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**

Do !

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

Don't !

✶ Small fonts are okay for a footer, such as:

Fonts

Don't !

- *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

Do !!

- Don’t use multiple **backgrounds** in your presentation
- Changing the style is distracting

Don’t!

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

Don't

  - 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

Do !

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***"