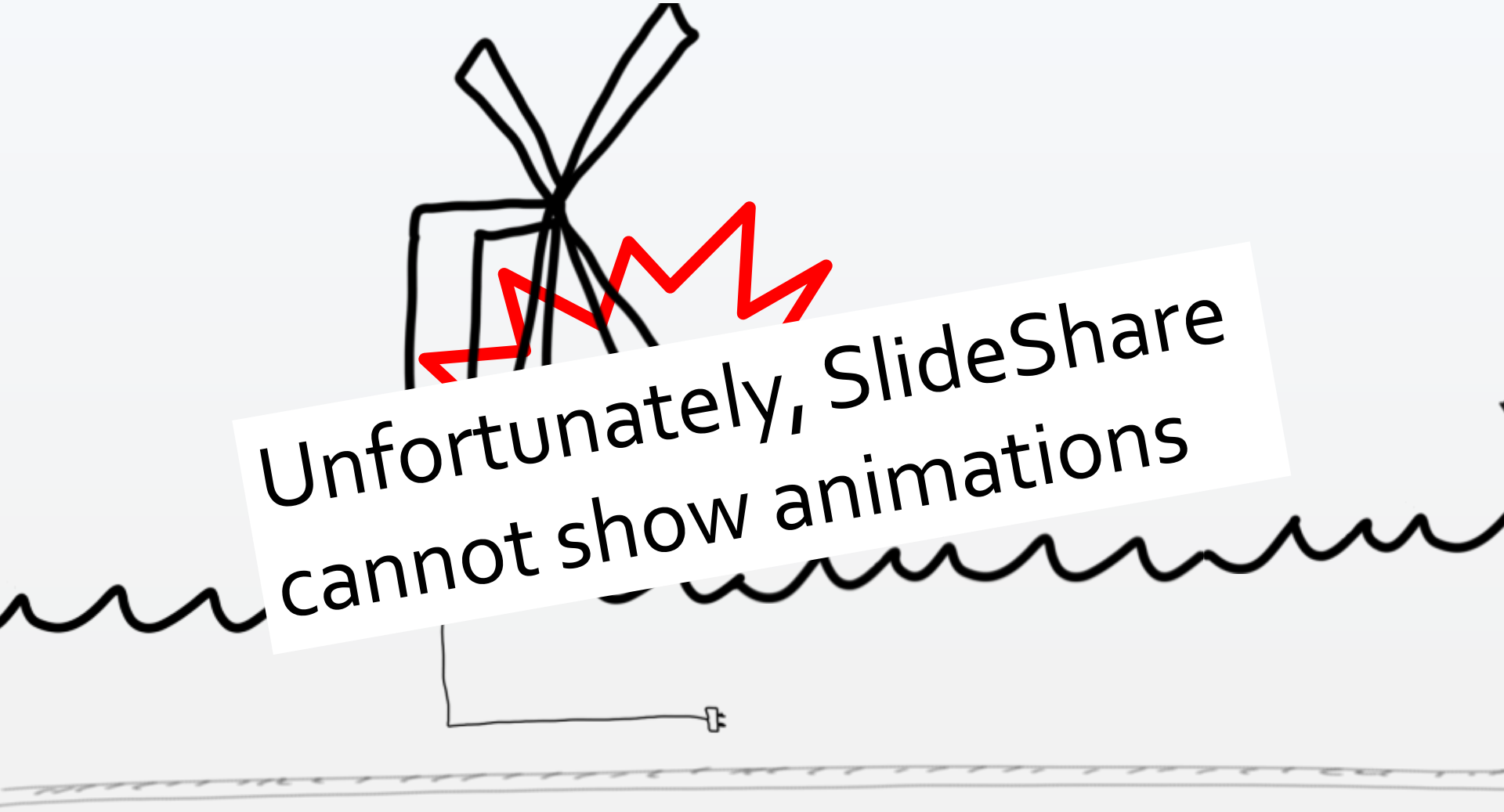
Unfortunately, SlideShare cannot show animations



We can do it better

Baltic Sea Action Plan




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cannot show animations



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Beginning Middle End

Do you want to try?

Movement

Animations

Transitions

Use it to divide sections

I  Morph (only Office 365)

Unfortunately, SlideShare cannot show animations

Exercise - remake

Manual/proposals for benthic habitat monitoring



Analysing the usability of different methods for benthic habitat monitoring in the Baltic and proposing manual for drop-video monitoring/ grab sampling.
Document 6J-2

THANK YOU!



