Developing effective PowerPoint presentations

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The Place To Be

Effective PowerPoint presentations?

Are

You

EXCITED

BY

Animations, sound

and

Clip art

In PowerPoint?

What we'll cover today

- Do you need PowerPoint?
- Outline
- Slide layout
- Fonts, colour and background
- Graphs
- Spelling and grammar
- Room set up

Do you need PowerPoint?

Do you need PowerPoint?

- Consider the type of presentation:
  - Lecture
  - Discussion
- Don’t make your presentation PowerPointless

The outline

- 1st or 2nd slide should have an outline
- Follow outline for your presentation
- Place main points on outline slide

Slide layout

- Use point form, not complete sentences
- Maximum of six points per slide
- Avoid wordiness: key words only

Slide layout

This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

Slide layout

- Showing one point at a time will:
  - focus attention on one point
  - prevent reading ahead
  - help keep your presentation focused

Slide layout

- Do not use distracting animation
- Do not go overboard with the animation
- Use consistent animation

Slide layout

- Slide transitions should not be distracting
- Be consistent with transitions – never Random

Fonts – good

- Use different size to show hierarchy
  - the title font is 36-point
  - the main point font is 28-point
  - this font is 24-point
- Use a standard font like Arial
  - **Use at least an 18-point font and Bold**

Fonts - bad

- If you use a small font, your audience won’t be able to read what you have written
- CAPITALISE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ AND LOOKS LIKE YOU ARE SHOUTING.
- **Don’t use a complicated font**

Spacing - bad

- If you have a set of points
- space them out on the slide
- rather than in one corner

Spacing - good

- If you have a set of points
- space them out on the slide
- rather than in one corner

Colour - good

- Use a font colour that contrasts sharply with the background
- Use colour to reinforce the logic of your structure
- Use colour to emphasise a point
  - But only use this occasionally

Colour - bad

- Don’t use non-contrasting font colours
- Using colour for decoration is distracting and annoying
- Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

Background - good

- Use a simple background
- Use backgrounds that contrast with text/imagery
- Use the same background consistently throughout your presentation

