Presentation Patterns

A Pattern Language for Creative Presentations, Part I

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In this paper, we present some patterns from the *Presentation Patterns*, a pattern language for creative presentations. The *Presentation Patterns* consists of 34 patterns describing practical knowledge for designing presentations. Some patterns were already presented in the EuroPLoP conference (Iba, et al., 2012), however those patterns were in the first version and were written in short, simple sentences. After publishing the paper, our pattern language received several revisions and, in 2013, we have published a Japanese book of the Presentation Patterns (Iba and Iba Laboratory, 2013). Figure 1 shows the front cover of the book, and concerning this book we received the GOOD DESIGN AWARD 2013 from Japan Institute of Design Promotion (JDP) in 2013. This is the first of a series of papers in which we will present this new version of the Presentation Patterns, a few patterns at a time. After all patterns are presented and shepherded in the series of papers, we plan to publish the English version of the Presentation Patterns book.

Figure 1. The Japanese book of the Presentation Patterns

The Presentation Patterns consists of 34 patterns. Figure 2 is a pattern map that shows the semantic relationships between the patterns. In the center of the patterns sits pattern **Creative Presentation (0)** – the main idea and goal of this pattern language. Three of the main patterns: **Main Message (1), Touching Gift (2)**, and **Image of Success (3)** surround this. These are patterns that present rather large and abstract ideas that lead to achieving a *Creative Presentation*. To make these three patterns more tangible and practical, subsequent patterns are grouped into a category under one of these three patterns. The first group of patterns No. 4 - No.12, under the **Main Message (1)** group, deals with the contents and the expressions of the presentation. Patterns No.12 - No.21, in the **Touching Gift (2)** group, consider how to make your presentation appealing to the audience. How you should act once you are on stage is discussed in the final set of patterns, No.22 - No.30, the **Image of Success (3)** group. The three last patterns, No.31 - No.33, are extreme patterns that present ultimate ideas for a *Creative Presentation* that are rather difficult to achieve.
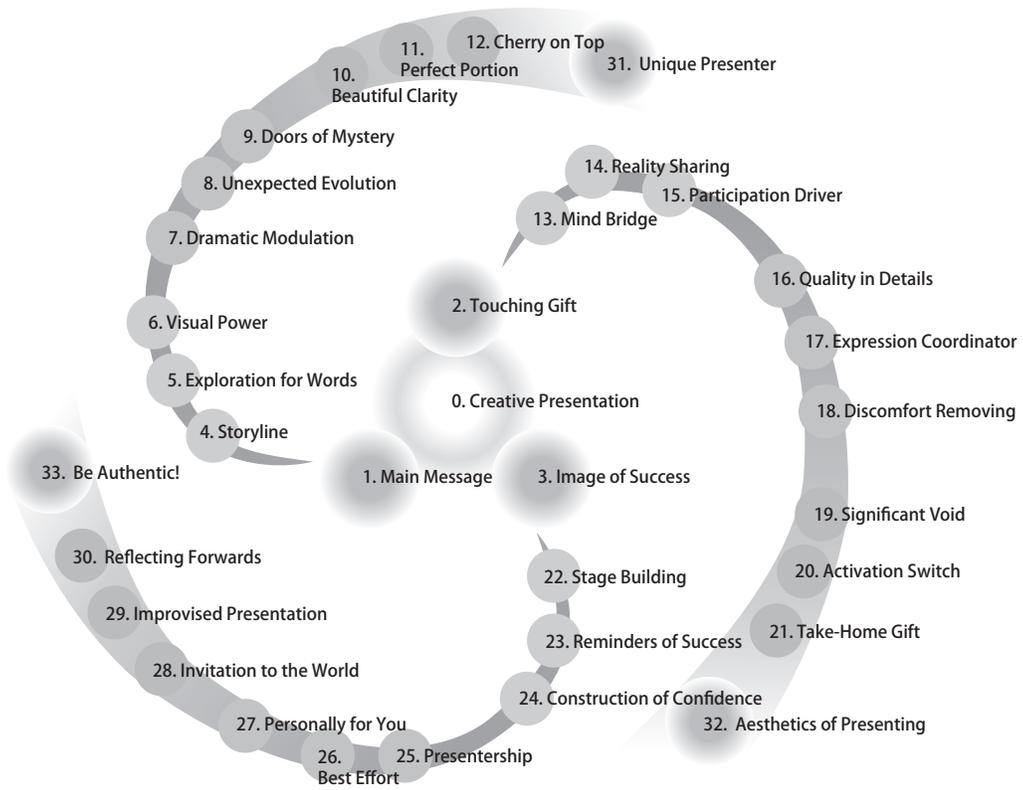
12. Cherry on Top
11. Perfect Portion
31. Unique Presenter
10. Beautiful Clarity
9. Doors of Mystery
8. Unexpected Evolution
14. Reality Sharing
15. Participation Driver
7. Dramatic Modulation
13. Mind Bridge
16. Quality in Details
6. Visual Power
2. Touching Gift
17. Expression Coordinator
5. Exploration for Words
0. Creative Presentation
18. Discomfort Removing
4. Storyline
33. Be Authentic!
1. Main Message
3. Image of Success
19. Significant Void
30. Reflecting Forwards
22. Stage Building
20. Activation Switch
29. Improvised Presentation
23. Reminders of Success
21. Take-Home Gift
28. Invitation to the World
24. Construction of Confidence
27. Personally for You
32. Aesthetics of Presenting
26. Best Effort
25. Presentership

