

# Crafting Captivating Presentations

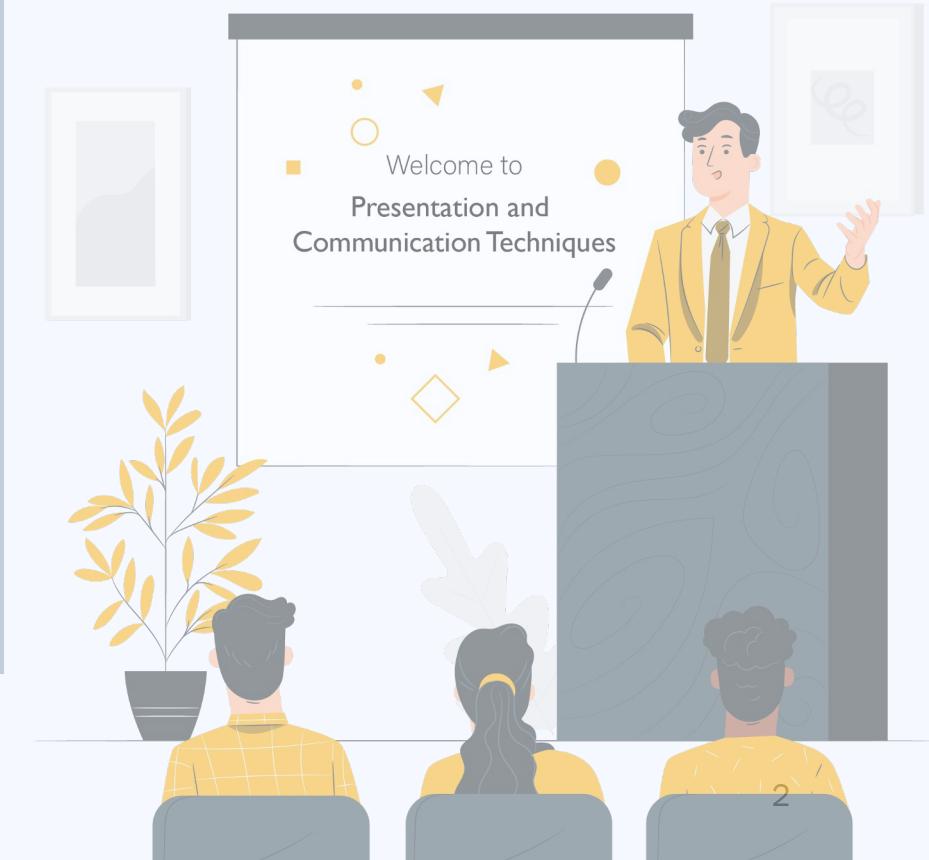
## Advanced PowerPoint Strategies

Competências Transferíveis I:  
Técnicas de Comunicação e  
Apresentações (2025/2026)



# Crafting Captivating Presentations

- **Organize a presentation**
- **Visual Elements in a Presentation**
- **Advanced Animation and Transition Effects**
- **Interactive Elements on a Presentation**



# How to organize your presentation?

## 1. Define Your Purpose:

- Start by clearly **defining the purpose** of your presentation.
- What **message** do you want to convey?
- Who is your **target audience**?

## 2. Create an Outline:

- Develop an outline that includes the **main points you want to cover**. This will serve as the backbone of your presentation.

## 3. Structuring Your Presentation:

- Introduction.
- Body.
- Conclusion.

# How to organize your presentation?

## 4. Visual Hierarchy:

- Emphasize **important points** using larger text, bold fonts, or colors.
- Use **visuals** to highlight key concepts or data.

## 5. Keep It Simple:

- Limit the amount of **text** on each slide. Use concise bullet points or brief sentences.
- Avoid **excessive jargon** and **technical terms** unless your audience is familiar with them.

## 6. Practice and Rehearse:

- Practice your **presentation multiple times** to become familiar with the content and pacing.
- Rehearse your speaking notes to ensure a smooth delivery.