Background – bad

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use

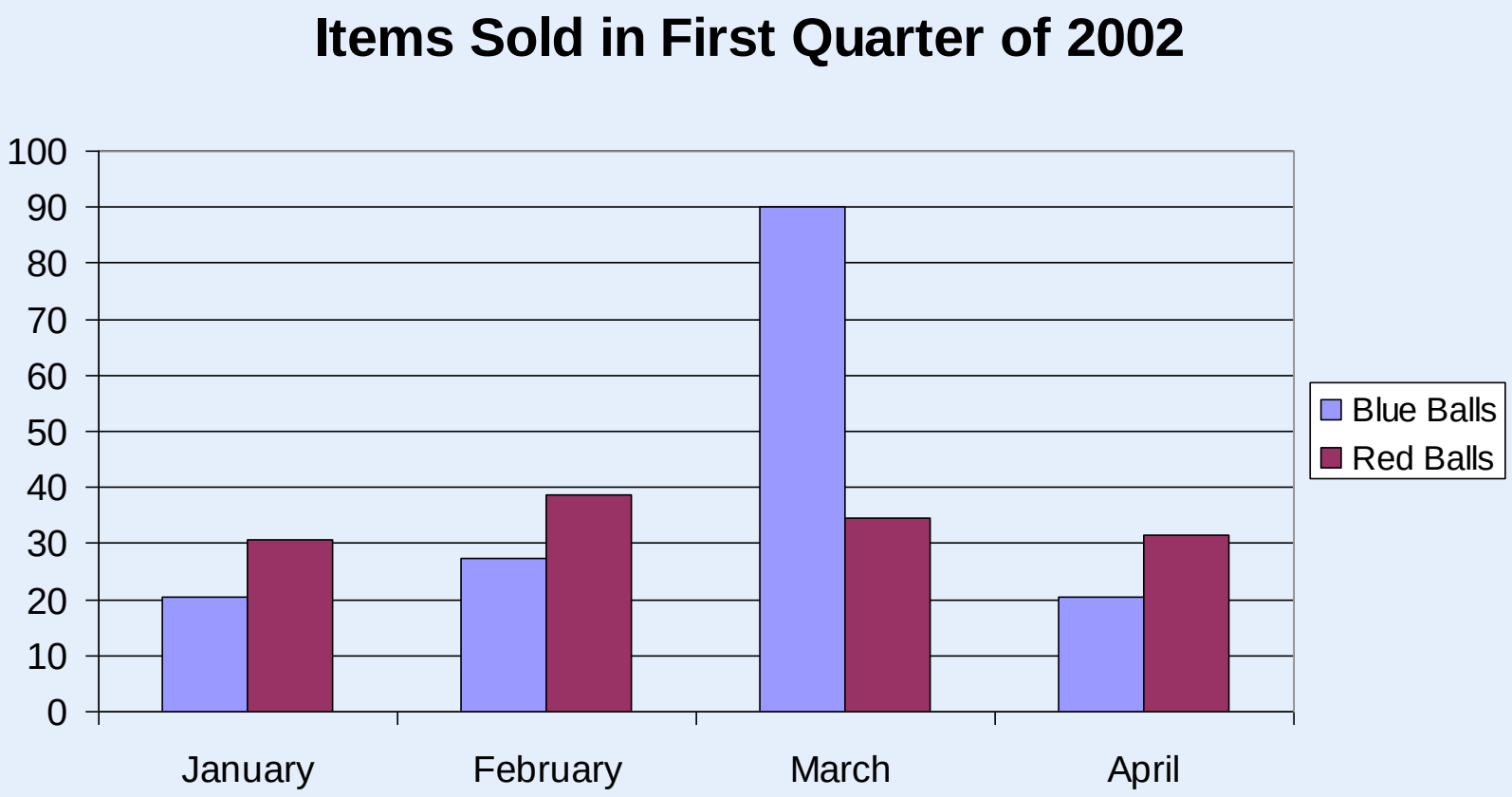
Graphs

- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend and retain than raw data
  - Trends are easier to visualise in graph form
- Always title your graphs

Graphs

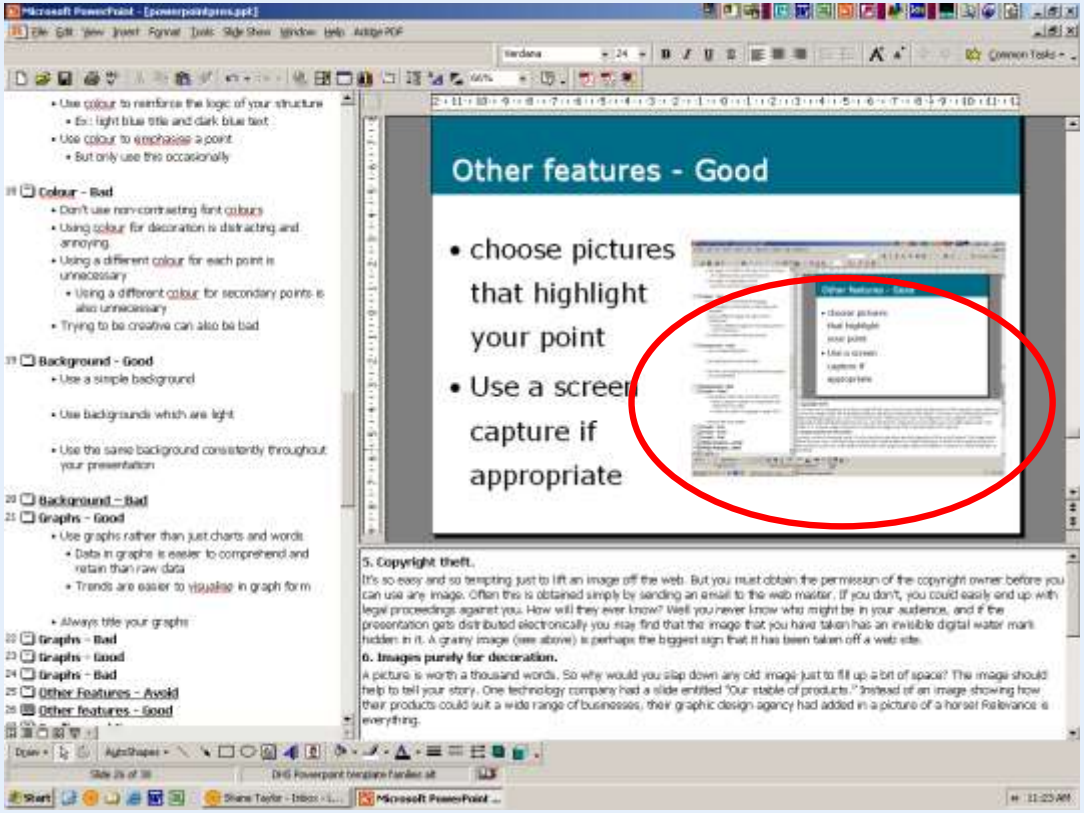
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

Graphs


Items Sold in First Quarter of 2002
100
90
80
70
60
50
40
30
20
10
0
January
February
March
April
Blue Balls
Red Balls

Other features

- choose pictures that highlight your point
- use a screen capture if appropriate



Spelling and Grammar

- Proof your slides for:
  - speling mistakes
  - the use of of repeated words
  - grammatical errors you might have make
- Have someone check your presentation

On the day

- Get there early
- Handouts
- Does everything work?
- Can your audience read the slides?
- Keep an eye on the time
- Don’t read directly from the slides

Conclusion slide

- Use an effective and strong closing
- Use a conclusion slide

Conclusion

- Structure your presentation
- Keep it simple (background, font, colour)
- Minimal content on slides - 6/6
- Avoid pointless animations
- Only use pictures if they assist
- Ensure accuracy with content and equipment

References

- Wourio, Jeff, 2003, *Presenting with PowerPoint – 10 dos and don'ts*, http://www.microsoft.com/smallbusiness/issues/technology/business_software/presenting_with_powerpoint_10_dos_and_donts.mspx

- Saylor, Thomas, 2003, *Creating an effective PowerPoint presentation*, http://people.csp.edu/saylor/effective_powerpoint.htm

- Johnston, Andrew, 2005, *Presentation skills*, (part of the Department of Human Services' 2005 Communications seminar series)

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Questions?

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