Figure 2. The Whole Structure of the Presentation Patterns

The Core Patterns: The nature of Creative Presentations

A **Creative Presentation** (0) is not just an act of *communication*, but must also be an act of *creation*, where the presenter makes the audience creative by providing them with new ideas and discoveries. Such a presentation is made by having a strong and clear **Main Message** (1), which is shaped into and given as a **Touching Gift** (2). When creating such a presentation, the presenter must keep a clear **Image of Success** (3) of how the audience would change after hearing the presentation.

The first of the four patterns just given - **Creative Presentation** (0) - is in the center of its following three patterns that lead to its actualization. The three patterns state the most basic and important mindsets on creating a **Creative Presentation** (0), and any one of them should not be lacking.

The Presentation Patterns in this paper can be said as patterns that describe these core patterns in more detail by providing more specific and concrete actions that can be taken. However, first these four core patterns must be first understood and put into mind before creating a **Creative Presentation** (0).

Creative Presentation

Not an explanation, but a creation.
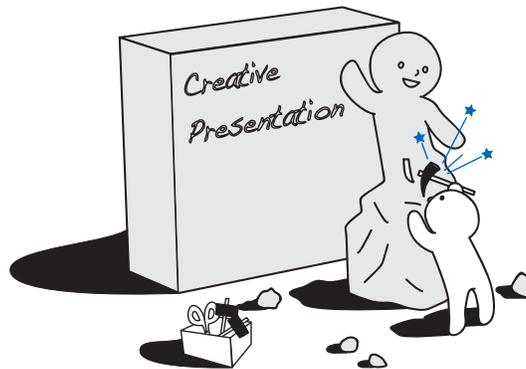
You probably have many opportunities to make a presentation. It may be about an idea for a new product, or results from an academic study. You might be intending for change with a new idea, or recruiting members who you can share a vision and work together with. You could be preparing for a job interview where you need to present your possibilities, or creating a piece of artwork that you want people to become moved by. In its broad sense, presentations are becoming an essential part of our daily lives.

However, motivating and moving people with ideas are not an easy thing to do. Just being enthusiastic and desperate will not assure that your ideas will be conveyed to everyone.

Even if the audience do understand your idea, they would have probably forgotten by the time they get home. Just plainly talking about your ideas is not enough - the ideas will not stick to the audience. For a presentation to have effect, it must become linked to the listeners' experiences, emotions and knowledge. Therefore, just *telling* someone about your ideas will rarely change how they act or think after the presentation.

Therefore, recapture your presentation as an act of *Creation* rather than an act of Communication. *Make* a presentation that would induce imagination in the audience's minds, and give new thoughts and discoveries that would have effect even after the presentation is finished.

Presentations should make the audience become creative. Let's take a novel for instance. When reading a novel, we read the words that are written on the page to build and imagine the story in our heads. Not all details will be written in the book, so we must use our imagination to fill up the blanks and make the image complete. It is this act of imagination that makes reading a fun and creative task.

