



PowerPoint / Slide Guidelines

Presentation Checklist

- * Consider the overall message of the presentation and formulate a practical strategy to execute it.
- * Use outlines, flowcharts, graphs, and cue slides to emphasize your main points.
- * Carefully edit your presentation, eliminating unnecessary or repetitious points to avoid losing audience interest.
- * Use graphics when illustrating trends, complex issues, or abstract concepts. This increases both comprehension and retention.
- * Mirror your audience. Know who they are and adjust the tone of your presentation to avoid talking over their heads or telling them what they already know.
- * Don't read off the screen. Use slides as prompts, outlines, or conversation points, not cue cards. Interact with your audience and exhibit a sense of humor when it's appropriate. Move around the room and make eye contact with as many people as possible.

Presentation Hints and Tips

Remember 10-20-30 rule: Keep it to 10 slides; Keep it to 20 minutes; Keep it to about 30 point font.

Make your text large:

- * Titles should be around 36 – 40 point or more.
- * Body copy should be about 24 -30 point or more.

Use your slides to visually punctuate your message:

- * Use statements instead of sentences.

- * Keep it short.
- * Use key words to help audience focus on your message.

Text slides should be brief:

- * No more than eight words per line.
- * No more than eight lines per slide.

Use a color format that gives good contrast between background and text:

- * Dark backgrounds with light colored text work best.
- * Text drop shadows should be black or a darker value of background color.

Use clip art wisely:

- * Art should enhance and clarify your message.
- * Subdue art that has text overlaid on it for clarity.
- * Use drop shadows on text that overlays clip art.
- * Clip art can greatly increase your file size.

Photos can be added as bitmap files to use as backgrounds or foreground objects:

- * Greatly increases file size. Even two images may make your file size greater than the capacity of a diskette (if that is what you are using).
- * The resolution (pixels per inch) of your photos directly affects file size as well as quality of the image (lower resolution = smaller file size).
- * Make sure you will have a way to transport your files if you use photos.
- * High-resolution bit-mapped photos in a PowerPoint presentation will slow down the transition from one slide to another in a computer-projected presentation.
- * Scanning photos takes time.
- * Some scanned files may be too large for a film recorder to handle easily resulting in delays in the delivery of your project.