### **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.

# **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

# Fonts

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



### **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.

## **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



**★**Small fonts are okay for a footer, such as:

TIPS Presentation: 3/8/2004



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

# Caps and Italics

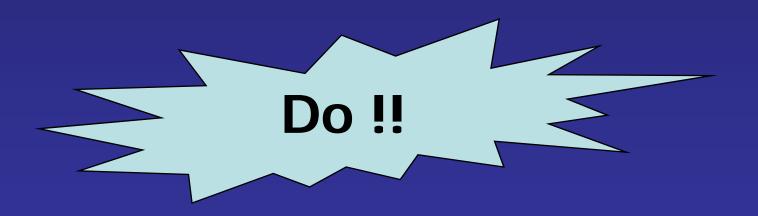
#### DO NOT USE ALL CAPITAL LETTERS

- 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

# 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.

# Use the Same **Background** on Each Slide





Changing the style is distracting



## 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.

### **Avoid These Combinations**

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

Don't!

# 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

## Limit Each Slide to One Idea

 Use Bullet Points to Cover Components of Each Idea

## **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

# **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



### 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"