The same thing can be said about presentations. The presenter and audience of a presentation should not be just people giving and receiving ideas, but rather partners that together create the contents of the presentation. Just like the reader of a novel, the listeners will use the words spoken in the presentation as clues to think, imagine, and create the meaning of the presentation for themselves.

What becomes important in such a presentation is not *how the messages are conveyed*, but *how imaginations are induced in the audience.* Said extremely, even if your message is not precisely understood by the audience, if they gain new ideas or discoveries through your presentation, then your presentation can be said a success. This is the kind of presentations we term "**Creative Presentations**", where the presentation makes the audience creative.

So, how can a **Creative Presentation** be made? The most important secret behind such a presentation is to think how you can induce the imagination and discoveries in the audience. To do so, you need to think what your **Main Message** (1) that will move the audience will be, and carefully compose it into a **Touching Gift** (2) for them. Throughout the process, have a clear **Image of Success** (3) where you can see how the audience will be moved and changed by your presentation.

Presentations made in such a way would cause the listener to create their own reflections about the theme. Therefore, **Creative Presentation**s are not a matter of sharing information, but should be more about offering a creative experience to the audience.

Many of the great writers and artists say the authors themselves grow through the

creation process of a piece. The same thing occurs in presentations too - a **Creative Presentation** would bring growth and discoveries to the presenter through the process of preparing, giving, and reflecting. Therefore, **Creative Presentations** become a creative act for both the speaker and the listener.

> **Creative Presentation**
> Think of presentations as not just the transference of information, but as an opportunity to help the audience become creative by inducing imaginations and discoveries in them.
>
> *Presentation Patterns, No.0*

Main Message

What do I want to tell the audience the most?

Creative Presentations (0) evoke the audience's creativity through the induction of imaginations and discoveries. But you can't just tell the audience "think freely about anything" and assume they would become creative by themselves. Too much freedom will take away from a person's creativity. To effectively make the audience creative, we must provide them with the correct restrictions that would bind their thoughts to induce creativity.

However, giving out too much information would make your presentation blurry. The audience will not be able to think deeply or take action based on such a presentation.

As a presenter, you shouldn't be just talking about things as it comes up to your mind. "Before I explain this, I'll also need to explain that too." "If I talk about this, I also would want to talk about that. " Things you want to talk about will come up one after another, and before long, you will be running out of time. Even if you did have the time, it would be worse since your presentation will become just long and unorganized.

Therefore, narrow down and choose the one message that you want the audience to

take home, and create your presentation centered around that core message.

When thinking about your **Main Message**, you can look at it from the viewpoints of *yourself*, the *audience*, and the *presentation itself.*

First, ask yourself, based on your knowledge and experiences, what it is that you value the most and want to share with others. This should be something you can feel really passionate about and tend to speak too much when talking about it. The way the speaker speaks will enhance the strength of the message. Therefore the **Main Message** should be something that the speaker has strong belief and confidence in.

Next, think whether your message is really worthwhile listening to for the audience. If the audience cannot make any connections to your message, then maybe you should choose a different message or audience. Grasp and reflect your listeners' needs and awareness when choosing the **Main Message**.

Additionally, think whether the message would really induce imagination and discoveries in the audience. The whole point of a **Creative Presentation** (0) is to make the audience creative through the speech. So even though the information you are trying to give may be useful for the audience, if no creativity is evoked, your presentation still has points for improvement.

You should go back and forth between these three points of view when selecting and polishing your **Main Message**. This process is never linear, but the going to and from will polish your message into a strong one.

You should think of your **Main Message** early on in the preparation stage of your presentation, but its expression will change and be refined over time. In other words the creation process of a presentation may be said as the refinement process of the **Main Message**. The message is not just externalized out from your head, but is rather made solid and cultivated by thinking about it thoroughly in preparing for the presentation. This is why many learning (learning by creating) occur in the process of preparing for a presentation.

The **Main Message**, in the end, will become a simple one. Simple but strong. A presentation with a simple and strong **Main Message** is easily understood and speaks to the hearts of the listeners.
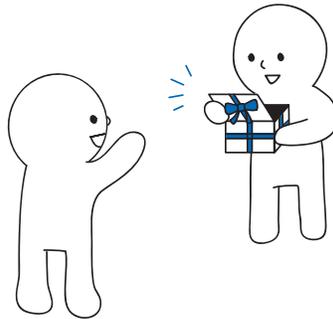
Main Message

Choose one strong core message to build your presentation around. You should have confidence in and feel passionate about that message. The message should be important and worthwhile for the audience to listen to. It should also evoke creativity in the listeners.

