

Designing an effective PowerPoint slide presentation

Guidelines for presenters

These guidelines are provided to assist the presenters in maximizing the value, interest and impact of their presentation.

The guideline points include improvement suggestions from delegates at past conferences.

Slide design

- Choose a simple design, not too busy and distracting
- PowerPoint provides numerous slide templates for you to use
- If you design your own slides, a two-tone only colour pattern is effective

Text

You almost certainly will not have time to present all the points in your paper. The presentation should be understood and interesting to the delegates and encourage them to read the whole paper.

- Choose only the key points you can clearly deliver in the time allocated.
- Have the points you wish to making a clear logical sequence throughout the presentation slides.
- Keep text concise – Do not cut and paste long texts and complicated graphs/charts from reports
- Use phrases and keywords in point form, not whole sentences
- No more than 6-7 lines of text per slide, 4-5 points under headings
- No more than 8 words per line.

Font

- Use font size 20-50 points
- bulleted lists are best read in 20-32 fonts
- Use different sized fonts for main and secondary points eg title font 36 pt, main font 28 pt, then 24 pt for text, and be consistent throughout
- Use standard font. eg Arial or Times New Roman
- Avoid complicated fonts
- Don't capitalize unless necessary – it is more difficult to read
- Use a coloured font that contrasts sharply with the background eg blue font on white, or white on dark blue

- Use colour to reinforce the logic of your structure eg light blue title, dark blue text – and be consistent.

Graphics/Animation

- Use simple graphics (graphs, pictures, diagrams etc) rather than words where appropriate –information in simple graphics is easier to comprehend and retain
- Ensure graph axis labels, chart titles and legends are clear and easily read
- Avoid busy gridlines, too much detail in graphs and tables
- Be careful with photos – high resolution bit mapped images slow down slide transitions
- Only use animation to help clarify, contribute to or enhance your message.

Presentation

- Bring your presentation on a memory stick or CD
- Ensure you hand your presentation to the audio-visual technician in accordance with conference procedures.
- Show one point at a time to help audience concentrate
- Maximum 1-2 slides per minute
- Stand off to the side of the screen so you can talk to the audience and see your slides at the same time.
- Do not present beyond the allocated time. The session chairman will provide notice when you have two minutes remaining. At this time you should start finalizing your presentation.

General

- Proof your slides for spelling and grammatical errors
- Rehearse your slide presentation before you give it to the AV technician.

For hints and tips, see the following:

www.k12.wa.us/EdTech/pubdocs/powerpoint.ppt

www.iasted.org/conferences/formatting/Presentations-Tips.ppt

www.web-conferencing-zone.com/powerpoint-presentation-tips.htm