Common Mistakes in PowerPoint Presentations

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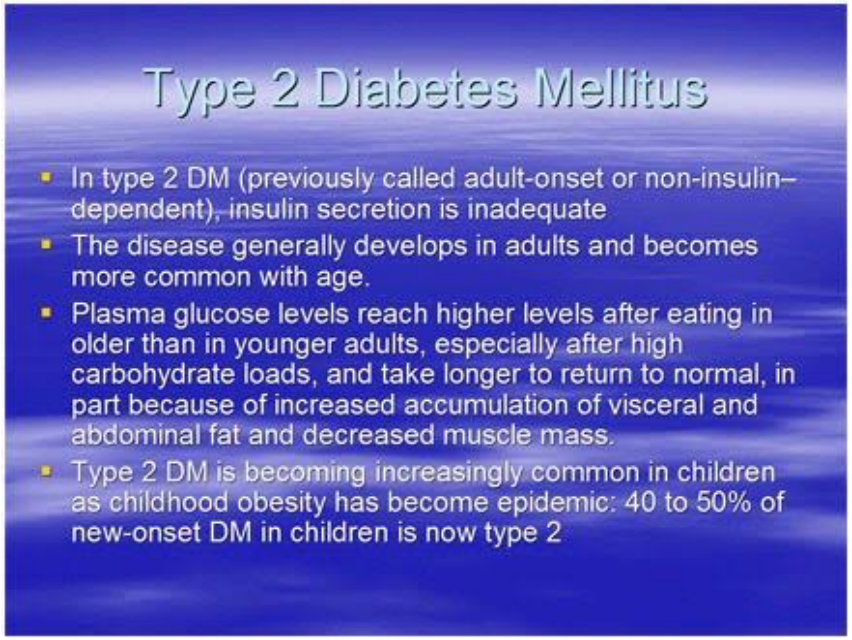
Content

- Color selection problem
- Font problem
- Content problem
- Presentation style problem

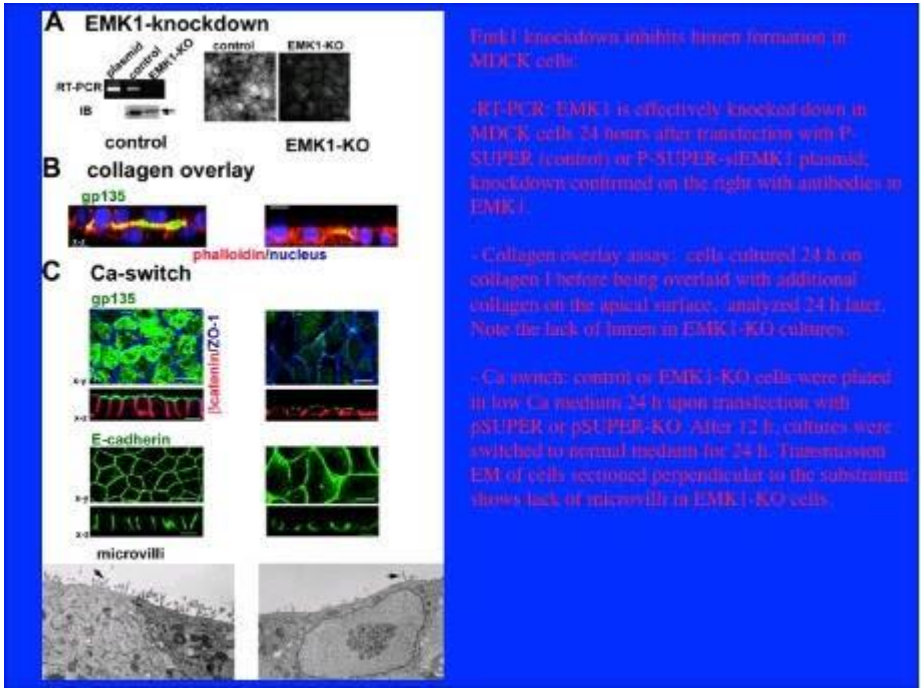
Color selection problem

- Choose inappropriate background color and text color
- Ex: white text on a blue and white background
  → very difficult for viewers to follow



Color selection problem (cont.)

- Chooses wrong color such as red letters on blue background → should avoid the red and green combination

