

General Design Guidelines When Using PowerPoint

Text, Sound, Images, Effects

Text

- Sans-serif is easier to read when projected- Use Helvetica, Avant Garde, Arial, Geneva
- Limit words to six per bullet
- Limit bullets to six per slide
- Choose color combinations that are easy to read
- Your text should be clear and concise
- Check spelling

Sound

- Limit unless needed
- Sound can either attract or distract
- Use appropriate sounds
- If sound does not enhance the presentation, don't use it

Images

- Try and limit 1 per slide
- Color combination with the background is still important
- Scale the image to the appropriate size
- Don't stretch graphics to fit a space
- Make sure the image is clear and not pixelated
- *Compress your image* (Important!)

Effects

- If animations do not enhance your content don't use it
- Inappropriate animations distract the audience and take away from the content
- If you choose to use animations, limit one effect per slide
- Numerous slide transitions will distract and annoy the audience

When Presenting...

- Use points to prompt, illustrate, and summarize
- Don't read aloud from slides
- Remember that *you* are presenting, not the computer
- Try and provide accompanying handouts
- The way to improve a presentation is to get better content
- Designer formats will not salvage weak content

General Guidelines Continued...

- If your words or images are not on point, making them dance in color won't make them relevant
- Audience boredom is usually a content failure, not a decoration failure

References:

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