DEVELOPING A SLIDE PRESENTATION

OBJECTIVES

- Explain the steps for creating an effective slide presentation

- Describe the importance of supporting visual aids for a presentation

EFFECTIVE PRESENTATIONS

- The business world expects polished and well-put-together presentations
- Effective presentations: impact and influence the audience
- Appropriate use of visual aids will be appealing and memorable for the listeners
- Three most important elements of a slide presentation are:
  - Master slides
  - Content
  - Visuals

MASTER SLIDES

- Contains the design elements that are applied to the set of slides or all slides in a presentation.

- If you decide to make a design change, simply change the master slide and all other slides will reapply that design

- Typically contains a background design, image and/or text

- Keep design elements simple and consistent

- Limit number of fonts on a screen
- Font size needs to be readable to people in the back of the room
- Color should be used for emphasis and interest, but not overused
- Don't type everything in all caps. THIS IS SEEN AS SHOUTING!

CONTENT

- The most important part

- Slides are not intended for you to read each line to the audience

- Should be talking points to help you stay on track

- Keep sentences short

- Try the "4 x 5 rule"
  - No more than 4 points to a slide
  - No more than 5 words per point

- Do NOT copy/paste content from a document

VISUALS

- Tables & figures can add interest
  - Helps the audience interpret data
- Do not overuse or crowd too many visuals on a screen
- Avoid the overuse of clipart
- Use the rule of "less is more"
 - Remember, the goal is to have your audience focus on your message, not on showy special effects

- Example: the following slide will show several lines of statistics
  - The next slide after that will show a graph with those same statistics
  - Which is more visually appealing? Which is more effective?

PRICE OF GASOLINE INCREASE DURING HURRICANES

- Harvey: 22 to12%; 1-7 days after hitting landfall
- Sandy: 0 to 3%; 1-15 days after hitting landfall
- Katrina: 30 to -30%; 1-15 days after hitting landfall
- Rita: 30 to -22%; 1-15 days after hitting landfall
- Ike: 0 to -30%; 1-15 days after hitting landfall
- Sandy: 0 to 3%; 1-15 days after hitting landfall

