

LLE INSTRUCTION 1650F**SUBJECT: VIEWGRAPH POLICY****ENCLOSURES:** (1) Gottlieb Viewgraph Format Procedure
 (2) Notes on Artwork
 (3) Gottlieb Viewgraph Format
 (4) LLE Viewgraph Example

1. **Purpose:** To promulgate a standardized format for viewgraphs to be used in all formal presentations by LLE employees and those sponsored by LLE.

2. **Discussion:** Oral presentations are an important means of presenting the results of months and sometimes years of research in less than an hour. It is LLE's policy that oral presentations rather than posters are to be given unless prohibited by the conference format or with prior approval by the LLE Director. Unlike a written report, an oral presentation normally allows the viewer only one opportunity to understand the message. For these reasons it is essential that an oral presentation be formatted to convey concisely and precisely the message intended. The reputations of both the researcher and the laboratory depend upon the quality of the research and its communication; significantly, the continued funding of this research frequently rests on how well or how poorly the results are communicated. Accordingly, to optimize the communication and profit from the synergisms of related research within the same laboratory and by mixing and matching topics for various reviews and presentations, a standardized format is important. The standardized style developed by LLE is based on presentation guidelines developed by Larry Gottlieb of Lawrence Livermore National Laboratory. In a 10- to 15-min presentation, the audience will take away only one or two main messages; for a 20- to 30-min presentation, perhaps three. The presentation must be structured to make these points clearly and succinctly.

3. **Procedures:** All personnel either employed by or sponsored by LLE are required to use the format presented in enclosure (1) for all presentations made outside LLE and for all formal presentations within LLE, unless specific exemption is granted by the Division Director. Presentations that do not comply with the viewgraph format of Enclosure (1) will not be allowed. If necessary, both invited and contributed presentations will be withdrawn. Exceptions to this policy must be approved in advance by the appropriate Division Director, who will inform the LLE Director. A template is available on LLE's web site at <http://lle.rochester.edu/resources/publications/>.

- a. Preparation Timeline—To ensure that presentations are prepared in an orderly and timely manner, the following procedure will be followed:
 - (1) As soon as a presentation date is known (but no later than four weeks prior), the presenter will inform the appropriate Division Director and the Publications and Design Manager. The Publications and Design Manager will establish the timeline for the submission of viewgraph material. Please note that movies and animations will require additional time to prepare due to frequently changing technology.
 - (2) For conferences where several presentations will be made (such as the APS/DPP meeting), the Publications and Design Manager will promulgate a schedule, as approved by the LLE Director, for submission of draft viewgraph material and for the review of finalized artwork.
 - (3) Viewgraphs must be finalized at least four working days prior to rehearsals or seven working days prior to presentations. Viewgraph preparation should not normally be delayed while awaiting last-minute data.
 - (4) Rehearsal presentations should be scheduled by the Division Director at least seven working days prior to the presentation.

- b. Reviews—To ensure compliance with the format of Enclosure (1) the following procedures are followed.
 - (1) All viewgraphs—whether prepared by the presenter or by Publications and Design—must be reviewed for format by the Division Director and Publications and Design Manager at least four days prior to rehearsal or seven days prior to the presentation. Those viewgraphs not in compliance must be corrected and resubmitted for review.
 - (2) Any viewgraph for which the Division Director has granted an exception to the format and style of Enclosure (1) will be submitted by the Publications and Design Manager to the LLE Director.

4. Responsibilities:

- a. Presenter
 - (1) Notify Division Director and Publications and Design Manager of presentations as soon as the date is known (e.g., upon acceptance or submission).
 - (2) Prepare viewgraphs in accordance with Enclosure (1).
 - (3) Submit viewgraphs to Division Director and Publications and Design Manager for review.

b. Publications and Design Manager

- (1) Ensure viewgraphs comply with the requirements of Enclosure (1).
- (2) Publish a schedule for the preparation of viewgraphs.
- (3) Submit viewgraphs excepted from the format to the LLE Director.

c. Division Director

- (1) Ensure viewgraphs comply with the requirements of Enclosure (1) or grant authorized exceptions.
- (2) Schedule rehearsal presentations.