Presentation Patterns, No.1

Touching Gift

A presentation is a present for the audience.

Once your **Main Message** (1) becomes clear, next you will have to think how you will convey the message to the audience. How you present your message and what kinds of words and expressions you should use will differ based on the target's background knowledge.

However, if you set your target to "the generic listener", your presentation will lack the power to reach the audience, and is unlikely to cause any actions after the presentation.

Why should the target be more than "the generic listener"? If a presentation is created based on such a vague target, its expressions would be abstract too and therefore would not strike any of the actual listeners. Since in many cases we have never met the actual audience, we are easily tempted to just select a generic image for our target listener. We need a way to get a better image of the target listener.

Therefore, think specifically who your presentation is given for, and give a presentation made specially for them.

First you would need to get a grasp of your target audience. This can be inferred from the time, place and purpose of the presentation. If it is at an event that is held periodically, then the organizers might be able to provide you with information.

From the information, imagine your "one specific target". It can be an influential person who you know is going to attend, or if there is going to be someone you personally know in the audience, you can choose them. If you don't know anyone in the audience, you can use someone you know from a similar target group as the information you collected about the audience. Once your "one specific target" is chosen, then you can start thinking how you can fascinate this specific person.

Think of your presentation as a *present* for this person. When choosing a present for someone you probably would think what kinds of things the person likes. You wouldn't give your mom a pack of baseball cards just because you like to collect them. But on the other hand, the gift should reflect yourself or otherwise the point of you giving the gift will be lost. These two thoughts can be transposed directly to presentations. The giving of a presentation should be a heart-warming experience for both the speaker and the listener.

Many of the great artists dedicate their pieces to a specific person. Though the piece will eventually be published and be seen by many people, at the point of writing the piece, they have one specific person in their mind. This is what makes the piece touching to the hearts of many. The pursuit of the individual is what leads to the universality of your presentation.

One thing that must be kept in mind - you should not pander your presentation to the target. Nor should your presentation be understandable only for insiders and leave the rest of the audience out. Your one specific person on mind is "one specific person in the crowd". Narrowing your target is a means for making your presentation seem realistic, but never should you forget that the person is only a representation of the whole crowd.

A presentation made in such a way would not only convey your message well to the audience, but would also give them a good impression. The audience will become empathetic, and is likely to take some action after the presentation. Such a presentation would make a good atmosphere, making it comfortable for you to speak.
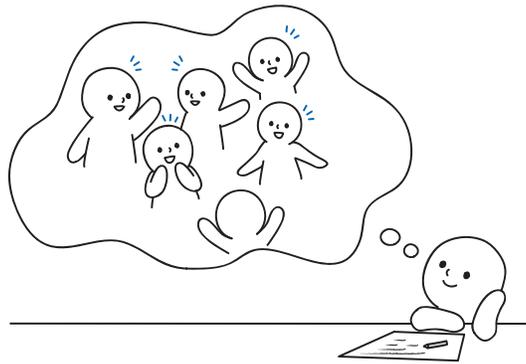
Touching Gift

Clarify who your presentation is given towards, and set one specific person to dedicate your presentation to, so that you can make your presentation enjoyable for that person

Presentation Patterns, No.2

Image of Success

Set a clear goal of how you want the audience to change.

Your **Main Message** (1) is clear, and you are trying to shape your presentation into a **Touching Gift** (2). To do so you need to think how you want the audience to change through your presentation. A **Creative Presentation** (0) should make the audience creative by giving them new ideas and discoveries.

However, it is hard to think how to make the audience creative, especially once you have started creating the presentation and are concentrating on how to convey your message.

Most of the time you spend on creating your presentation would be spent on brushing up its contents and expressions. Becoming too focused on such points will tend to take your attention away from your **Main Message** (1). Consequently, local decisions about the presentation would start to waver, making your presentation hard to follow.

Therefore, set a clear image of how you want the audience to change after the presentation and define it as the benchmark of success for your presentation.