Changes in regional spot gasoline prices after hurricane landfall
percent change from day of landfall
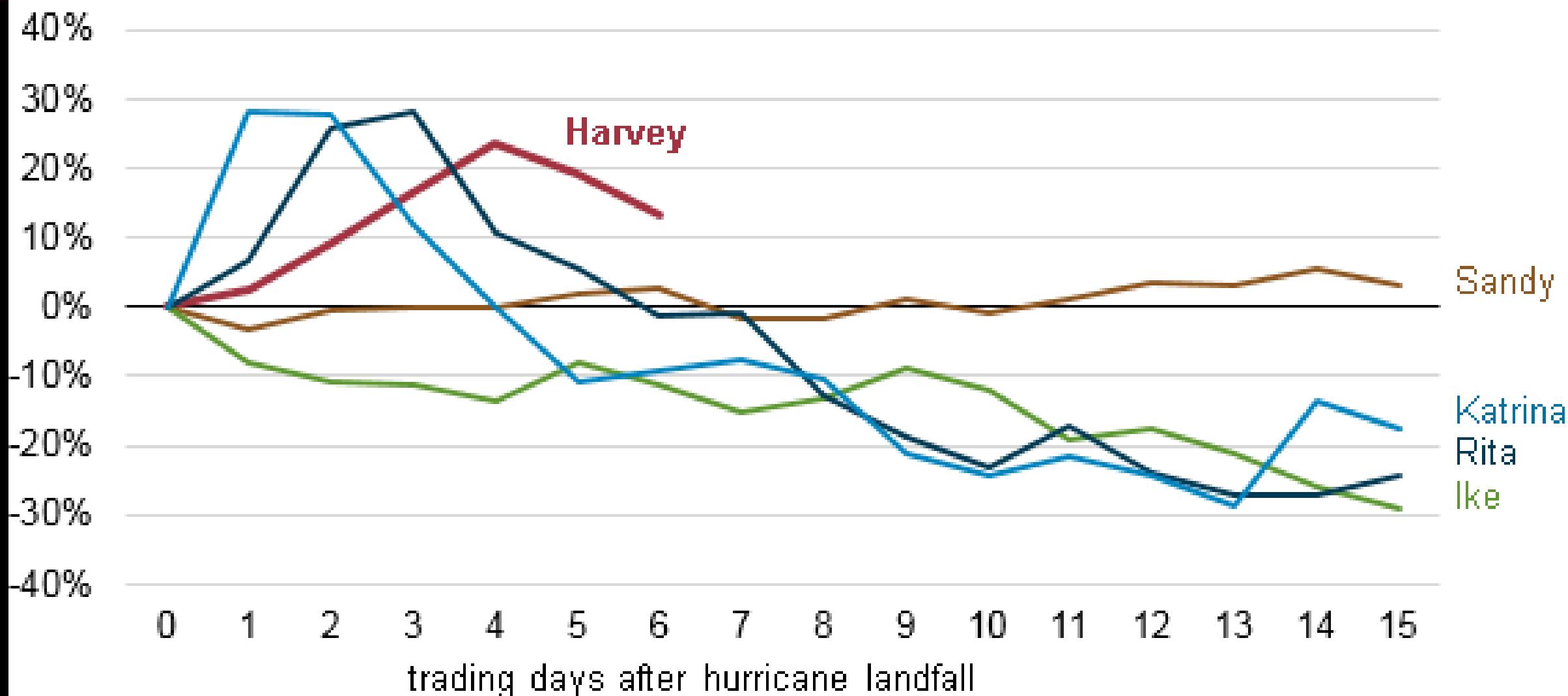
- Animation is motion with graphics or text within a slide

- Can be simple or complex
  - This is simple
  - This is complex

- Can be distracting if overused

- Transitions are special movements from one slide to another

- Be consistent—can be distracting if overused

- Do not use too "fancy" of a font
    - Hard to read
    - Headline use only

- Make sure background & type colors don't clash

- Make sure background & type colors aren't too similar or type disappears – hard to read

- Pictures can add interest!

- The following slide gives a physical description of a particular breed of horse.
  - The slide after that shows a picture of that breed of horse
  - Which is more visually appealing? Which is more effective?

(EXAMPLE) FRIESIANS ARE BEAUTIFUL HORSES

- They are tall with long necks
- They are almost always black, although can be other colors
- They have long thick manes and tails
- They have thick "fetlocks" (hair above the hooves)
- They have a very unique and prancing gait
- They are a European breed originating from The Netherlands

FRIESIANS ARE BEAUTIFUL HORSES

GRAPHICS

- Use graphics that support/reinforce the key point of the slide
- Unique and add visual interest/variety to the slide
- Avoid using images you've seen a thousand times
- Pay attention to colors in the photos & make sure they contrast well with the background of the slide
- Make sure graphics are large enough to be seen

- When resizing graphics, be sure not to distort it.

Correct

Stretched wide ⬆

Stretched tall ➡

- Crop areas of your image that you don't want to appear on the slide.
- Close up cropping is more interesting visually.

No cropping (left)

Cropped (right)

Left photo not cropped; Right photo cropped

Left photo, not cropped

Right photo, cropped

BAD SLIDE DESIGN

- There is way too much material on this slide for it to be effective. People do not have time to read an entire paragraph in sentences. That's why you need bullet points only. It is much more appealing to the eye and less overwhelming for your audience. Also if you try to cram too much into a slide, the type usually becomes too small to read very well. I could go on and on about this, but I think you get the idea.

- Also too many complicated animations can be distracting and take too much time.

- Make sure color use isn't too much

- DON'T use fancy fonts for text, that are too hard to read. And don't use too many. .

- Make sure type colors don't fade into the background

And don't do this.

Please.