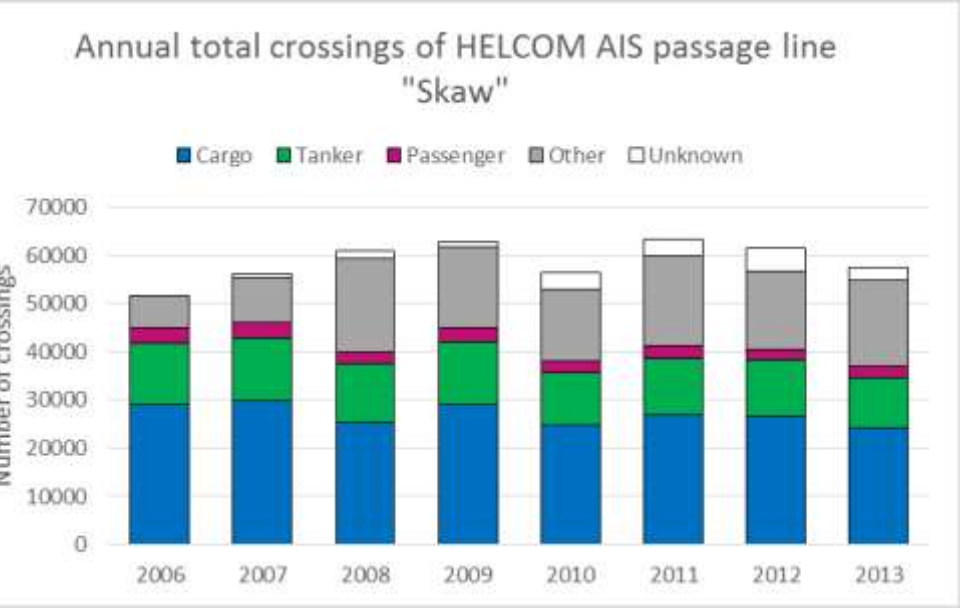
Current indicator reports based on operational oceanography

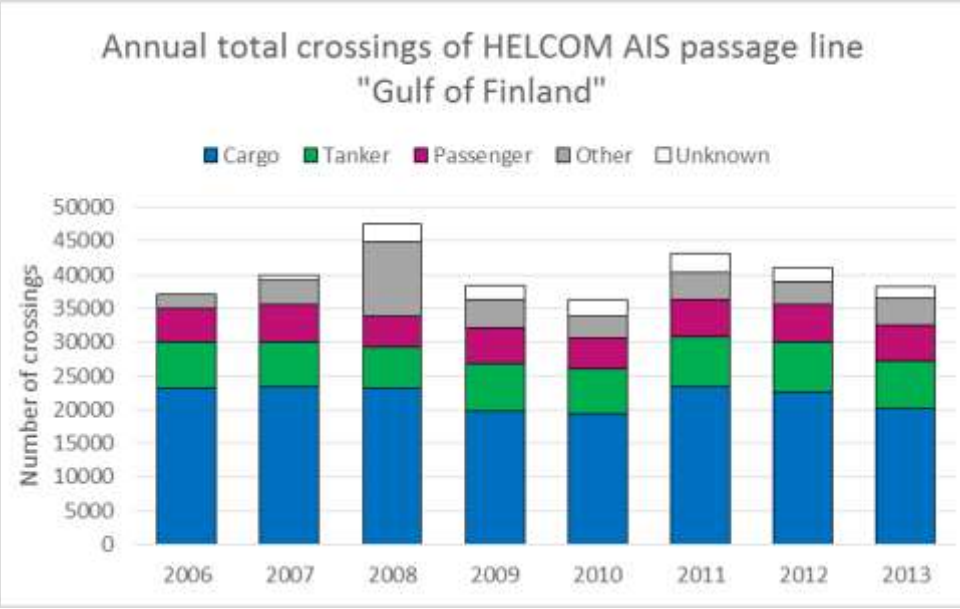
- **Total and regional Runoff to the Baltic Sea**
- **Water exchange between the Baltic Sea and the North Sea, and conditions in the deep Basins**
- **Wave climate in the Baltic Sea 2005**
- **Development of Sea Surface Temperature in 2005**
- **The ice season 2005-2006**
- **Nitrogen emissions to the air and deposition**
- **Heavy metal emissions and atmospheric depositions**
- **Atmospheric emissions of PCDD/Fs and depositions**
- **Temporal and spatial variation of dissolved nutrients in 2005**
- **Chlorophyll-a concentrations, temporal variations and regional differences from satellite remote sensing**
- **Phytoplankton spring bloom biomass in the Gulf of Finland, Northern Baltic Proper and Arkona Basin in 2006**
- **Cyanobacterial bloom in the Baltic Sea**
- **Cyanobacteria bloom index**
- **Oil spills in the Baltic Sea**