There are a couple of ways a presentation could make the audience creative: (1) making the contents of the presentation seem feasible, practical, and indispensable, (2) providing ideas that would change the way they capture the world, and (3) evoking the ambition, challenge, and action for change in the audience.

First, the audience can take in the contents of the presentation to find out that they can take action too. They would understand the importance of the actions nudged in the presentation and would feel that they can - or should - do it too. You can convince the audience that the change is not something hard to do, and something they can start today. Emphasizing these facts would raise the likelihood of the audience to take action.

Also, you can provide the audience with a new framework of looking at their surroundings. This would lead the audience to discover new aspects about their daily lives that they didn't see before. To do this, you not only need to explain the new framework but also provide them with ideas on ways to practically apply it. How can the new framework be also applied to other fields besides the one you are talking about? How can it be combined with existing frameworks to create synergy? Giving such open but thought-evoking ideas would trigger the imagination and creativity of the audience.

Additionally, the audience can be moved by the character and attitude of the presenter. The challenge, the passion, the ambition for change - these strong feelings of the speaker, when effectively presented, will fascinate and move the hearts of the listener. It is a new lifestyle that they will find. Not only the presentation itself, but its creation process and the thoughts and philosophy behind it - these background information will also make your presentation realistic and evoking. The story given may be just one story of one speaker, but its power will make the listeners think about the possibilities of their own ways of living

Any of the three ways would work, but make sure your presentation is attractive and intelligible in the first place. With the groundwork laid properly, you can start thinking how to make the presentation more creative for the audience.

By having a clear **Image of Success**, your presentation will have unity from start to end, and would successfully lead the audience to action. You should not forget about your **Image of Success** at any time, so remember to give yourself **Reminders of Success** (23) at necessary points of creating your presentation.

Image of Success

Have an image of your audience becoming creative through your presentation with new ideas and discoveries, and make decisions on creating your presentation based on that image.

Presentation Patterns, No.3

I. Patterns about the contents and expressions of the presentation

There are a couple of things that you need to properly convey your **Main Message** to the audience: A shared framework of looking at things, an attractive and interesting **Storyline**, and a finishing touch that makes the presentation alluring.

First the contents of the presentation should not be given as one big blob, but rather should be told in a orderly and understandable manner. Therefore **Storyline** (4) of the presentation must be designed. In addition, you should go **Exploring for Words** (5) or use **Visual Power** (6) to precisely and effectively share how you as a presenter are looking at the world.

Then the **Storyline** (4) must be made interesting. You can add a **Dramatic Modulation** (7) to the presentation, or give it an **Unexpected Evolution** (8) to grab the listeners into your story**.** The **Storyline (4)** should contain **Doors of Mystery** (9) that one by one solves the listener's questions like a mystery novel.

Finally the aesthetics of the presentation must be taken care of. **Beautiful Clarity** (10) where beauty and easy understanding coexist is aimed, and the **Perfect Portion** (11) of information is thought of. And then, lastly, the presentation is given a **Cherry on Top** (12) to go the extra mile.

Storyline

An attractive story that draws in the audience.
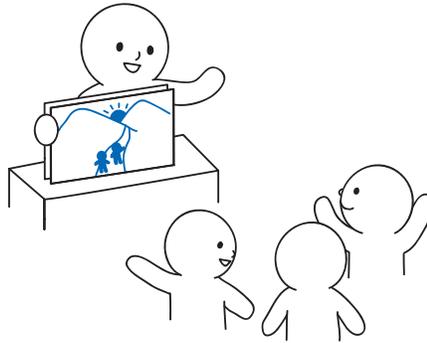
Once your **Main Message** (1) is concrete, then you need to start thinking of how to give the message.

However, just laying the facts in order will result in a boring presentation, and the audience will have less to take home from your presentation.

Your information may be organized, but at the same time its organization could make the presentation dull and unattractive. They would start to get bored and their attention would be lost. In such conditions it would be rare that the audience would proactively think about the contents of the presentation, and no action would likely to occur after the presentation.

Therefore, shape your presentation into an attractive and interesting story that would effectively convey your message to the audience.