## 7. Timing:

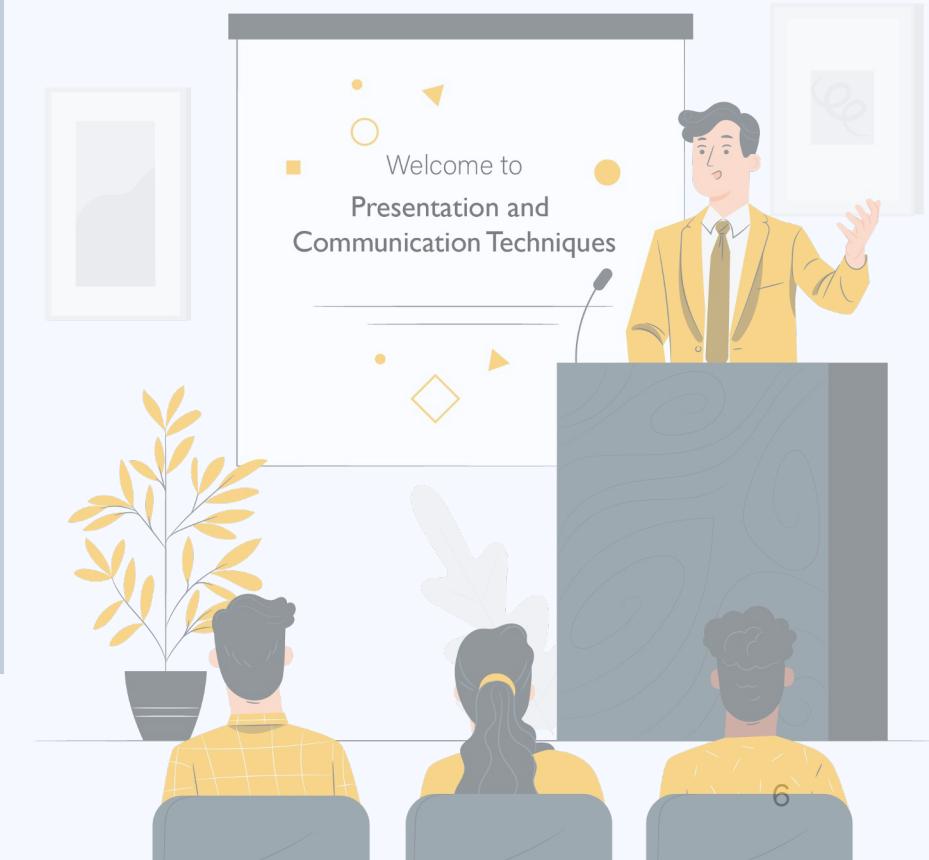
- Be **mindful** of the **time allocated** for your presentation. Don't rush through or exceed your allotted time.

