

POWERPOINT PRESENTATION GUIDELINES

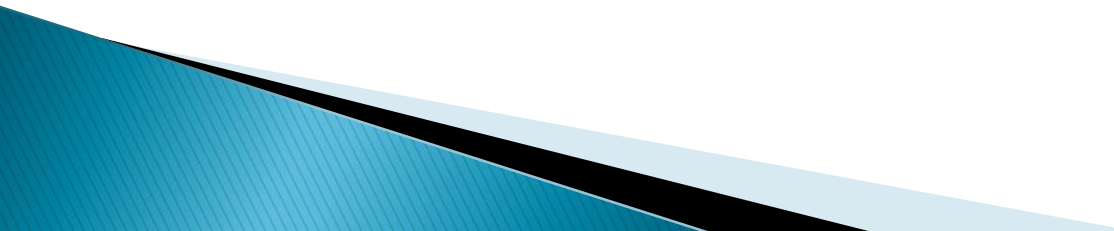
Prof. Martin C. Njoroge

9th June 2015

Introduction slide

- ▶ This is the first slide and should contain:
 - Title of presentation
 - Date of presentation
 - Presenter's name

(See previous slide)



Outline slide

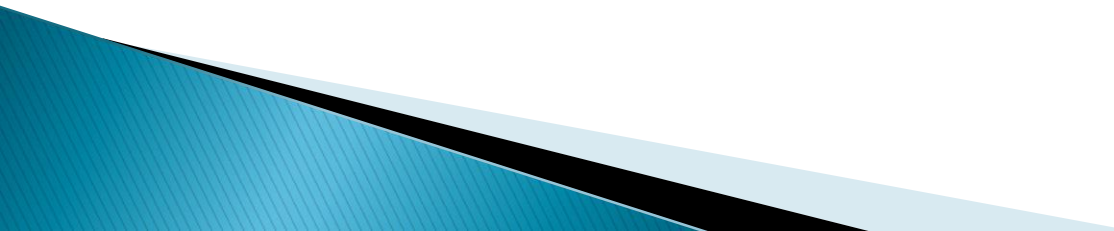
- ▶ Main points of what you will talk about. Start broad, finish specific

(See next slide)

Outline

- ▶ Outlines
 - ▶ Slide Structure
 - ▶ Fonts
 - ▶ Color
 - ▶ Background
 - ▶ Images
 - ▶ Graphs
 - ▶ Spelling and Grammar
 - ▶ Conclusions
 - ▶ Questions
 - ▶ Contacts
- 

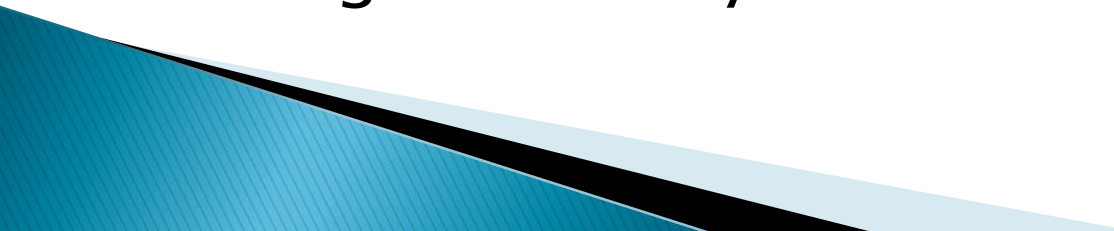
Slide Structure

- ▶ Use 1–2 slides per minute of your presentation. Never read your slides, talk freely.
 - ▶ Create a logical flow to your presentation.
 - ▶ Make your presentation readable. Pick an easy-to-read font face.
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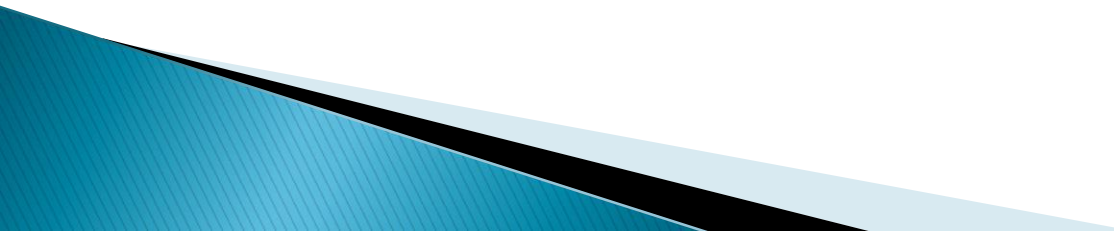
Slide Structure

- ▶ Write in point form, not complete sentences.
- ▶ Include 2–3 points per bullet per slide.