Remember your **Main Message** (1) and think of a story that would most effectively tell the message. Your story should have a understandable flow of context that organizes and gives meaning to the information. This should be more than just a plain explanation,

and contain words that evoke sensations and emotions to make it realistic. It could also have opposing positions, frictions, or struggles of the presenter. It is the struggles that the characters of a novel or a movie go through that make the work realistic and empathetic. If a presentation should contain such a **Storyline** (4), the audience would become eager to see what happens next.

A story used in a presentation could have a couple of different forms: a story that enter from a social background, a story centered around the audience, or a story about the presenter herself.

The first way a story can be told is by starting with a shared societal context of the time. This would create a shared basis between the audience and the presenter, which is also easy for the audience to understand and accept. Once the shared context becomes clear, you can point out the problem or issue about it. This would raise questions like *Why does it happen?* or *How can it be solved?* in the listeners. Once their curiosity is gained, you can go ahead with your story. A more specific way of creating such introductions can be read in Barbara Minto's book *The Pyramid Principle: Logic in Writing, Thinking and Problem Solving* (2010).

The second technique that could be used is to touch on daily problems or struggles that the audience is likely facing to bring them directly into the center of the story. If the audience finds out that you might be holding a solution to the problems they are facing, then they would start to pay attention. Your idea might become a key to the progress of their life story.

Lastly, you can tell a story about yourself. What kind of a person are you, and what lead you to this presentation? Your personal story based on your own experiences would make the presentation original and tellable only by you. It also becomes easier to put your true emotions and passion into your speech. Many of the TED Talks take this form of a story.

If you have a long span of time for your presentation, make sure to add in a **Dramatic Modulation** (7) to your **Storyline** (4) to keep the story interesting. Adding in an **Unexpected Evolution** (8) by going beyond the audience's anticipations of the story, or **Doors of Mystery** (9) to keep raising questions in the minds of the listeners are also effective. These patterns would make your presentation more dramatic.

Having a strong **Storyline** (4) in your presentation would make it more interesting and empathetic for the audience. The **Main Message** (1) would be strongly given and become well understood. For the presenter too, the **Storyline** (4) would keep the presentation simple and organized as a whole.
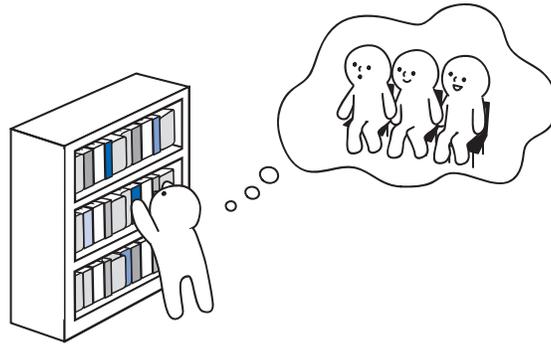

Storyline

Shape your presentation into a story that would evoke the listener's imaginations and emotions to effectively tell your message.

Presentation Patterns, No.4

Exploring for Words

A journey to find a word

that would evoke the listener's imaginations.

Once your **Main Message** (1) is clear, and you have a **Storyline** (4) to effectively tell it, you would have to start working on the actual expressions of the presentation. Though a presentation would use many visual expressions, *words* still are an important factor in presentations.

However, if the words used in the presentation are not precise, it could cause misunderstandings. On the other hand, dull and overused words will make the presentation unattractive and would not cause any thoughts of feelings in the audience.

   If attention is not paid to the precise meanings of the words that are used in a presentation, it might cause the speaker and listener to be thinking about a different image. We should not be choosing words only because they *sound right* or be using difficult and long words that many of us are not familiar with because they *sound cool*. On the other hand, even if the words used are understandable and correctly tell the information, if it is all told in low-level, uninteresting words, it would not have enough

power to present a strong message to the audience.

Therefore, pay attention to the words that you use in your presentation, and go *exploring* for words that perfectly fit what you want to say.

Words that are attractive but at the same time capture what you truly want to say do not come to your mind in just an instant. Sometimes *thinking* of words is not enough - you need to go *exploring* for words.

Go through lots of books and look for words that express what you want to say in an attractive way. You can start with the books you have around you, but you would probably have a better chance going to a book store or a library. Take a few books that are related to your topic at a time, and skim through them. You don't need to read into the book to gain the information written in it, but rather should search for words and expressions. If you do meet a good read, remember the titles so you can save it for later.

