Basic Power Point Guidelines

Some tips to make your presentations presentable

Use Contrasting Colors

- Contrast is important
- For paper…
  - **Dark text** on a light background

Example: Dark colors on light background (printing)

Use Contrasting Colors

- For projection…
  - Light text on a semi-dark background
  - The eye is attracted to the light on the screen

Example: Light colors on dark background (presenting)

Choosing a Color Scheme

- Stick with PowerPoint defaults
- What may look good on screen may be unreadable when printing or presenting
- Remember to use strong, contrasting colors
- Too many colors may distract from the message

Background and Design

- Stick with a single background
  - The background is the stage for your information
  - Set the stage and leave it alone!
- Using a pre-formatted DESIGN is not always the best choice, as it may be hard to change it

Basic Rules for Balance

- Do not center bullet points
- It makes the text ragged
- It is hard to read
- It is also hard to follow with your eyes

Basic Rules for Balance

- Generally, left-justify bullets
- Also left-justify numbered lists
- This keeps things neat
- It is easy to follow and read

Basic Rules for Balance

Centered graphics leave little room for text

Basic Rules for Balance

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

Clip Art & Graphics

- A few excellent graphics are better than many poor ones
- Photographs can be powerful
- Use sparingly!

Basic Rules - Capitalization

- **AVOID ALL CAPS**
  - IT IS VERY HARD TO READ
  - DO NOT USE OFTEN

- **First Letter Of Every Word Capitalized**
  - More Formal
  - Harder To Type And More Decisions

- Only the first letter of the first word capitalized
  - Less formal
  - Easier to type and fewer decisions

Use Restraint With Fonts

- Employ only a few…stick to familiar fonts
- Stay away from *artistic* or **gimmicky** fonts unless it is for a theme
  - they could be **hard to read**
- Keep type sizes consistent in a row
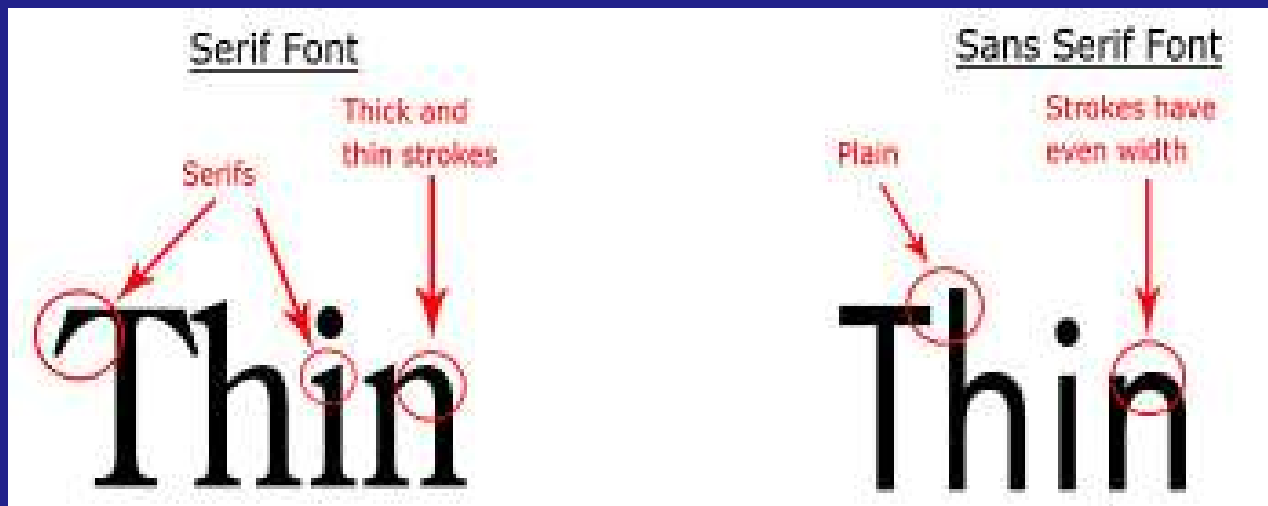
Choose Fonts Wisely

- *Italics are more difficult to read*
- Use **bold** when to make some words stand out
- Font size
  - Easy to read (18 pt)
  - Easy to read (24 pt)
  - Easy to read (32 pt)
  - Easy to read (36 pt)
  - Easy to read (40 pt)
  - Easy to read (48 pt)

Serif versus Sans Serif

- Serif: Times New Roman, Georgia, Cambria
- **Sans Serif:** Calibri, Arial, Futura

Print publications (books, newspapers) will use serif fonts, digital publications favor sans-serif fonts

https://www.youtube.com/watch?v=ocvUGN-OD0w

Avoid Text Overload

Having too much text on the screen can defeat the purpose of using PowerPoint. The slides begin to look like a jumble of text, making slides difficult to read and unrecognizable from each other. People will either try to read everything or copy everything down or they will lose interest. List only the key points. Use bullets, numbered lists, and white space to break up sections. If you have more information to include, use more slides or create handouts. Do not use full paragraphs of information. Audiences are more receptive to the spoken word, if you are presenting orally.

Basic Rules & Guidelines

Keep it simple:

- Don't try to dazzle the audience with graphics or style…but with the information

- Make bulleted points easy to read

- Keep text easy to understand

- Use concise wording

- Keep font size large

Basic Rules & Guidelines

- Use builds…don't give too much info at once
- Stick with the same transitions
- Be creative but leave some color choices to professionals
- Six words per line
- Six lines per page
- When presenting, provide verbal elaboration

Basic Presentation Mistakes

- Too much information

- Too small of font

- Not using contrasting colors

- TYPING IN ALL CAPS

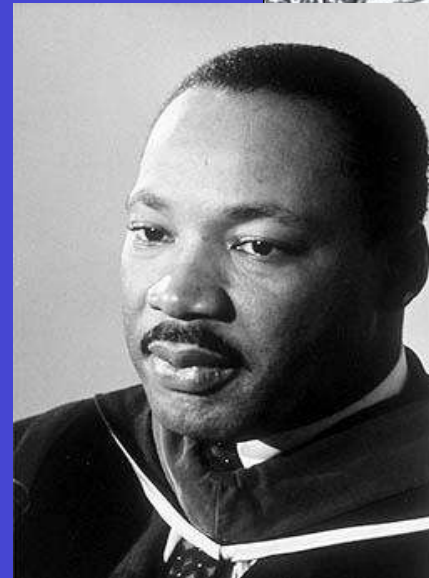- Using too many fonts, colors, transitions, and animations which may distract from the message

Martin Luther King Jr.

- Religious leader
- Civil rights activist
- Author/poet
- Labor activist
- Minister
- Anti-war activist

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