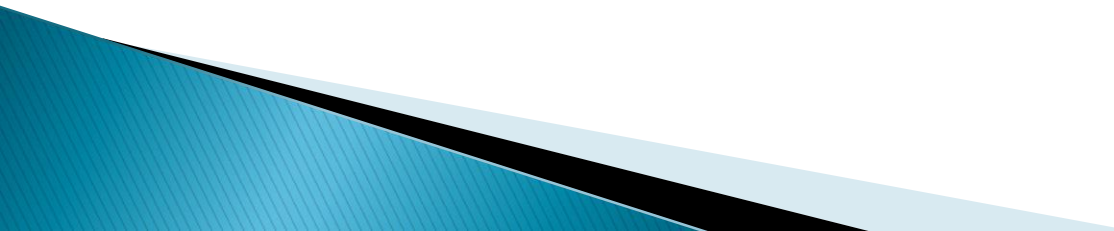
Slide Structure

- ▶ Avoid wordiness: use key words and phrases only. The more words you use, the less readable they become.
 - ▶ Keep the PowerPoint design very basic and simple. It shall not distract.
 - ▶ Cut down the number of slides. Restrict the room your design takes up, don't let the design restrict your message.
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Example of Bad slide structure

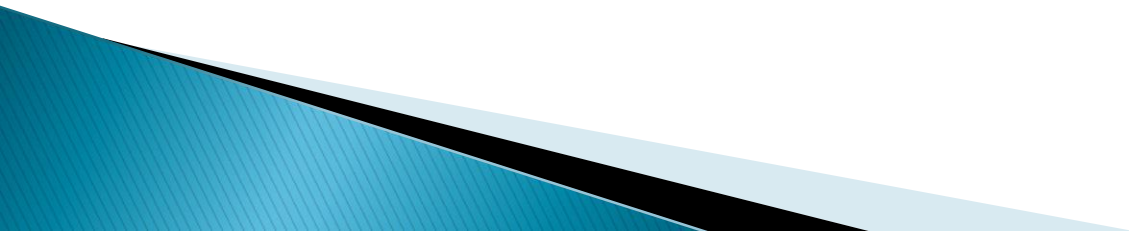
- ▶ This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.
- 

Slide Structure

- Show one point at a time:
 - Will help audience concentrate on what you are saying
 - Will prevent audience from reading ahead
 - Will help you keep your presentation focused
 - Alternatively, all your bullets can appear at once rather than one at a time.
- 

Slide Structure

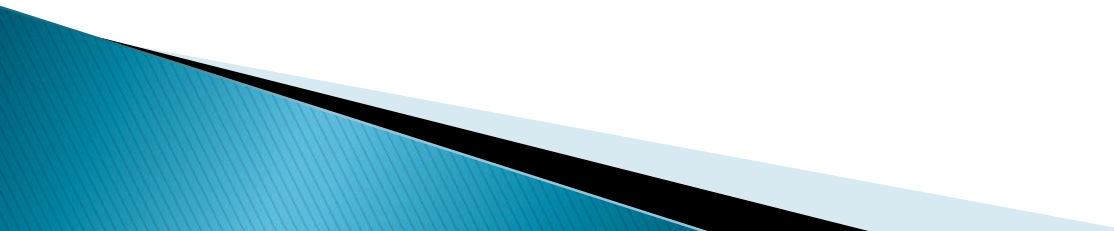
- ▶ Do not use distracting animation e.g. slide transitions and sound effects
- ▶ Do not go overboard with the animation
- ▶ Be consistent with the animation that you use



Fonts

- ▶ Carefully select font sizes for headers and text. Use different size fonts for main points and secondary points. 28 to 34 font size is recommended for subtitles. The title default size is 44.
 - ▶ Use a standard font like Times New Roman, Arial or Calibri; they tend to be the easiest to read on screens.
 - ▶ Consistently use the same font face and sizes on all slides.
- 

Example of bad font size & style

- ▶ If you use a small font, your audience won't be able to read what you have written
 - ▶ CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
 - ▶ **Don't use a complicated font**
- 

Colour – Good

- ▶ Use a color of font that contrasts sharply with the background
 - E.G: blue font on white background
- ▶ Use color to reinforce the logic of your structure
 - Ex: light blue title and dark blue text
- ▶ Carefully use color to emphasize or highlight a point
 - But only use this occasionally

Color

- ▶ If you want to play with colors, keep it easy on the eyes and always keep good contrast in mind so that your readers do not have to strain to guess what you've typed on your slide.