# Questions?



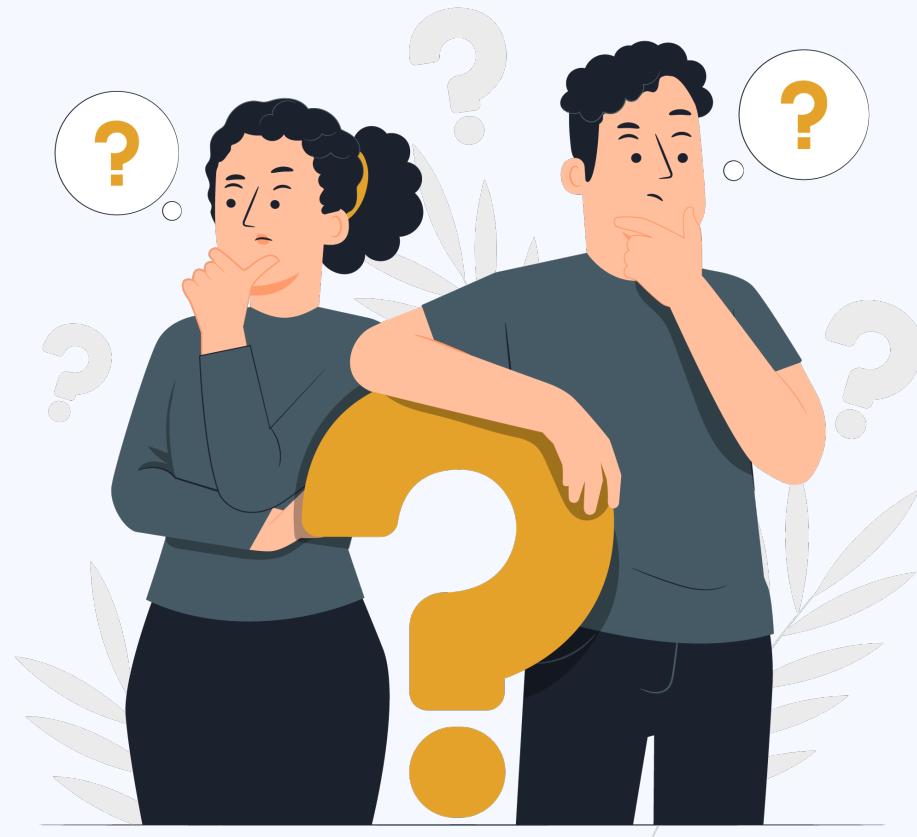
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# What is important in a presentation?

**Content**



**Visuals**

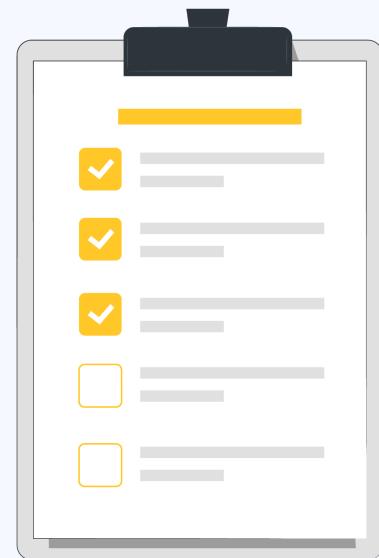
# Visual Elements on a presentation

**Too much text?**

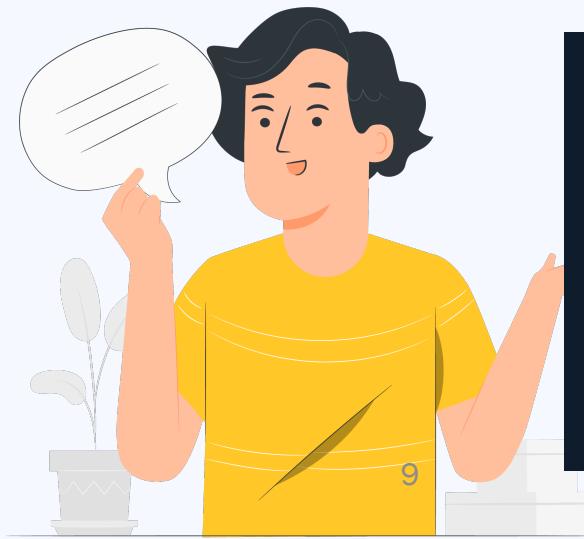
- In presentation you should not avoid eye contact with your audience.
- You should never speak incoherently, and you should not speak too fast. Avoid this by taking short pauses to collect yourself.
- You should not use too many colors in your presentation because it does not look serious.
- Avoid too many text on your presentation and never write entire sentences.
- You should not read the text from the slides because your audience can read for themselves.

# Visual Elements on a presentation

Too much images?



- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide



# Visual Elements on a presentation

**Too much colors?**



- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide

# Visual Elements on a presentation

Can we improve?



- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide

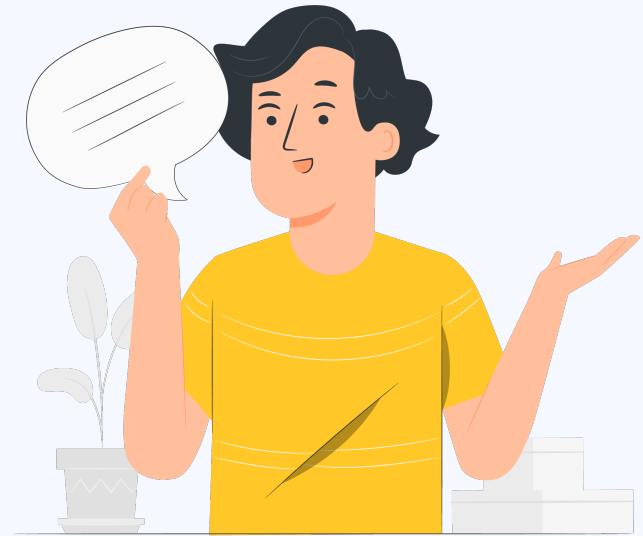
# Visual Elements on a presentation

- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide



# Visual Elements on a presentation

- Ensures that the content is **organized** and easy to understand.
- Make the presentation more **compelling** and **memorable**.
- Enables the presentation of **data** in an easily **understandable** format.



# Visual Elements on a presentation

## VISUAL HIERARCHY



Typography    Size    Color    Images

# Typography

## Font

1. HEY THERE. HOW ARE YOU?
2. Hey there. How are you?
3. Hey there. How are you?
4. Hey there. How are you?
5. Hey there. How are you?
6. Hey there. How are you?

# Typography

## Font

1.TYPOGRAPHY IS THE ART AND TECHNIQUE OF ARRANGING TYPEFACES TO MAKE WRITTEN LANGUAGE LEGIBLE, READABLE, AND VISUALLY APPEALING.

2.Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

3.Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

4.Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

5.Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

# Typography

## Size

10 pts

12 pts

16 pts

20 pts

24 pts

30 pts

40 pts

Hey there.

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language legible, readable, and visually appealing.

