WHY POWERPOINT?

- To hold interest
- To focus attention
- To guide discussions/overviews
- To tell a story
- To support the message being delivered
Tip #1 for Oral Presentations

Have only the minimum required text on each slide.
Introduction: "I am Pinky J. Witzowitz from the U.S. Department of Bureaucracy, and I have been asked to speak for 20 minutes on 'The Government's Plan for Preventing Situation X in America's Heartland.'"

- **Attention Getter**
  - "Situation X is the worst thing that can happen to you and your family." [**Startling claim**; follow up by citing the source of this quote, or giving evidence that supports it.]
  - "It happened once to a family in Dubuque, and they were never heard from again." [**Anecdote**; follow up with details.]
  - "I am here today to tell you how to prevent this terrible tragedy from striking you." [**Demonstrates relevance**; move directly to your **road map**]
What should you consider when writing a presentation?

Ditch the “thank you’s” and jump right in. Instead, start with your attention getter.
Tip #2

Be consistent and sparing in your use of transitions and animations.
Moving Text

• When text appears, we don’t want the audience to be watching the animation.
• Use the “Appear effect”
  Not “Exciting” or other fancy effects.
Tip #3

Be consistent in your choice of bullets, font, and colors.
• Why are you delivering this oral presentation?

• **Be honest with yourself.**

If your answer is “for a grade” or “my boss told me,” your audience will certainly figure it out soon enough. What do you want to accomplish?
Font Sizes

This is a good title size.
Verdana 40 point = sans serif.

This is a good subtitle or bullet point size.
TIMES 36 point = serif.

This is about as small as you want to go for content at 24 points.

This font size is not recommended for content. VERDANA 12 point.
This is a good mix of colors. Readable!

This is a bad mix of colors. Low contrast. Unreadable!

This is a good mix of colors. Readable!

This is a bad mix of colors. Avoid bright colors on white. Unreadable!
Tip #4

Create graphics (such as tables and charts) appropriately.
INAPPROPRIATE USE OF TABLES

A FEARLESSNESS GAP
Percent of British Men (blue) and Women (pink) who were not afraid at all of thirteen situations.
Results are from the 2014 YouGov Poll published on March 20, 2014 with the title
Afraid of heights? You're not alone.

- Clowns: 74%
- Darkness: 63%
- Dogs: 83%
- Blood: 69%
- Crowds: 59%
- Flying on an airplane: 69%
- Mice: 56%
- Needles and getting shots: 49%
- Spiders: 51%
- Being closed in a small space: 34%
- Public speaking: 26%
- Snakes: 22%
- Heights: 22%
Appropriate Use of Tables and Figures

Emphasize key parts so that your points are stronger:
• Animate the graph or table elements
• Use drawing tools to highlight a portion of the table or graph
• Use strong contrasting color for drawing element
• Use callout box drawing tool
Tip #5

Remember that white space is our friend.
The data suggest that the high-level wells tap interconnected, though bounded, aquifers whose rate of water level decline is inversely proportional to its volume.
Washout Picture

1. Insert a Picture by choosing
   Insert>Picture>From File
2. Resize it to completely fill the frame
3. Keeping the picture selected, choose
   Format>Picture>Image Control
4. Under **Color**, choose **Washout**
Tip #6

Remember that you are the show --not the PowerPoint slideshow.
WHAT MAKES THE DESIGN OF A .PPT PRESENTATION INEFFECTIVE?

• Slides read word for word (60%)
• Text too small (51%)
• Full sentences used (48%)

Source: Bad PowerPoint Press Release
2003 survey
www.communicateusingtechnology.com
Tip #7

Do use some graphics in your slideshow. Nothing is more boring than an all-text slideshow. Choose them carefully, though.
**JPG or JPEG**

- This stands for “Joint Photographic Experts Group”
- This is the best file type to use if your image is a photo or a scan
- This file type allows for a full range of colors in a small file
APPROPRIATE USE OF IMAGES

JPG Examples

1. codifying
   - Tree

2. sending the message
   - Tree

3. decodifying
GIF

- This stands for “Graphical Interface Format”
- This is the best file type to use for logos, line art, or other images with limited colors
- GIF files only store colors that are actually used in the image
GIF EXAMPLES
TIF or TIFF

- This stands for “Tagged Image File Format.”
- This is the best file type to use if you need transparency in the image
- It is the most widely used file format in desktop publishing
TIFF EXAMPLE
What About Resolution?

- “Resolution” = number of pixels per inch in a bitmap image
- The more dots per inch (dpi), the higher the resolution
- Higher resolution (“high res”) means a better quality image

HOWEVER...
PowerPoint only displays at 92 dpi onscreen
WHAT RESOLUTION SHOULD I USE?

So what’s the difference?

300 dpi
This image is 1.4 MB

72 dpi
This image is 240 K
TIP #8 ON SCREEN

ON SCREEN 92 dpi

- If showing PowerPoint presentation on screen only, use images at 92 dpi
- High res images look better when printed but make presentation file big
- Never start with a low res image and try to increase it’s res. Result will be a fuzzy picture
TIP # 9 CITATIONS

Preparing a PowerPoint presentation in MLA style? Follow the slideshow below for information on how to prepare your presentation.

http://libraryguides.bennett.edu/home/library-tutorials/mla-style-powerpoint-presentations
“The purpose of using visual aids is to enhance your presentation, not upstage it.”

Lenny Laskowski
PowerPointers.com