E.g. Using a font color that does not contrast with the background color is hard to read.

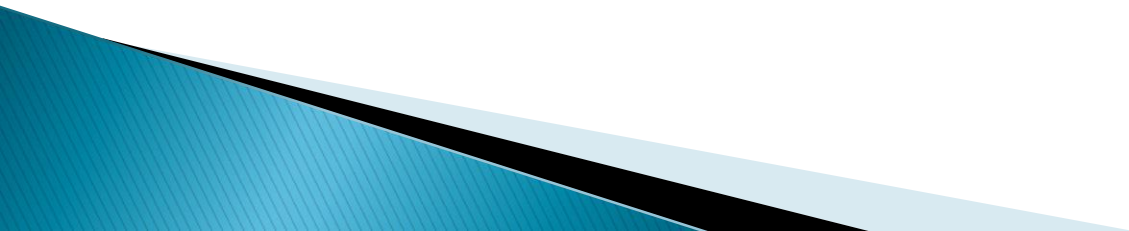
- ▶ Using color for decoration is **distracting**, **annoying** and can shatter a presentation.

Color

- ▶ Using a different color for each point is unnecessary
 - Using a different color for secondary points is also unnecessary
- ▶ Don't weaken the color effect by using too many colors at an instance.
E.g **T**rying to be creative can also be bad

Background

- ▶ Use backgrounds such as this one that are attractive but simple
- ▶ Use backgrounds which are light
- ▶ Use the same background consistently throughout your presentation



Background

- ▶ Avoid backgrounds that are distracting or difficult to read from
- ▶ Always be consistent with the background that you use



Images

- ▶ Images are key elements of every presentation. Your audience will want to see what you're talking about, and a good visual cue will help them to understand your message much better.
 - ▶ Images can reinforce or complement your message.
 - ▶ For a very public and official presentation, keep copyrights in mind.
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Graphs

- ▶ Use graphs rather than just charts and words
 - Data in graphs is easier to comprehend & retain than is raw data
 - Trends are easier to visualize in graph form
- ▶ Always title your graphs.