# Typography

Size - rules

**It all depends on  
the typeface you  
choose.**

**Title >72 pts**

**Title >72 pts**

**Subtitles >36 pts**

**Subtitles >36 pts**

**Text >24 pts**

**Text >24 pts**

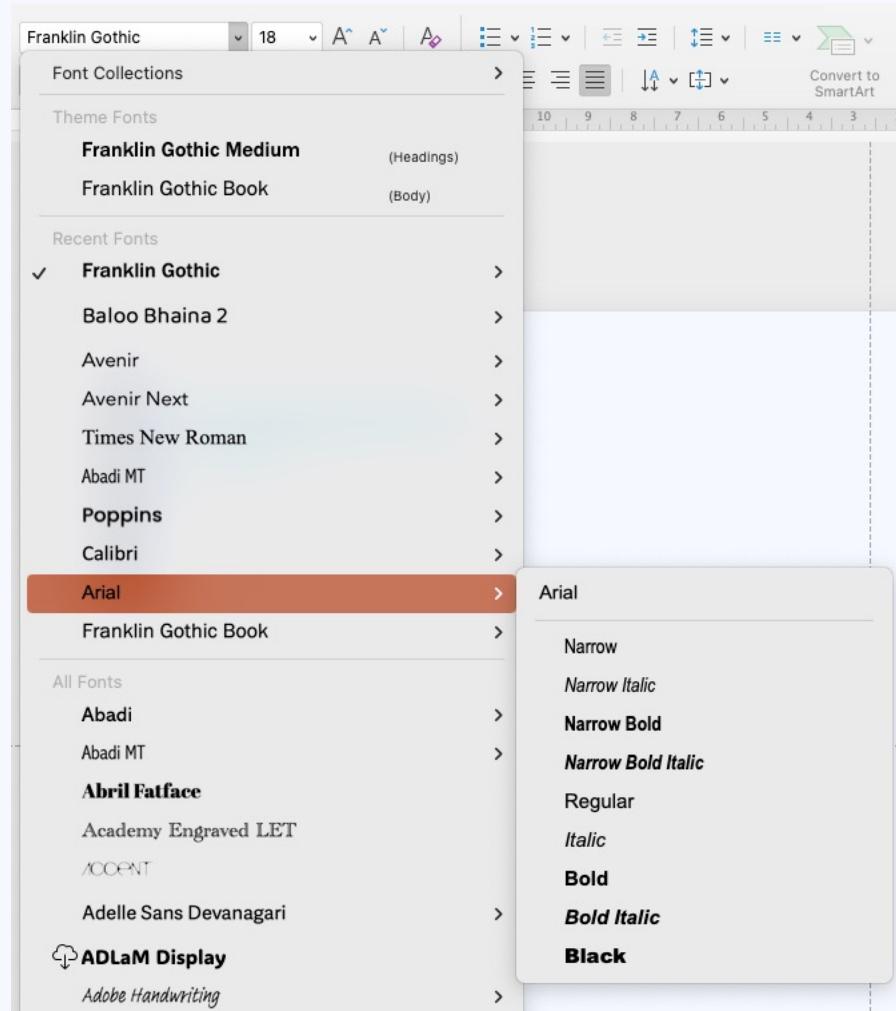
**Legends >18 pts**

**Legends >18 pts**

**It also helps to  
create visual  
hierarchy**

# Typography

## Styles



### Regular

**Typography is the art of making written language legible, readable, and visually appealing.**

### Bold

**Typography is the art of making written language legible, readable, and visually appealing.**

### Black

**Typography is the art of making written language legible, readable, and visually appealing.**

# Typography

## Styles

### Example:

**Typography** is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language **legible, readable, and visually appealing.**

# Color



Real Colors



Red-Green  
blindness



Blue-Yellow  
blindness



Monochromacy  
blindness

# Color

## Contrast

Hey there.  
How are you?

# Color and Typography

A quick brown  
fox **jumps over**  
the lazy dog

A quick brown  
fox **jumps over**  
the lazy dog

A quick brown  
fox **jumps over**  
the lazy dog

A quick brown  
fox **jumps over**  
the lazy dog

# Images

## Size and placement – Dont's

Using images in a PowerPoint presentation can significantly enhance visual appeal and audience engagement.

Ensure the image(s) is appropriately sized and positioned to maintain a balanced presentation.



# Images

## Size and placement – Do's

Using **images** in a PowerPoint presentation can significantly enhance **visual appeal** and audience engagement.

Ensure the image(s) is appropriately sized and positioned to **maintain a balanced** presentation.



# Images

## Size and placement

**IMPORTANT!!**

Avoid overcrowding slides with too many images!!

Don't do this.



Do this instead.



