

Format and Style Tips for Presentation Summary Slide

Please use the slide template for your submission, and upload to the submission form with your pre-recorded talk.

Marilyn Sigman is available to give feedback on your summary sentence and slide: marilyn.sigman@gmail.com

Format and Style Tips:

Use “plain language.” Write clearly and simply, without jargon and with an explanation of any technical terms that have to be included.

Examples:

Temperature can vary . . . [rather than “temporal variation”]

pelagic (open ocean) food chain

prey species such as herring, capelin, and sand lance (collectively referred to as forage fish)

trophic level (position in the food chain)

trophic (food web) connections

Use active, not passive, voice construction.

“I/we (or the names of the researchers) investigated . . .,” not “A study (or research project) was conducted.” Avoid use of “we researched.” “I/we conduct surveys . . .”

“I/we concluded (or found)” not “the data show . . .” Data do not really “speak for themselves;” what can be said based on the data depends on how the data were collected and analysed by someone.

Species names: In titles, capitalize all words in a common name, but only the first word in a hyphenated name. Including the scientific name is optional.

Example: The Effects of Salinity on the Growth of Sugar Kelp, Population Trends in Black-legged Kittiwakes

In sentences, only proper names are capitalized in common names.

Examples: Kittlitz’s murrelet, marbled murrelet, Pacific salmon, pink salmon

In both cases, the scientific name follows the common name in italics with the genus capitalized and the species name lower-case even if it refers to a proper name.

If you know them, include local variants of common names. Examples: katy chiton or bidarki, *Katharina tunicata*); gumboot chiton or lady slipper, *Cryptochiton stelleri*

Species: Is both singular and plural. Use singular and plural pronouns and verbs depending on the meaning being conveyed.

Title of Presentation

One-sentence summary: Please provide a one-sentence summary of a major finding you will be presenting (or the purpose of your on-going research if you are not reporting findings). The focus should be on an aspect of your research that you think would be of interest to a general audience interested in scientific information about their local environment.

- Major finding or purpose of your project
- What research, conservation, or community environmental problem does your research address, if any?
- Brief description of methods used (only if the methods are new and interesting)
- Types of data collected and analysed (Describe methods only if new and likely of general interest.)
- Partners and community involvement in the research
- Additional conclusions and/or next steps

Image, figure, or map representative of work



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