You should eventually meet a book where you can feel the author puts value on the words they use, or you might find an author that you simply like the expressions they use. In such cases, you can search for books that are by the same author. Even if a book may be off topic from your presentation, you can still use the words used in the book.

You can go exploring for words when you usually read too. When reading a book - in any context - if you find an expression you like, you can underline it or fold in the page for easy reference when you go **Exploring for Words** the next time.

By **Exploring for Words** when creating a presentation, your sense of choosing words will become polished. Your word choice will become rich and have variety. Also, by searching through books of the same topic as your presentation, you can get a feeling of the words and expressions that are usually used in the domain. With this in mind, you can choose to use a similar tone, or to intentionally stay away from it.

If you are not sure of the words chosen, you can ask a person with a similar background as the target audience group to ask them for advice. They can tell you if the word choice is attractive, or if it is misused in the first place.

By **Exploring for Words**, your presentation would become a **Touching Gift** (2) full of alluring expressions for both the audience and yourself. Such carefully chosen words would become words given by you yourself, and will start to have the power to ring the
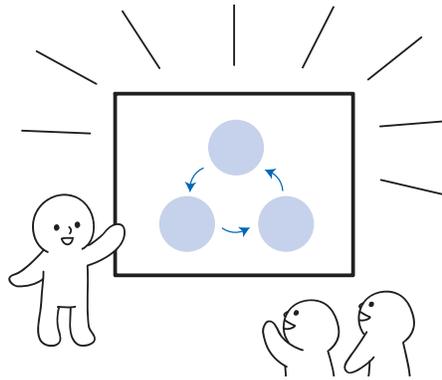
listeners' hearts.

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Exploring for Words

When choosing words to use in a presentation, look through many books for words and expressions that both you and the audience feel attractive.

Presentation Patterns, No.5

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Visual Power

A picture is worth a thousand words.

Your **Main Message** (1) is clear, and you have a strong **Storyline** (4). Now you are thinking how you should precisely and attractively present it with words to the audience.

However, using only words to describe your idea would result in too much and too complex contents, making it hard for the audience to understand.

Some information is hard to transfer with words. For example, relationships between two factors, or the placement of objects would be better explained using a visual expression. It is said that the vision is the strongest among the five senses.

Therefore, create a visual diagram that explains your idea and can be understood at a glance.

If you find some points of your presentation hard to express with words, try shaping the idea into a diagram. A visual expression would help you express the structure of an idea, or relationships between elements, and make it easier for the audience to understand.

Creating a visual representation will benefit not only the audience but the presenter

too. By transposing an idea from your brain to a visual, the idea becomes concrete and better organized. It might have been an ambiguous image in your head, but by visually expressing it, your understanding of the idea will be promoted.

For example, you can arrange two axes to create four quadrants so elements can be plotted. You can also divide the flow of time into three stages to capture it better. Creating a map or a flowchart to express the arrangement or the relationship between elements is also effective.

When drawing such diagrams, you sometimes would find blanks where you don't have the information to fill in yet. In such cases, you might be overlooking something, or it might be a chance to come up with a new idea to fill in the blank. In other cases, you might not have enough slots on your diagram to put in all of your information. This might be a sign that you need to reorganize your information or bring up the level of abstraction to get a better glance of the whole. Sometimes, the way you are trying to express your idea is not sufficient and you need to look for a better-fitting model. In any case, a diagram would give you a chance to get a better understanding and possibly get new ideas about your presentation.

When asked to express an idea visually, many people tend to think of it as a difficult task due to a lack of artistic abilities. No worries - artwork and diagrams are two different things. You can start by drawing a circle or a square and putting a label on it. This should be easy enough. And no need to be perfect from the start - just grab a pencil and start writing on any scrap paper. Relax and use diagrams as a way to help you think.

