Making Presentations That Audiences Will Love
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.
Choose a clean font that is easy to read.

Roman and Gothic typefaces are easier to read than **Script** or **Old English**.

Stick with one or two types of fonts.
Font Size

- Bulleted items should be no smaller than 22 points.
- The title should be no smaller than 44 points.
Bullets

- Keep each bullet to one line, two at the most.
- Limit the number of bullets in a screen to six, four if there is a large title, logo, picture, etc.
  - This is known as “cueing”
  - You want to “cue” the audience in on what you are going to say.
    - Cues can be thought of as a brief “preview.”
    - This gives the audience a “framework” to build upon.
Bullets (cont’d.)

- If you crowd too much text, the audience will not read it.
  - Too much text makes it look busy and is hard to read.
  - Why should they spend the energy reading it, when you are going to tell them what it says?
  - Our reading speed does not match our listening speed; hence, they confuse instead of reinforcing each other.
Creating (un)Engaging Content

- This slide is an example of what we have come to typically expect from a PowerPoint presentation.
- There is a lot of text (small text) that conveys a lot of information.
- Plus we’ve got bullets.
- Presenters read line-by-line exactly what is on the slide.
- Students work furiously to copy the slide verbatim into their notes.
- It becomes the 21st century equivalent of the overhead projector.
- What’s going on for students cognitively while the presenter reads the notes and they copy?
We read: Between 250 and 400 words per minute

We can hear: About 150 to 160 words per minute

We can speak: About 105 words per minute

We can copy by hand: About 22 words per minute
10-20-30

Ten slides, 20 minutes, no font smaller than 30 points
Albert Einstein

- Born March 14, 1879 in Ulm, Württemberg, Germany
- Theoretical physicist
- Special theory of relativity - reconciled mechanics with electromagnetism
- General theory of relativity
- Extended theory to non-uniform motion
- Created new theory of gravitation
- Won Nobel Prize in Physics in 1921
- Died April 17, 1955
“Everything should be as simple as possible, but not simpler.”

Albert Einstein
IN DIESEM HAUSE WOHNTE
1895/96 ALS KANTONSSCHÜLER
ALBERT EINSTEIN
1879 – 1955
DER BERÜHMTE PHYSIKER
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
Guidelines for your presentation

- Use Powerpoint
- Be clear on how much time you have
- Be very clear about your key message
- The first slide should announce the title of the presentation
- The second slide should seize the attention of the audience
Guidelines (contd.)

- The third slide should set out the structure of your presentation
- Each theme should be the subject of a small number of slides
- Each slide should have a clear heading
- Be very clear about your key message
Guidelines (contd.)

- Each slide should normally contain around 25-35 words:
  - Unless it is a quote
  - Or contains an illustration
- Each bullet point should consist of an intelligible phrase:
  - “Focus on profitable and growing markets” rather than
  - Focus
Guidelines

- Make appropriate use of pictures
- Last slide should set out all appropriate contact details
- Make copies of your slides available
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.
- White on dark background should not be used if the audience is more than 20 feet away.
  - This set of slides is a good example.
  - You can easily read the slides up close.
  - It is harder to read the further away you get.
But don’t get crazy
This is almost as bad.
Maybe white will be better.
Yes. That’s better.
Backgrounds

- A white on a dark background was used for this set of slides as:
  - The author assumes most users will view the presentation on their own computer.
  - Having a dark background on a computer screen reduces glare.
The Color Wheel

- Colors separated by another color are contrasting colors (also known as complementary)
- Adjacent colors (next to each other) harmonize with one another. e.g. Green and Yellow
- The color wheel below is simplified for easy use
Clashing Colors

- Colors that are directly opposite from one another are said to clash.
- These provide readability - e.g. yellow on blue.
Attention Grabber

To make a slide stand out, change the font or background.
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Agenda

- Short Term Objectives
- Long Term Objectives
- Short term Improvement Plan
- Long Term Governance Model
- Problem-Solving Management Process
- Conclusion
- Q & A
Illustrations

- Use only when needed, otherwise they become distracters instead of communicators
- They should relate to the message and help make a point
- Ask yourself if it makes the message clearer
- Simple diagrams are great communicators
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 all you are going to do is read from the slides or overheads, then just send them the slides
- Remember, only you can prevent “DEATH BY POWERPOINT”
Where I Got This Stuff

PowerPoint for Teachers
http://www.slideshare.net/paulwill/powerpoint-for-teachers

Presentation Tips
http://www.slideshare.net/jhaustin/presentation-tips/

How To: Visual Effects in PowerPoint 2003

Life After Death by PowerPoint
http://www.slideshare.net/thecroaker/death-by-powerpoint

How I Made My Presentations a Little Better
http://www.43folders.com/2007/08/23/better-presentations

Presentation Zen
http://www.presentationzen.com/

dy/dan
http://blog.mrmeyer.com/?cat=24