- **Ship traffic statistics**

Maritime traffic

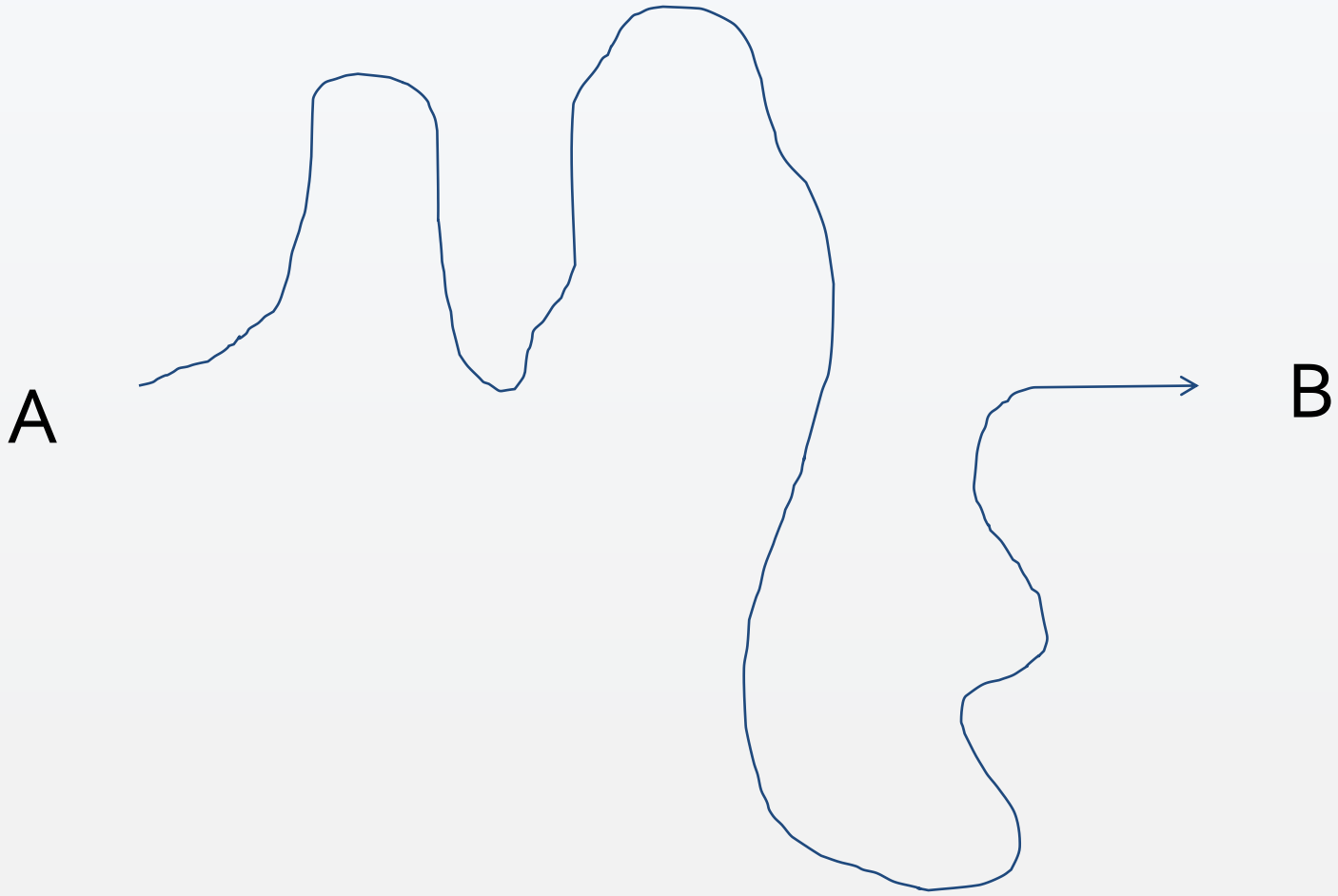
- 350 392 ship crossings in total – decrease compared to two previous years
- Likely due to decreased shipping activity resulting from the economic recession
- Previously used AIS passage line “Drodgen” replaced by “Sundet Syd”





Wrap-up

It is a long journey but there are no shortcuts.



Some design principles

to make your slides look great

Arrangement

Contrast Alignment Space

Visual element

Type Color Images

Movement

Animations Transitions

Adapted from Nancy Duarte "Slide:ology", 2008

Be brave