The views expressed do not necessarily reflect the position of the Federal Reserve Bank of New York or the Federal Reserve System.
Caveats + Structure

- This slide deck has suggestions and ideas for a better presentation

- The goal is minimalist design, but that doesn’t mean boring slides

- Making slides is hard work - the goal is to make default set of slides that look nicer and encourage better design

- Read Jon Schwabish’s “Better Presentations”
Topics to cover

- Spacing and Words
- Color
- Fonts, Text Size and Readibility
- Graphics
- Tables
- Dummy frames to use as starting points
- Misc and options to change
- Making an Appendix!
Spacing and Words
New environments to improve transition and spacing

- Break up sections using `transitionframe` instead of `frame`

```
\begin{transitionframe}
  \begin{center}
    \{ \Huge \textcolor{black}{Spacing and Words}\}
  \end{center}
\end{transitionframe}
```

- Use my `wideitemize` environment instead of `itemize`
  - This environment automatically spaces wide between items
  - That way you don’t write too much text on a slide!
  - Rule of thumb 1: 45-75 characters a line
  - Rule of thumb 2: sentence on one line

- If you use 16:9 perspective, use an image on the side!
Aim for simplicity

Better to make one point well on a slide
Than to overwhelm an audience with text


Roadmap at every section?

- If you prefer to have a roadmap, use the following code:

  [fragile]
  \AtBeginSection[]{%
  \begin{frame}%
  \frametitle{Roadmap of Talk}%
  \tableofcontents[currentsection] %
  \end{frame}%
  }

- This creates a section list at each section marker

- I included it in the header – just uncomment it
Color
Colorblindness is an issue

- The traditional red-blue colors are bad for those who are color blind
- Crib from the above colors!


http://mkweb.bcgsc.ca/colorblind
I use two to three colors regularly throughout my presentations

- I use the blue color everywhere
- I use red to contrast and emphasize
- I use green as a backup
- I use yellow as a transition color

Make your own color wheel palette! https://www.sessions.edu/color-calculator/
Background color: I’m undecided

- Changing the background color makes it easier to read

- Make your figures in R or Stata have the same background color (Or transparent)

- In large auditoriums, go black background with white text
Example for an auditorium – contrast is much higher
The color code if you can’t find it in the source

\definecolor{blue}{RGB}{0,114,178}
\definecolor{red}{RGB}{213,94,0}
\definecolor{yellow}{RGB}{240,228,66}
\definecolor{green}{RGB}{0,158,115}

%% I use a beige off white for my background
\definecolor{MyBackground}{RGB}{255,253,218}

%% Uncomment this if you want to change the background color to something else
\setbeamercolor{background canvas}{bg=MyBackground}

%% Change the bg color to adjust your transition slide background color!
\newenvironment{transitionframe}{\setbeamercolor{background canvas}{bg=yellow}\begin{frame}}{\end{frame}}

\setbeamercolor{frametitle}{fg=blue}
\setbeamercolor{title}{fg=black}
\setbeamertemplate{footline}[frame number]
\setbeamertemplate{navigation symbols}{}
\setbeamercolor{itemize item}{fg=blue}
\setbeamercolor{itemize subitem}{fg=blue}
\setbeamercolor{enumerate item}{fg=blue}
\setbeamercolor{enumerate subitem}{fg=blue}
\setbeamercolor{button}{bg=MyBackground,fg=blue}
Text Size, Fonts, and Readability
Text size

- Don’t change the font size to fit the text
- You’re likely putting too much text if you do
- There’s really no excuse:
  - If you need a busy slide, make it a backup
  - Then have a link, and click to it
  - The audience will regret ever doubting you
Font size matters for graphs too!

This graph is unreadable!

→ Need to change the font size
Font size matters for graphs too!

This graph is unreadable!

→ Need to change the font size

Now it looks a little better
Font size matters for graphs too!

This graph is unreadable!
→ Need to change the font size
Now it looks a little better
Much better
Things on your computer look too big but audience will thank you
Change your fonts!

- Changing fonts is easy and productive

- This slide deck uses Lato – you can experiment!

