Report Writing

1

Before you Start

▶ **Purpose of the Report**
 ▶ There are a few different types of reports, depending on the purpose and to whom you present your report.
  ▶ Research Paper
  ▶ Progress Report
  ▶ Thesis

2

General Outline

▶ Title Page (Required or not)
▶ Summary – highlights of the main report
▶ Table of Contents – index page
▶ Introduction – origin, essentials of the main subject
▶ Body – main report
▶ Conclusion – inferences, measures taken, projections
▶ Reference – sources of information
▶ Appendix

3

Summary

• The purpose of the report
• What you did (analysis) and what you found (results)
• Your recommendations;
   These recommendations should be short and not go beyond a page

4

Table of Contents

- The report should begin with a table of contents.
- This explains the audience, author, and basic purpose of the attached report.
- It should be short and to the point.
- Page numbers may be mentioned

5

Introduction

- This section is the beginning of your report.
- It highlights the major topics that are covered and provides background information on why the data in the report was collected.
- It also contains a top view of what's covered in the report.

6

Body

- The body of the report describes the problem, the data that was collected, sometimes in the form of table or charts, and discusses with reasons.
- The body is usually broken into subsections, with subheadings that highlight the further breakdown of a point.
- Report writing format is very specific that way about clear and crisp headings and subheadings.
- *Tables and figures must all be labelled*

7

Conclusion

- The conclusion explains how the data described in the body of the document may be interpreted or what conclusions may be drawn.
- The conclusion often suggests how to use the data to improve some aspect of the business or recommends additional research.

8

Reference

▶ The references section lists the resources used to research or collect the data for the report.

▶ References provide proof for your points.

▶ This also provides solid reasoning for the readers so that they can review the original data sources themselves.

▶ Credit must be given where credit is due.

9

References Pattern

▶ **Reference to a journal publication:**

[1] J. van der Geer, J.A.J. Hanraads, R.A. Lupton, The art of writing a scientific article, J. Sci. Commun. 163 (2010) 51–59.

▶ **Reference to a journal publication with an article number:**

[2] J. van der Geer, J.A.J. Hanraads, R.A. Lupton, 2018. The art of writing a scientific article. Heliyon. 19, e00205.

▶ **Reference to a book:**

[3] W. Strunk Jr., E.B. White, The Elements of Style, fourth ed., Longman, New York, 2000.

▶ **Reference to a chapter in an edited book:**

[4] G.R. Mettam, L.B. Adams, How to prepare an electronic version of your article, in: B.S. Jones, R.Z. Smith (Eds.), Introduction to the Electronic Age, E-Publishing Inc., New York, 2009, pp. 281–304.

▶ **Reference to a website:**

[5] Cancer Research UK, Cancer statistics reports for the UK. http://www.cancerresearchuk.org/ aboutcancer/statistics/cancerstatsreport/, 2003 (accessed 13 March 2003).

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Appendix

▶ This may include additional technical information that is not necessary to the explanation provided in the body and conclusion but further supports the findings, such as tables or charts or pictures, or additional research not cited in the body but relevant to the discussion.

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Presentation

▶ **Introduction and other chapters**
  ▶ **<<Titles in Bold Font 12>>**
▶ **Title: Font: Arial; Font Size: 12; Bold**
▶ **Subtitle: Font: Arial; Font Size: 12;** *Italics*
▶ **Content: Font: Arial; Font Size: 12;** Normal
▶ **Line spacing: 1**.5
▶ **References**
▶ **Content: Font: Arial; Font Size: 12;** Normal
▶ **Line spacing: 1**