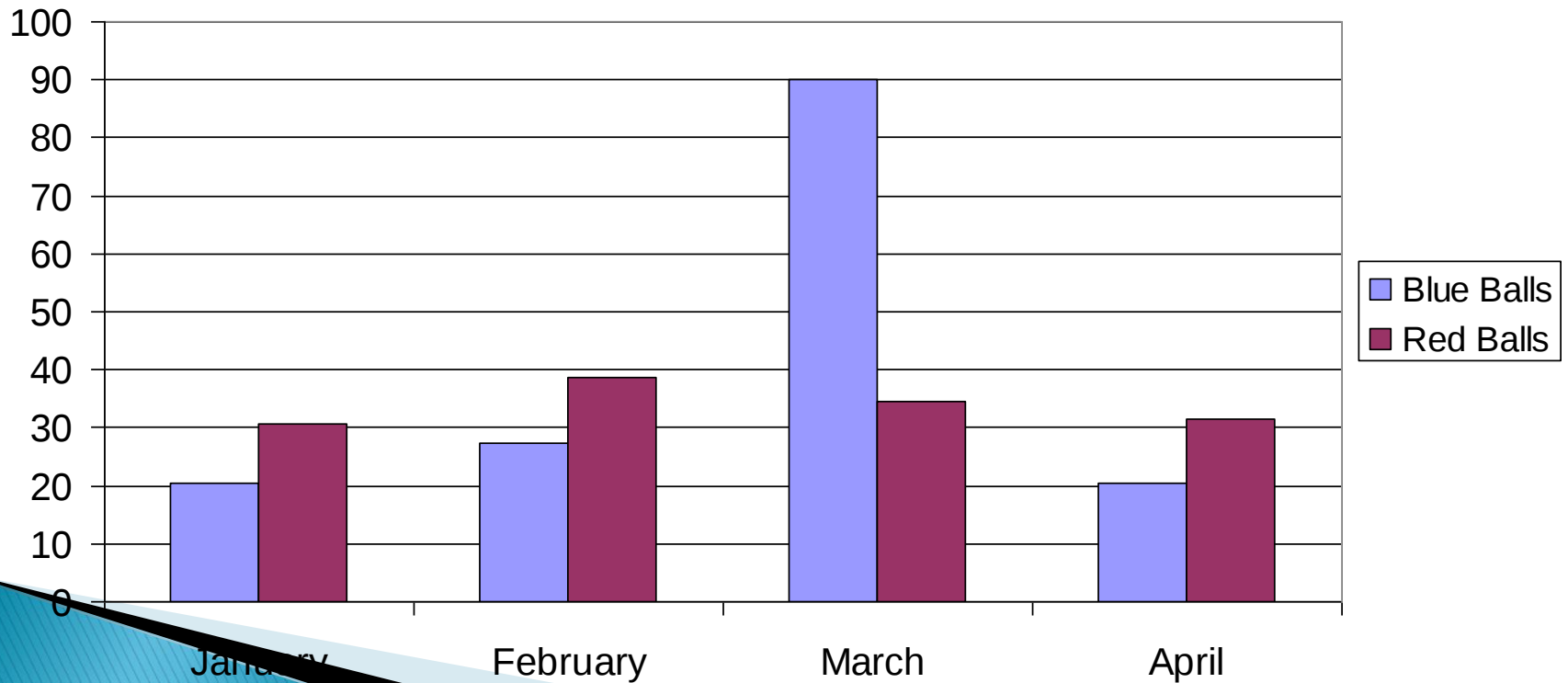
Example of a bad graph

- ▶ This graph is small, has no title or supporting information e.t.c.

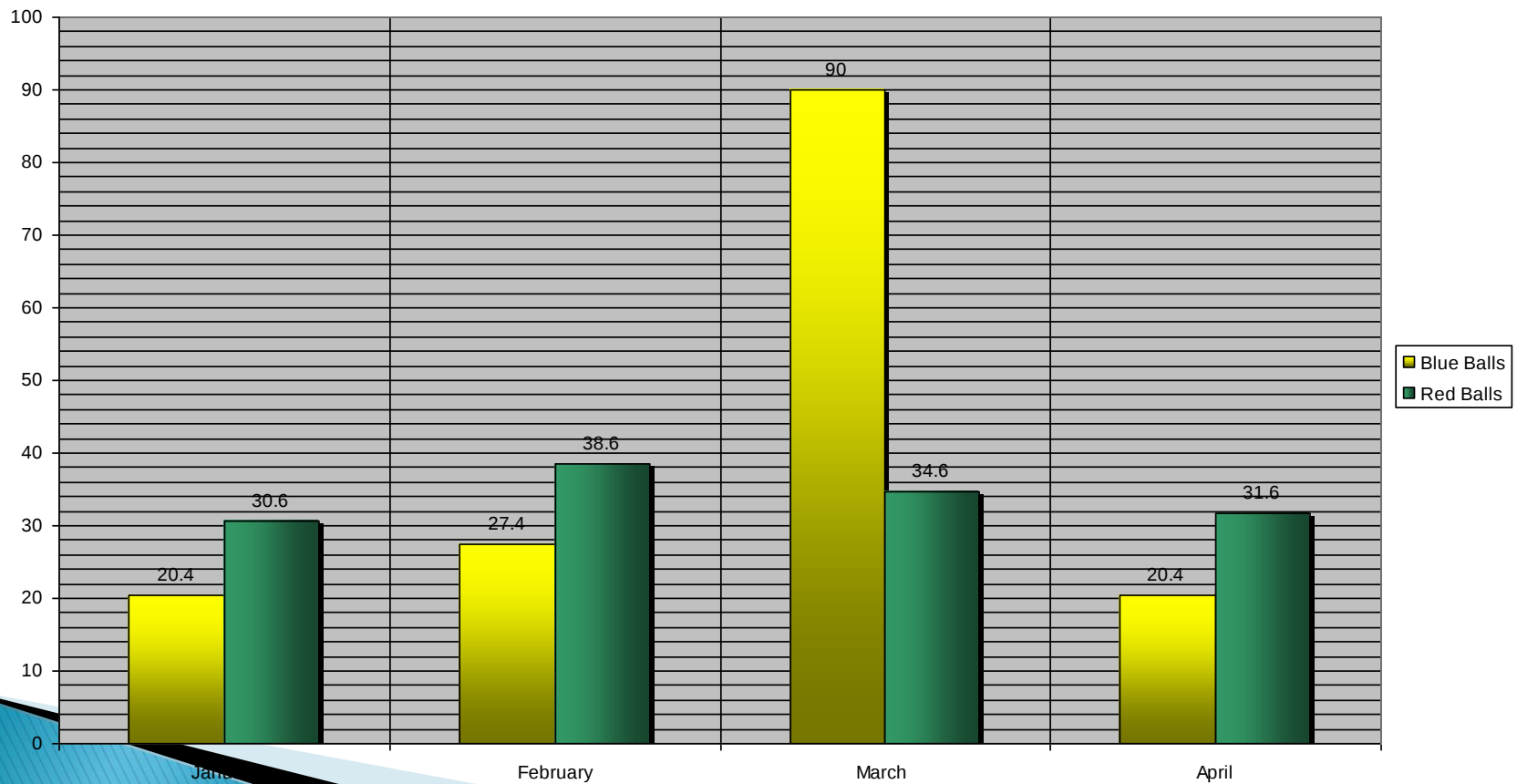
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