- Here’s some comparison to alternatives:
  
  Lato: the *quick brown* fox jumps over the α- dog  
  Arial (default): the *quick brown* fox jumps over the α- dog  
  Bookman: the *quick brown* fox jumps over the α- dog  
  Helvetica: the *quick brown* fox jumps over the α- dog

To change your font globally, you’ll need to find the right package:

\usepackage[default]{lato}

Link for choices: http://www.tug.dk/FontCatalogue/sansseriffonts.html
Graphics
Fitting figures doesn’t have to be painful

- Simple commands to fit figures:
  \resizebox{0.7\linewidth}{!}{
  \includegraphics{figure1_effect.pdf}}

- The \texttt{\textbackslash linewidth} number is defined within an environment

- Simply center with a \texttt{\textbackslash center} environment
When possible, make graphic central
But sometimes iteration is better

- Sometimes you want to talk about one effect
But sometimes iteration is better

- Sometimes you want to talk about one effect
- Then switch to a second effect
But sometimes iteration is better

- Sometimes you want to talk about one effect
- Then switch to a second effect
- Use the \only<slidenum> command
- For the effect, keep the similar axes
Tables
Fitting tables doesn’t have to be painful

- Simple commands to fit table and center:
  \makebox[\linewidth][c]{
  \begin{tabular}{l cc ddd}
  results...
  \end{tabular}
}

- Don’t use the \texttt{table} environment

- If you don’t want to center, use change \texttt{[c]} to \texttt{[l]}
<table>
<thead>
<tr>
<th></th>
<th>Mean at $t = -1$</th>
<th>Difference-in-Differences Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$t = -1$</td>
<td>1 Year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td>Outcome 1</td>
<td>2.58 (2.55)</td>
<td>0.11 (0.04)</td>
</tr>
<tr>
<td>Outcome 2</td>
<td>60.90 (17.02)</td>
<td>-0.73 (0.10)</td>
</tr>
<tr>
<td>Outcome 3</td>
<td>18.98 (6.74)</td>
<td>0.77 (0.13)</td>
</tr>
</tbody>
</table>
Highlight cells using tikz (see source code)

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<td></td>
</tr>
<tr>
<td></td>
<td>1 Year</td>
<td>2 Years</td>
</tr>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
</tr>
</tbody>
</table>

There are other ways to do this.
Consider whether it is better to have all the context, or control.
If you haven’t practiced, the clicking through slides will be artificial.
There are other ways to do this
Consider whether it is better to have all the context, or control
If you haven’t practiced, the clicking through slides will be artificial
Reveal rows sequentially using \onslide (see source code)

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<td></td>
<td>(17.02)</td>
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### Mean at Di/uniFB00erence-in-Di/uniFB00erences Estimates

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<tr>
<td></td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td></td>
</tr>
<tr>
<td>Outcome 1</td>
<td>2.58</td>
<td>0.11</td>
<td>0.08</td>
<td>0.12</td>
<td></td>
</tr>
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<td></td>
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<td>(0.04)</td>
<td></td>
</tr>
<tr>
<td>Outcome 2</td>
<td>60.90</td>
<td>-0.73</td>
<td>-1.13</td>
<td>-1.58</td>
<td></td>
</tr>
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<td></td>
</tr>
<tr>
<td>Outcome 3</td>
<td>18.98</td>
<td>0.77</td>
<td>1.28</td>
<td>1.62</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(6.74)</td>
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Dummy Frames
Here’s a list of frames that are similar to powerpoint frames

- Just copy and paste the source code
Table Frame

---

Temp Table
Figure Frame

How to draw an owl

1. Draw some circles

2. Draw the rest of the fucking owl
Everyone gives these tips on nice presentations

But maybe we’d put less on the slides

If the audience stopped interrupting

1. Draw some circles
2. Draw the rest of the fucking owl
Miscellaneous + Options
Make TikZ figures to help highlight your research design

- Previously used tikz commands to highlight things in figures and tables
- You can make much cooler figures with this
- Here’s an example for showing diff-in-diff timing:
Consider making your math prettier

- Don’t overdo it when putting up equations (either regressions or theorems)
- Try adding color and text to highlight the relevant formula
- Consider (Imbens and Angrist 1994):

\[ \alpha_{g}^{IV} = \frac{\text{Cov}(Y, g(Z))}{\text{Cov}(D, g(Z))} \]

Reduced Form First Stage
Notes for yourself

- An underused feature of beamer is the notes feature

- Outside of frame environment, you use the `\note` command

- See the source code after this frame, and in the header

- You can even make these notes available for you as you present!
Sizing / perspective on frame

- Thanks to Casey Wichman, these slides are in beautiful 16:9
- If you don’t want that, just remove the \aspectratio option in the document class
- But, it will be hard to put stuff next to pictures
- It’s much more modern looking in 16:9
Appendix!
Almost done!

- Use the `\appendix` command to restart the numbering

- The frame counter says this is the last slide, but it’s not

- (Test it, see you on next page)
Almost done!

- See, now we’re in backup slide land
- This is made useful by having links throughout the talk
- Here’s a button, which is how I make links
Use it to intimidate audiences!

Now you can make it clear you’ve done a shitload of work without having to show everything!

You label a frame with the [label=name] option, and then point a link to it.

You can make an object a link using the \hyperlink{label}{object} command.