12

13

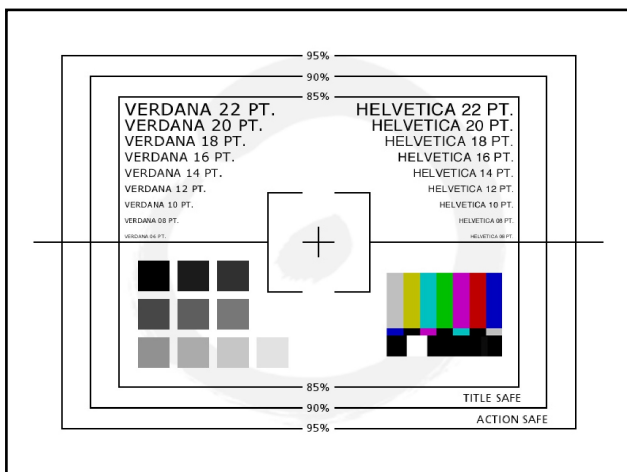## PowerPoint Slide

- Highlight key points or reinforce what the facilitator is saying

- Should be short and to the point, include only key words and phases for visual, reinforcement

- In order for your presentation to fit on most screens, text and images should be placed within 95% of the PowerPoint slide. This "action safe" area is seen in the next slide.

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15

PowerPoint Layout

- Layout continuity from frame to frame conveys a sense of completeness
- Headings, subheadings, and logos should show up in the same spot on each frame
- Margins, fonts, font size, and colors should be consistent with graphics located in the same general position on each frame
- Lines, boxes, borders, and open space also should be consistent throughout

16

Fonts

- Font Style Should be Readable
  - Recommended fonts: Arial, Tahoma, Veranda
- Standardize the Font Throughout
  - This presentation is in **Tahoma**

Do !

17

Font Size

- ✶ The larger, the better. Remember, your slides must be readable, even at the back of the room.

- This is a good title size Verdana 40 point

- A good subtitle or bullet point size Verdana 32 point

- Content text should be no smaller than Verdana 24 point

- This font size is not recommended for content. Verdana 12 point.

18

Font Size

✶ Combining small font sizes with bold or italics is not recommended:

- ✶ *What does this say? Garamond Font, Italic, Bold 12pt.*
- **This is very difficult to read. Times Font, Bold, 12pt.**
- *This point could be lost. Century Gothic Font, Bold, Italic, 14pt.*
- No one will be able to read this. Gill Sans Font, Condensed Bold, 12pt

Don't !

✶ Small fonts are okay for a footer, such as:

TIPS Presentation: 3/8/2004   Dawn Thomas, CRM

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Fonts

Don't !

- *Don't Sacrifice Readability for Style*
- DON'T SACRIFICE READABILITY FOR STYLE
- *Don't Sacrifice Readability for Style*
- ✛ DON'T SACRIFICE READABILITY FOR STYLE

20

Caps and Italics

- **DO NOT USE ALL CAPITAL LETTERS**
  - Makes text hard to read
  - Conceals acronyms
  - Denies their use for EMPHASIS
- Italics
  - Used for "*quotes*"
  - Used to *highlight* thoughts or ideas
  - Used for book, journal, or magazine *titles*

21

Use a Template

- Use a set font and color scheme.
- *Different* **styles** are DISCONCERTING to the audience.
- You want the audience to focus on what you present, not the way you present.

22

Use the Same **Background** on Each Slide

Do !!

23

- Don't use multiple **backgrounds** in your presentation
- Changing the style is distracting

Don't!

24

Colors

- Reds and oranges are high-energy but can be difficult to stay focused on.

- Greens, blues, and browns are mellower, but not as attention grabbing.

- Reds and Greens can be difficult to see for those who are color blind.

25

Avoid These Combinations

- Examples:
  - Green on Blue
  - Dark Yellow on Green
  - Purple on Blue
  - Orange on Green
  - Red on Green

Don't !

26

Colors

- White on dark background should not be used if audience is more than 20 ft away.
  - This set of slides is a good example.
  - You can read the slides up close.
  - The further away you get, the harder it is to read.
  - This is a good color combination if viewed on a computer.
  - A dark background on a computer screen reduces glare.