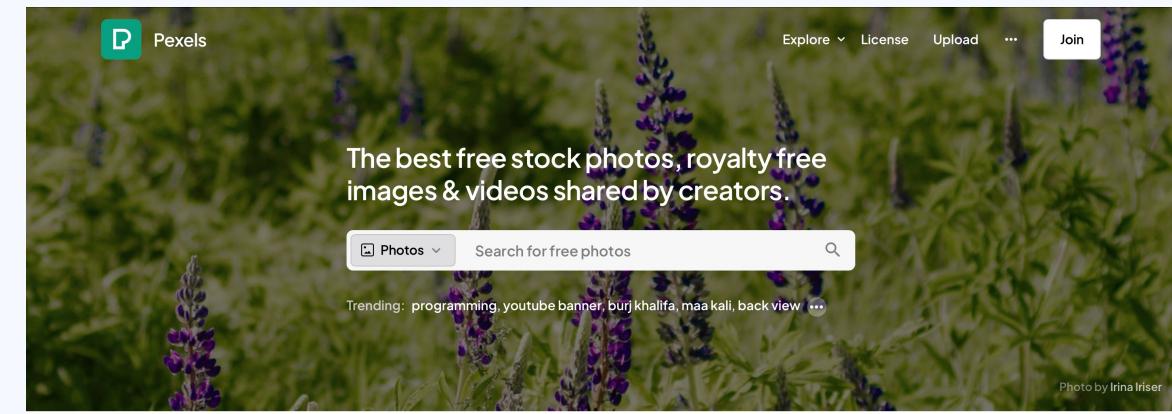
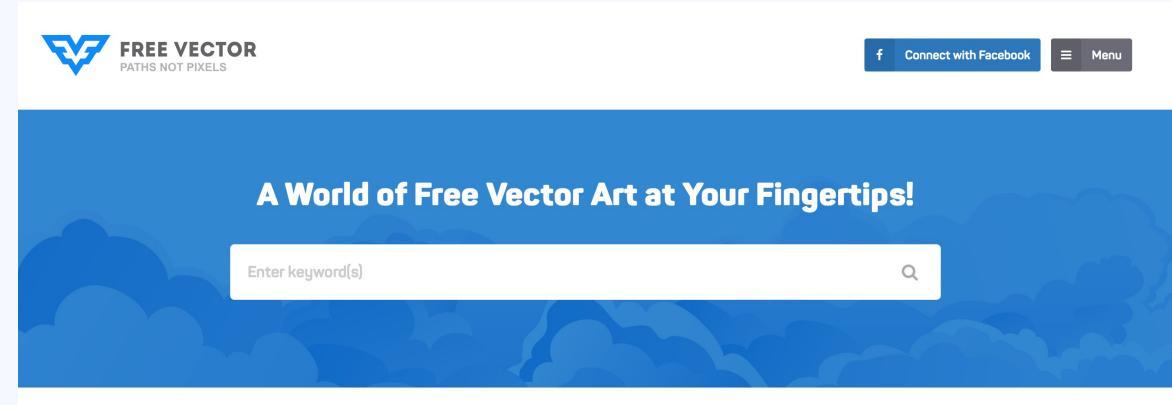
# Images

## Extra

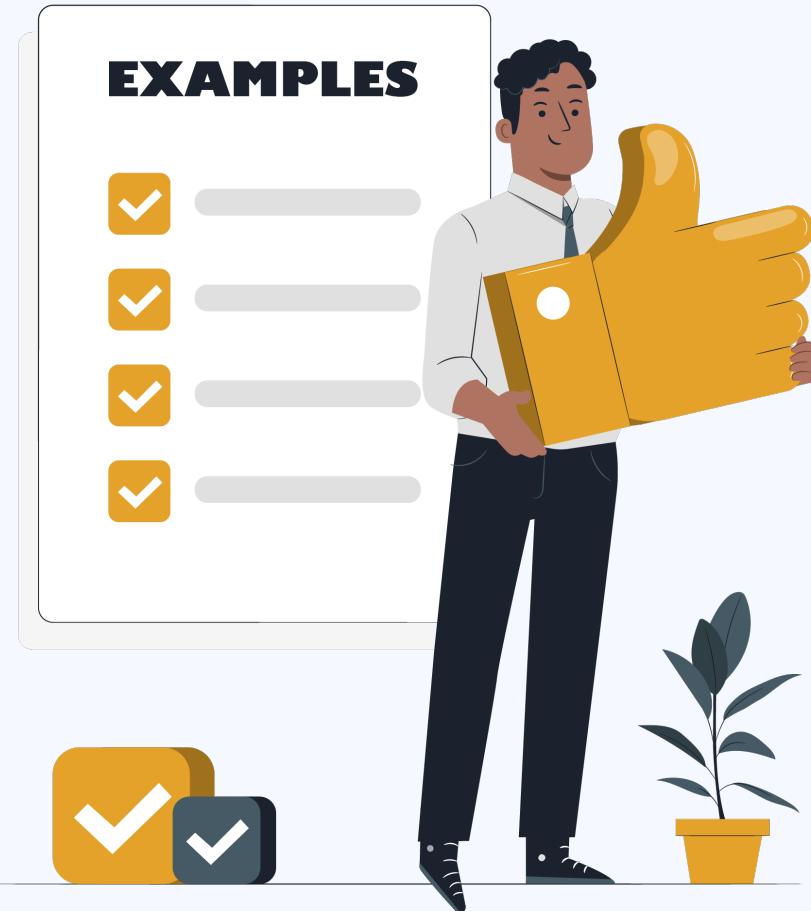
Where can I get images for free?