Example of a good graph

Items Sold in First Quarter of 2002

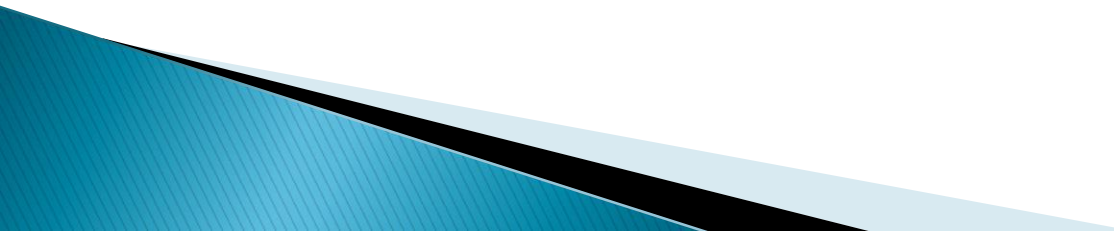


Example of a bad graph



Bad graphs

Why the previous slide is classified as being bad;

- ▶ Minor gridlines are unnecessary
 - ▶ Font is too small
 - ▶ Colors are illogical
 - ▶ Title is missing
 - ▶ Shading is distracting
- 

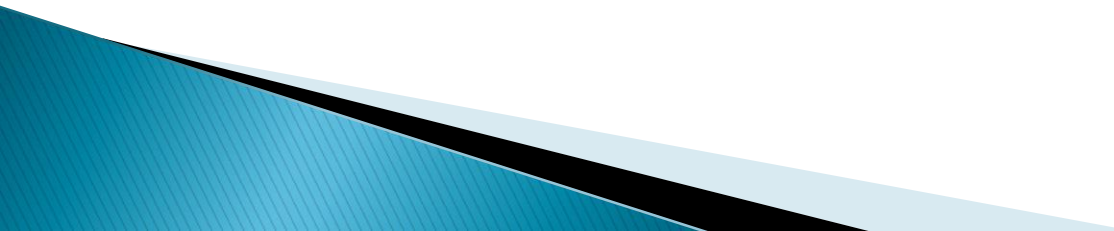
Spelling and Grammar

- ▶ Proof read your slides for:
 - spelling mistakes
 - the use of repeated words
 - grammatical errors you might have made
- ▶ If English is not your first language, please have someone else check your presentation!

Conclusion

- ▶ Use an effective and strong closing
 - Your audience is likely to remember your last words
- ▶ Use a conclusion slide to:
 - Summarize the main points of your presentation
 - Suggest future avenues of research

Questions

- ▶ End your presentation with a simple question slide to:
 - Invite your audience to ask questions/ engage in a short question-and-answer session with your audience
 - Pose a question for discussion.
- 

Contact information

- ▶ Provide contact information for follow up.

Last slide

- ▶ At the very least:
 - Putting a blank slide at the end provides a non-distracting placeholder for discussion.
- ▶ Alternatively put the words “the end”

THE END