
powerpoint presentation guideline

The following tips are offered as suggestions only when creating your slides, to ensure clarity and ease of audience absorption. Treat as a guide not as hard and fast rules.

1. Benefits of Powerpoint
 - a. Good for large audience, AGMs, technical presentations (graphs, plans, flowcharts etc)
 - b. Picture is worth a thousand words
 - c. Thought organizer
 - d. Prompt for presenter
 - e. Last minute changes can be made
2. Bad side of Powerpoint
 - a. Full of bells and whistles
 - b. Overdo text, graphics, sound effects and slide transitions
 - c. Background colours or textures/patterns
 - d. Can't remember how to use software/hardware during presentation (eg forward/back)
3. Slide information
 - a. Structure slide presentation:
 - i. Opening slide(s) – “Summary of what you are going to tell them”
 - ii. Body slides – “Tell them”
 - iii. Conclusion slide(s) – “Summary of what you have told them” (could be a link back to the opening slide to remind them what you have been talking about)
 - b. Consistent look – colour, text, font, bullets, transitions, animations etc
 - c. 6 x 6 rule – 6 lines of text and 6 words per line
 - d. Minimise long sentences – audience will read text and not listen to you
 - e. Use ‘key words’ only – supports message and allows audience to focus on the presenter
 - f. Treat headings/key words like newspaper headings
 - g. Minimise animations and sound effects – can be very annoying and distracting
 - h. Spread info over multiple slides rather than fewer slides with lots of info
 - i. Plan for 2-3 minutes per slide
 - j. Start and end with a black slide
 - k. Consider one large picture rather than many small pictures
 - l. Transitions – keep to 1 or 2 non-distracting transitions throughout presentation
 - m. Presentation summary at start
 - n. KISS – Keep It Super Simple
4. Colour scheme
 - a. Go for high contrast – light text on dark background or vice-versa eg white or yellow text on dark blue background – avoid red text
 - b. 5-10% of audience may be colourblind. Avoid using red and green to highlight important points
 - c. Test your colour scheme on a screen
 - d. The power of suggestion (subliminal):
 - i. RED – heightens emotion, strong negatives
 - ii. BLUE – indicates conservatism
 - iii. YELLOW – happy, friendly
 - iv. PINK – youthful, innocent
 - v. PURPLE – royal, trustworthy
 - vi. GREEN – stimulates interaction
 - vii. BLACK – aggressive, has happened and can't be changed

5. Text

- a. Can text be read from back of the room?
- b. Min 24 pts to Max 48 pts
- c. Title 44, Primary text 32, sub-text 28
 - i. Titles/Headers (capitalize the first letter of every word – Title Case)
 1. Font: **Arial bold**, Arial Black
 2. Font size: 40 – 48
 3. Colour: Gold or yellow
 - ii. Body Text (capitalize first letter of first word only – Sentence Case)
 1. Font: Bolded Arial or Arial
 2. Font size: 28 – 36
 3. Colour: White
 - iii. Sub-Text (same as body text, except)
 1. Font size: 24 - 28
 - iv. Bullets
 1. Font size: Same as body font size (28 -36)
 2. Colour: Gold, yellow or other bright colour
- d. Legibility Test – be able to read text on PC monitor from 2 metres
- e. Avoid all UPPERCASE and underlined
- f. Use **boldface** type to add emphasis
- g. Use Helvetica, Arial, San Serif and block typefaces (not Times Roman – thin lines hard to see at distance)
- h. **Avoid fancy typeface**
- i. Use standard fonts – could present on foreign PC that doesn't have the font
- j. Try to keep text horizontal
- k. Do not punctuate bullet points
- l. Avoid abbreviations and acronyms

6. Graphics, charts and diagrams

- a. Picture is worth a thousand words – more interesting and helps retention
- b. No more than 2 graphs per slide
- c. Bar style graph preferable to line graph
- d. Easy to read
- e. Readily absorbed in approx 10 seconds

7. Presentation

- a. Know your audience. Is presentation for a large, medium or individual audience.
- b. Is a Powerpoint presentation the best choice
- c. Be yourself – add you personality to the presentation
- d. Don't just read what's on the slide
- e. Slide show is an aid/tool to the presentation but the presenter should be the focus - you are the focus not the slides
- f. Talk to audience not to screen
- g. Don't have back to audience – face laptop screen towards you for reference. Consider mounting laptop on a lectern.
- h. If possible, stand with screen on your right. Audience reads from left to right to you. Move forward when you want focus back on you.
- i. Consider a laser pointer

8. Speaking Techniques

- a. Raise voice one level above normal. Any louder use microphone particularly if speaking for longer than say 20-30 minutes.
- b. Must be heard by person at back of room. Microphone?
- c. Lower tone of voice for maximum projection
- d. Better to speak louder than you think you should
- e. Repeat questions from the audience to be sure all people know what was asked
- f. Stand still when you want audience to look at screen
Move to capture their attention again
- g. Print out "Notes Page" and add comments to assist your delivery
- h. Strive for Five C's of presentation:
 - i. Confident
 - ii. Credible
 - iii. Competent
 - iv. Convincing
 - v. Comfortable
- i. Practice, practice, practice

9. Be Prepared

- a. Murphy's Law : Assume something will go wrong. Have a backup plan – carry handouts, spare bulb, backup copy on disk, cables, extension cord etc
- b. Be able to give presentation without slides (eg have handouts as backup or transparencies for use on an overhead projector)
- c. Know how to use and set-up the equipment
- d. Know the venue and your set-up/arrangement
- e. Arrive early to set-up and test everything
- f. Do you need internet access?
- g. Turn off the screensaver

POWERPOINT PRESENTATIONS MAIN POINTS TO LOOK OUT FOR

- Slide colour scheme
- Text size
- Stand with screen to right when referencing the screen so audience can read dot points
- Move forward when elaborating on points (moves attention from screen back to you)
- Speak to audience not screen
- Eye contact with all of audience
- Link on desktop for easy opening of presentation
- Structure slide presentation:
 - Opening slide(s) – “Summary of what you are going to tell them”
 - Body slides – “Tell them”
 - Conclusion slide(s) – “Summary of what you have told them” (could be a link back to the opening slide to remind them what you have been talking about)
- Repeat questions from audience to ensure everyone knows what was asked
- Ensure audience knows what the acronyms or technical jargon mean
- Carry summary notes so you don't have to refer to the screen all the time
- Position laptop close with screen toward you so you don't walk to and fro to laptop
- “Headline” type dot points – minimise dot points/sentences
- Don't drop head when talking (eg to change slides on laptop) – reduces volume
- Consider graphs/pie charts for representing statistical info
- Laser pointer
- Microphone
- Laptop remote control