Ideas, when expressed in a diagram, helps the audience understand the information better, and more, makes the information better stick to their head. A diagram opens up the presenter's head to share the framework that she is using to think. Once the audience sees this, they can start using the framework for themselves to gain discoveries for themselves. Therefore, sharing the presenter's cognitive framework will make the audience think in a new way, leading to the actualization of a **Creative Presentation** (0) - another power of visuals.
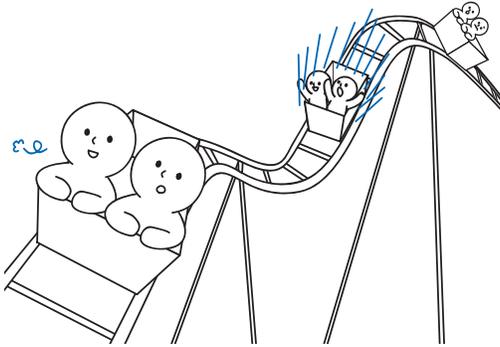
Visual Power

Organize your thoughts by drawing a visual diagram, and share your framework of thought with the audience.

Presentation Patterns, No.6

Dramatic Modulation

Attract the audience with an accentual rhythm.

You have your **Main Message** (1) , and are creating your **Storyline** (4) to effectively present your idea.

However, no matter how interesting a story may be, if it is told in a monotonic matter, the audience will not pay long attention to it.

It is difficult for the audience to decide which parts of a story are important. They then would have to stay focused for the whole time, but their attention span is not infinite. They may miss out on the important facts, and gradually lose interest.

Therefore, put emphasis on the important parts of the presentation, and hold back on the parts not so important to make the presentation modulated.

There are several ways to do this: tone and volume, speed and pauses, and repetition. First you can effectively change the tone and volume of your voice. A monotonic voice is the last thing wanted in a presentation. Just altering your voice based on the presentation would make it more expressive and interesting. You can speak the important parts in a louder voice with a strong tone. Raising your voice would give power to your speech and reach the audience with vigor. On the contrast, some stories are

effectively told in a soft, low voice. A sudden soft tone would make the audience listen closely into your speech, just as if a secret is being told. Neither a constant strong voice nor a strong soft voice is effective - the balance and switching between the two is what makes a speech interesting.

The second technique you can use is the effective use of speed and pauses. Some points of the presentation should develop at a fast moving pace, while others should move more gently and carefully. This would make the presentation more dramatic, just as a movie or a roller coaster influences a person's feelings with the use of speed.

Effective use of pauses are important too. You shouldn't be constantly running words out of your mouth. At points you want the audience to pause and think, you close your mouth. The sudden silence would make audience catch up with the speaker, and focus closely on the next words that are about to come.

In addition, you can use repetition to create a **Dramatic Modulation** to your presentation. By repeating the same words or expressions a couple of times, you can put strong emphasis on it. There is no rule that states that you can only use the same expression once in the same presentation. You can repeat the same phrase three times consecutively, or use the same phrase scattered throughout the whole presentation. By effectively repeating it, a strong impression of the word or the phrase is left on the listeners. Such a phrase is likely to retain even after they leave the place. Not just with spoken words, but the same word can also be repeated visually. Some people don't like using slides (even more the same slide twice), but if it is a key phrase in your presentation, it can appear across several slides to get your point through. With the combination of the written and spoken form of the word, the audience will hardly forget it. This technique will create modulation in the importance of the contents, but at the same time, create rhythm to your speech.

Author Daniel Pink has high skills on effectively using **Dramatic Modulation** in his speech. You can watch his TED Talk *The Puzzle of Motivation* to see how he effectively uses volume, tone, speed, pauses, and repetition to tell his message. He has also been writing speeches with a **Dramatic Modulation** for Al Gore when he was vice president.

By giving your **Storyline** (4) a **Dramatic Modulation** in this way, the presentation will become more enjoyable and interesting for the audience to watch. The **Main**

Message (1) becomes more emphasized, making it easier to understand the presentation too. Such a speech would create a good audience, which makes it comfortable for the presenter to speak too.

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Dramatic Modulation

Give modulation to your presentation by controlling your tone, volume, and speed, and by effectively using pauses and repetition.

Presentation Patterns, No.7

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References

Iba, T. and Iba Lab (2013) Presentation Patterns: Souzou wo Yuhatsusuru Hyogen no Hint. [Presentation Patterns: A Pattern Language for Designing Creative Presentations], in Japanese, Keio University Press.

Iba, T., Matsumoto, A. and Harasawa, K. (2012a) "Presentation Patterns: A Pattern Language for Creative Presentations," in the 17th European Conference on Pattern Languages of Programs (EuroPLoP2012).