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Colors

- Large Hall Events
  - Avoid White Backgrounds
  - The white screen can be **blinding** in a dark room
  - **Dark Slides** with Light Colored Text Work Best

Don't

28

Colors

Don't

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The Color Wheel

- Colors separated by another color are contrasting colors (complementary)
- Adjacent colors harmonize with one another (Green and Yellow)
- Colors directly opposite one another are said to CLASH
- Clashing colors provide **readability**
  - Orange on Blue

Do !

30

Background Colors
Remember: Readability! Readability! Readability!

This is a good mix of colors. Readable!

This is a bad mix of colors. Low contrast. Unreadable!

This is a good mix of colors. Readable!

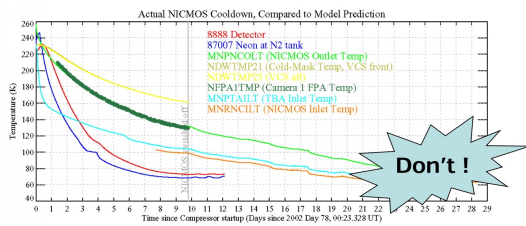This is a bad mix of colors. **Avoid bright colors on white.** Unreadable!

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Graphs and Charts

Make sure the audience can read them!
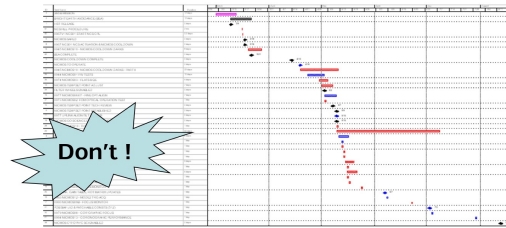
32

Graphics and Charts

Avoid using graphics that are difficult to read. In this example, the bright colors on a white background and the small font make the graph hard to read. It would be very difficult to see, especially in the back of a room.
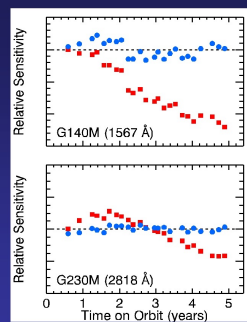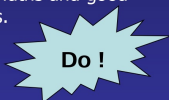
Don't !

33

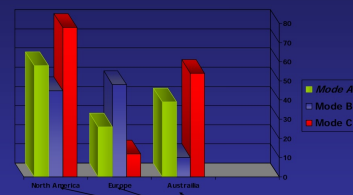This graph contains too much information in an unreadable format.

Don't !

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Good Graph

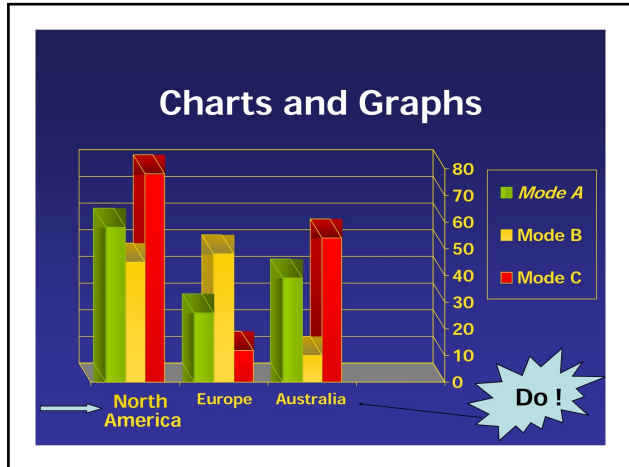These are examples of good graphs, with nice line widths and good colors.

Do !

35

Charts and Graphs

Don't

36

Charts and Graphs

	Mode A
	Mode B
	Mode C

North America   Europe   Australia

80
70
60
50
40
30
20
10
0

Do !

37

This is a good, readable table. Tables, especially large ones, should be placed on a separate slide.

4/19 Fri	109	NICMOS restarted, Ne-loop control continues
4/22 Mon	112	Change to mount... ...ntrol
4/23 Tue	134	Return to Ne control, Filter wheel test begins
4/24 Wed	155	Increase control temperature to allow for +2 K variations
4/25 Thur	165	Begin darks every 3rd orbit
4/26 Fri	174	DQE test visit 1; Control temp +0.5 K

Do !