- Free vector – good for illustrations
- Pexels – good for photos

**TIP:** Always use high quality images!



# Visual Elements



**Find what is  
wrong or right!**

Non-legible font.  
Image with low quality.

# CRAFTING CAPTIVATING PRESENTATIONS

## Advanced PowerPoint Strategies



Image too complex and  
bright colors.

Title is hard to read.

# Crafting Captivating Presentations

## Advanced PowerPoint Strategies



universidade  
de aveiro

Image is not the main focus.

Title is easy to read.

Text hierarchy.

# Crafting Captivating Presentations

## Advanced PowerPoint Strategies



universidade  
de aveiro

Image is complex but still  
easy to read the title.

Text hierarchy.

# Crafting Captivating Presentations

## Advanced PowerPoint Strategies



universidade  
de aveiro



# Visual Elements on a Presentation

## Take home message



### Visual Consistency

Maintain a consistent visual style throughout the presentation. Consistency builds a sense of professionalism and helps the audience follow along.

### Minimal text

Keep text to a minimum on each slide. Use visuals to convey concepts whenever possible, and use text to support, not replace, your spoken words.

### Less is more

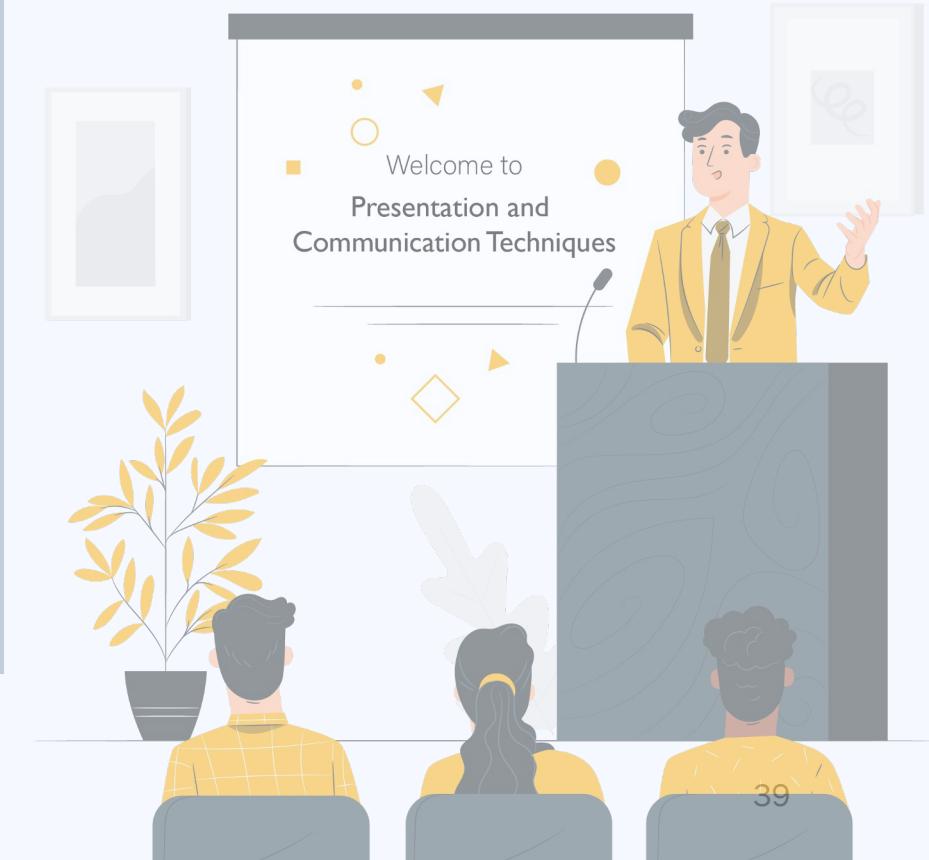
Keep slides uncluttered, and limit the amount of content on each slide. Use bullet points and concise statements.

