

Best Practices

CREATING PRESENTATIONS USING POWERPOINT

Best Practices for Presentations

Contrast is important

- ⦿ For printed presentations
 - Dark text on a light background is best
 - Saves ink
 - Better contrast

Best Practices for Presentations

⦿ For Projection

- Light text on a semi-dark background
- The eye is attracted to light

Best Practices for Presentations

- ◎ Stick with a single background
 - The background is the stage for the information
 - Set the stage and leave it alone

Best Practices for Presentations

- ⦿ Don't try to dazzle the audience with graphics or style
- ⦿ Focus on the content of your presentation
- ⦿ The medium is not the message, the information is the message!

Best Practices for Presentations

- *Do not* center bullet points
- Makes the text appear messy in appearance
- Text is more difficult to read and follow with your eye

Best Practices for Presentations

Always remember *Balance*

- Generally, left justify bullets
- This will keep text looking neat
- Easy to follow with the eye

Best Practices for Presentations

Balance



Centered graphics leave little room for text

Best Practices for Presentations

Balance

- ⦿ Place graphics off-center
- ⦿ Better balance
- ⦿ More room for text
- ⦿ More pleasing to the eye
- ⦿ Left placement leads the eye to text



Best Practices - Capitalization

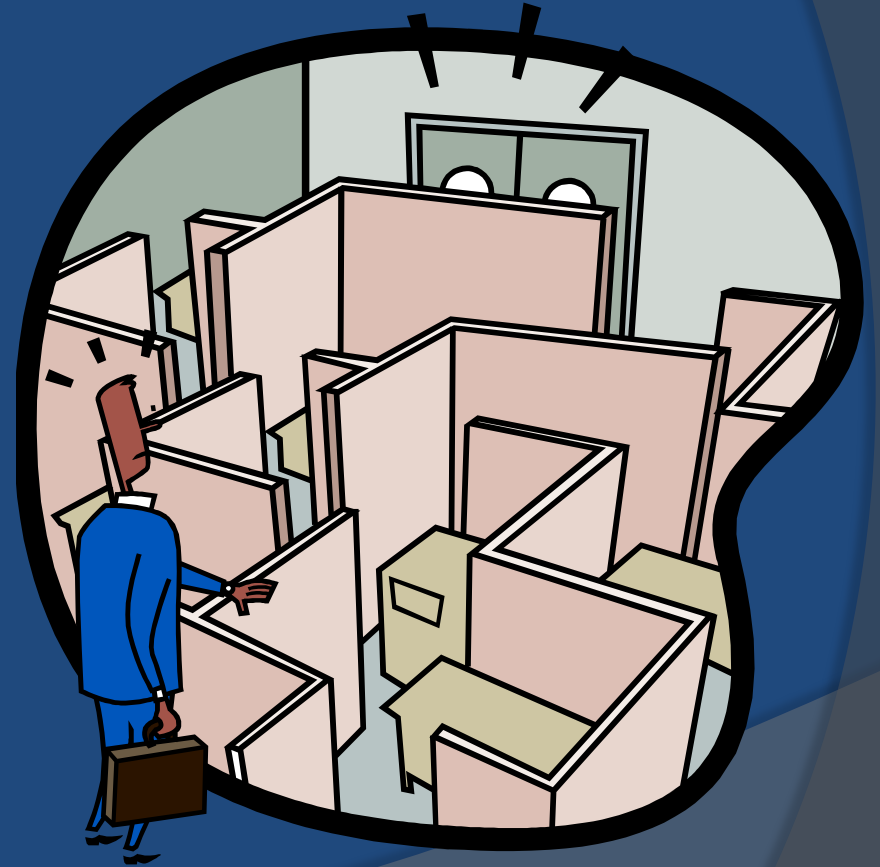
- ⦿ AVOID ALL CAPS
- ⦿ DIFFICULT TO READ

- ⦿ First Cap Is More Formal
- ⦿ Difficult To Type

- ⦿ This is an example of capitalizing the first word only!
- ⦿ Less formal
- ⦿ Easier to type

Best Practices that You Must Follow in Order to Have an effective Presentation

- One of the most common mistakes that many make in creating a presentation is to place too much information and details on the screen. This can cause the reader to become distracted from the speaker...just like you are now.
- Remember, your audience is much more receptive to the spoken word!



Best Practices for Presentations

Keep it Simple

- ⦿ Make bullet points easy to read
- ⦿ Keep text easy to understand
- ⦿ Use concise wording
- ⦿ Bullets are focal points
- ⦿ Presenter elaborates on focal points
- ⦿ Keep font size of text large
 - Size of font depends on size of room or distance from screen
 - Never smaller than 20 pt.

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Final Tips:

- ① **Proper planning** - start with the end in mind
- ① Use Design Templates & Auto Layout placeholders
- ① Do not just “parrot” the slides
- ① Do not over-use graphic images, transitions, animation
- ① Distribute handouts of presentation materials at end
- ① Edit and rehearse presentation extensively!