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Illustrations

- Use only when needed, otherwise they become distracters instead of communicators
- They should relate to the message and help make a point
- Ask yourself if it makes the message clearer
- Simple diagrams are great communicators

Do !

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Tips for Preparing
PowerPoint Presentations

Points To Remember: Limit each slide to one idea.

Use the same background for each slide. Presentations do not flow as smoothly if the slide background changes throughout.

Limit animation. Too much animation can be distracting. (Be consistent with animation and have all text and photos appear on the screen the same way each time. There are many animation modes to choose from, but it is best to use just one throughout.)

In large hall events, dark slides with light colored text work the best. Especially avoid white backgrounds or PowerPoint templates that have too many graphics that may make the text unclear.

Use Contrasting Colors:
Yellow on Black   White on Black
Yellow on Blue   White on Green
Orange on Black   White on Blue
Orange on Blue   White on Red

Font Size And Selection: Standardize the font throughout and use bold face characters. As a rule, never use smaller than a 28 font; the bigger, the better.

Don't use all capitals, as lower case letters are more legible.

Make sure you choose a font style that is readable from a distance. Don't sacrifice readability for style.

Don't !

40

Limit Each Slide to One Idea

• Use **Bullet Points** to Cover Components of Each Idea

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Bullets

• Keep each bullet to 1 line, 2 at the most
• Limit the number of bullets in a screen to 6, 4 if there is a large title, logo, picture, etc.
  – This is known as "**cueing**"
  – You want to "**cue**" the audience on what you're going to say
    • Cues are a a brief "**preview**"
    • Gives the audience a "**framework**" to build upon

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Bullets (con.)

• If you crowd too much text, the audience won't read it
  – Too much text looks busy and is hard to read
  – Why read it, when you're going to tell them what it says?
  – Our reading speed does not match our listening speed; hence, they **confuse** instead of **reinforce**

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Points to Remember

Do not do this! Limit Bullet Points To a few words

• Limit each slide to 1 idea
• Limit each bullet point to only a few words to avoid long sentences that go on and on!
• Limit animation – Too much animation can be distracting. Be consistent with animation and have all text and photos appear on the screen the same way each time. There are many animation modes to choose from, but it is best to use just one throughout.

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Points to Remember

- Keep bullet points brief
- Use the same background for each slide
- Use dark slides with light colored text in large hall events

Do !

45

Avoid the "All Word" Slide

Don't

Another thing to avoid is the use of a large block paragraph to introduce your information. Attendees **do not like** to have what is on the screen, **read to them** verbatim. So, please use short, bulleted statements and avoid typing out your whole presentation on to the slides. Also, it is difficult for some to listen and read a large amount of text at the same time.

46

What is Drug Design?

▶ **Drug design** is the inventive process of finding new medications based on the knowledge of a biological target. Sometimes referred to as **rational drug design** or more simply rational design. In rational drug design, biologically active compounds are specifically designed or chosen to work with a particular drug target. Rational drug design often involves the use of molecular design software, which researchers use to create three-dimensional models of drugs and their biological targets

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  ▶ which researchers use to create three-dimensional models of drugs and their biological targets

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Attention Grabber

- To make a slide stand out, change the font, background, or add animation.

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Limit Animation!

- Use the same animation throughout the entire presentation
- Using more than one can be very distracting
  - The audience will only see the animation and not the message you're trying to get across

Don't

Bam!

50

Limit Animation!

- Use the same animation throughout the entire presentation
- Using more than one can be very distracting
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Do !

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YOU

- Do not use the media to hide you
- The audience came to **SEE** you
- The media should **ENHANCE** the presentation, not **BE** the presentation
- If you're only going to read from the slides, then just send them the slides!
- Remember, only you can prevent
  "Death by PowerPoint"

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