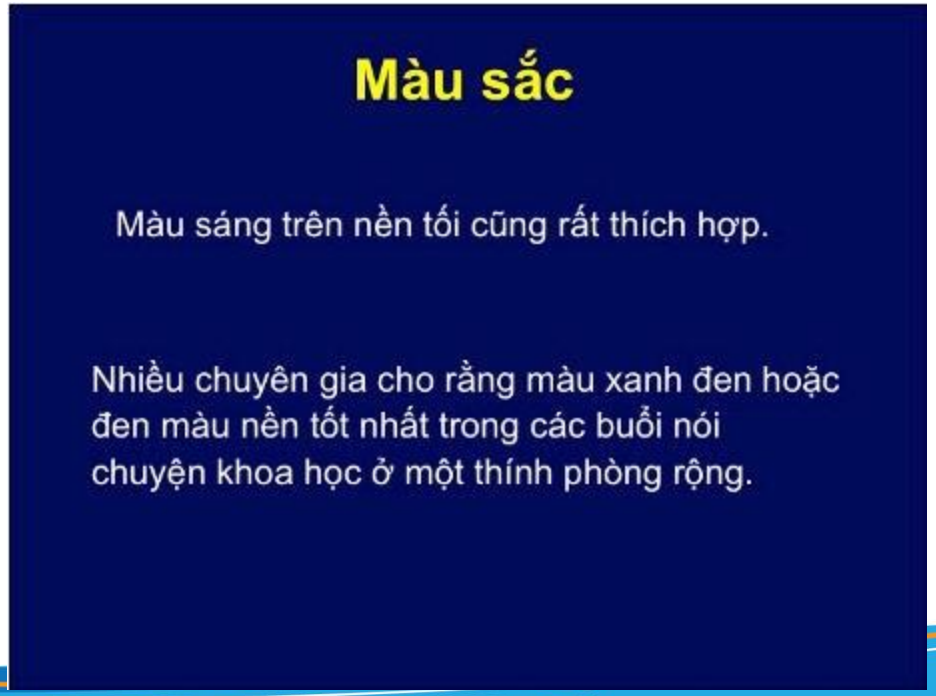


Rất nhiều người không đọc được đâu –
ngay cả khi đọc được thì cũng nhức mắt lắm!

Color selection problem (cont.)

- How to choose the right color?
- Several ways to choose colors

→ avoid: yellow on white, black on blue, yellow on orange, etc.



Font problem

- Typography
  - Two main types of typefaces: non-serif and sans serif
  - Typical serif typefaces: Time, Times New Roman, Cambria

→ Many Vietnamese people prefer to choose a serif typeface

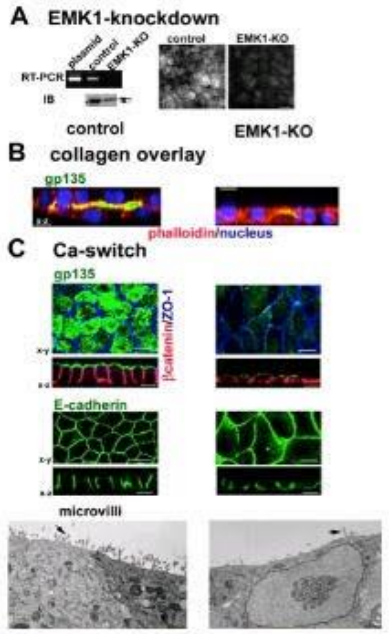
→ Some speakers like to "decorate" the text by shadowing the text

Font problem (cont.)

- Font size: Too small is bad to viewers
  - →**Normal**: between 18 and 30
    - →Arial font: size 18 or 20
    - →Calibri font: size 25 or 30
  - →**Title**: should be 35 to 45
  - →**Footnotes**: can size 12

Too many words in the slide

- Present too much text on a slide
- Necessary to know the “nxn convention”
- If the slide has n lines → each line should have only n words



Emk1 knockdown inhibits lumen formation in MDCK cells:

-RT-PCR: EMK1 is effectively knocked down in MDCK cells 24 hours after transfection with P-SUPER (control) or P-SUPER-siEMK1 plasmid; knockdown confirmed on the right with antibodies to EMK1.

- Collagen overlay assay: cells cultured 24 h on collagen I before being overlaid with additional collagen on the apical surface, analyzed 24 h later. Note the lack of lumen in EMK1-KO cultures.

- Ca switch: control or EMK1-KO cells were plated in low Ca medium 24 h upon transfection with pSUPER or pSUPER-KO. After 12 h, cultures were switched to normal medium for 24 h. Transmission EM of cells sectioned perpendicular to the substratum shows lack of microvilli in EMK1-KO cells.

Không nên như thế này!

Write slides like writing text

- Shouldn’t write too long text
- Should be written in telegram format

Content problem

- No message deliver
  - Presentation without understand the major content

  → Must focus on deliver a key message
- Poor quality of information
  - Presents poor information, lack relevance to the main topic

  → Careful on choosing and presenting information

Content problem (cont.)

- Too much animation
  - Distraction
  - Cause audience focus effect than content
  - Time waste
- Too much clipart
  - Can be used to illustrate some ideas through clipart
  - Using too much will backfire, reduce focus

Presentation style problem (cont.)

- Read slide
  - Talking machine, uninformed, and passive

  → Should create an offensive impression
- Talking has nothing to do with slides

Presentation style problem (cont.)

- Not use laser pointer
  - → Using a laser pointer to point to talking places
  - → Help audience understanding what speaker wants to say
- Use pointers arbitrarily: waving pointers in positions that have nothing to do with the slide

Talking overtime

- An extremely common "disease"
- Impolite to the next speaker

→ Try to speak on time

Ex: If the report is 15 minutes, the speaker should have only 15 slides, or a maximum of 20 slides

Gesture when presenting

- Shouldn’t
  - Putting hands in pants pockets
  - Using fingers to point at the audience
  - Crossing arms across the chest

References

- Nguyen Van Tuan, Common mistakes in powerpoint presentations, 2021