Robert L. McCrory
Director

Gottlieb Viewgraph Format

Design and Content

1. The title of your first viewgraph will be your central message—a simple, declarative sentence. If you could make only one point, use it as your title. Audiences remember best what they see first and will better be able to track your supporting arguments. Remember: state your conclusion first.
2. Add a pictorial to your first viewgraph. Select the most hard-hitting graph, schematic, etc. from your talk and repeat it (possibly in abbreviated form) on the first viewgraph. Use one that expresses your central message.
3. Your second viewgraph will be your summary. Repeat your title (reinforcing your central message) and place beneath it the key supporting points that you will elaborate on later in your talk. Do not exceed three or four bulleted points.
4. Your third viewgraph will be your outline. Keep it short (four to six bullets) and use concise topics (four to five words each). (Note: Outlines are unnecessary for brief, 10- to 12-min talks.)
5. The topics in your outline represent separate sections of your talk. If you wish, an abbreviated topic statement (two or three words) may be placed in a box above and to the left of the viewgraph's title, but only on the first viewgraph of each section.
6. The viewgraphs in the middle of your talk will communicate most effectively if they combine sentence titles with pictures—graphics or photos that capture the main point of your sentence title. Minimize bullet viewgraphs.
7. Provide a conclusion viewgraph. Use the same title as that on your first viewgraph (i.e., your central message, or conclusion). Repeat the supporting points from your executive summary.
8. If you wish to highlight a point on your conclusion (or any) viewgraph, place it in a box at the bottom of the viewgraph and highlight it in yellow.
9. To estimate how many viewgraphs you'll need, allow 1.7 minutes per viewgraph.

Style and typography

1. All viewgraph titles, except your outline, will be “sentence” titles (but will not end in a period!). An effective rule of thumb is 11 words or less in a simple declarative sentence. Titles will be placed flush left at the top and kept to two lines whenever possible. Only the title of your first, central-message viewgraph will be centered. Place a 9-in.-wide, horizontal line $\frac{1}{4}$ in. below the title, ending with the LLE logo at far right.
2. All information (title, text, and illustrations) will be placed within a horizontal “image area” no more than 7-in. high and 9-in. wide, whenever possible.
3. **All type will be Helvetica Bold or Arial Bold** (artwork created solely for a journal article should be done in a medium type). Titles will be 24 points; text below titles will be 18 points (smaller type may be used for call-outs if space is limited). All titles and call-outs will use the “upper-lowercase format” (as demonstrated in the samples), where only the first letter is capitalized; only the title in your first viewgraph will be “upper-lowercase” throughout.
4. Reminder: The horizontal format is required. Two graphs side-by-side are preferred; three graphs at the most.

Notes on Artwork

Providing artwork

When submitting artwork to the Publications and Design Group, please provide a paper copy of your presentation and/or figures. While hand-drawn submissions are acceptable, electronic files are preferred for submitting data (i.e., graphs).

Electronic files should be emailed to the Publications & Design Manager. Submit electronic files for new artwork in one of the following file formats:

Illustrator	Excel	.eps	.pdf
PowerPoint	postscript	.tiff	Photoshop

When possible, submit continuous tone (photographic) images as separate files and not embedded in PowerPoint, Word, or any other word processing or layout software.

Completed work

When artwork is completed, pdf files of presentations are provided. Printed copies are provided when necessary to meet the specifications of your project or upon request. (Please note: the required file format for conference presentations is pdf.)

Existing artwork

Many staff members include existing artwork in their presentations. Existing work may be viewed on the LLE web site under the Publications > Viewgraphs, in a searchable viewgraph database. If you would like to use existing artwork, please provide the fiche number that appears on the lower left corner of the piece. You may also request alterations to existing artwork. It is essential that you provide the fiche number of the existing artwork.

Provide as much information as possible to the Publications and Design Group to minimize duplication of work. Use existing or slightly modified existing presentations when possible.