# Questions?



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# Intro: Animations and Transitions

## Animation

Animation refers to the **movement applied** to individual objects.

Proper use of animation can **bring attention to key points** and make the presentation more dynamic.

## Transition

Transition refers to the visual effect that occurs when **moving from one slide to the next.**

Transitions help create a **smooth** and visually pleasing **flow** between slides during the presentation.

# Animations

**Do we need to use animation on our slides?**

No



**But it can helps  
focus on one  
subject at a time.**

# Animations

## Entrance

Home Insert Draw Design Transitions Animations Slide Show Review View Record Acrobat Picture Format Tell me

Preview

Appear Blinds Chequerboard Dissolve In Fly In

Fill Colour Grow/Shrink Line Colour Spin Transparency

Blinds Chequerboard Disappear Dissolve Out Fly Out

Path Animation Effect Options Animation Pane Trigger Animation Painter

Start: Duration:

**Basic**

Appear	Blinds	Chequerboard	Dissolve In	Fly In
Peek In	Random Bars	Shape	Split	Strips
Wedge	Wheel	Wipe		

**Subtle**

Expand	Fade	Swivel	Zoom
--------	------	--------	------

**Moderate**

Centre Revolve	Float In	Grow Turn	Rise Up	Spinner

# Animations

## Emphasis

The screenshot shows the Microsoft PowerPoint ribbon with the 'Animations' tab selected. The 'Emphasis' section is displayed, featuring a preview icon of a green star and five categories of animation effects:

- Basic:** Fill Colour, Grow/Shrink, Line Colour, Spin, Transparency.
- Subtle:** Complementary Colour, Complementary Colour 2, **Contrasting** (highlighted with a red box), Darken, Desaturate.
- Moderate:** Lighten, Object Colour, Pulse.
- Exciting:** Colour Pulse, Teeter.

Below the preview icon, there are additional tabs: Preview, Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Record, Acrobat, Picture Format, Tell me, Path Animation, Effect Options, Animation Pane, Trigger, and Animation Painter. On the right side, there are controls for Start, Duration, and a color palette.

# Animations

Exit

The screenshot shows the Microsoft PowerPoint ribbon with the 'Animations' tab selected. The ribbon tabs include Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Record, Acrobat, Picture Format, Tell me, and Start/Duration controls.

The 'Animations' tab has several groups:

- Preview:** Shows a preview icon and dropdown menu with options: Appear, Blinds, Chequerboard, Dissolve In, Fly In, Fill Colour, Grow/Shrink, Line Colour, Spin, Transparency, Blinds, Chequerboard, Disappear, Dissolve Out, Fly Out, Path Animation, Effect Options, Animation Pane, Trigger, Animation Painter.
- Basic:** A group of 10 star icons representing basic animation effects: Dissolve Out, Fly Out, Peek Out, Random Bars, Shape, Split, Strips, Wedge, Wheel, and Wipe. The 'Wipe' effect is highlighted with a red border.
- Subtle:** A group of 4 star icons representing subtle animation effects: Contract, Fade, Swivel, and Zoom.
- Moderate:** A group of 5 star icons representing moderate animation effects.

# Animations

## Motion paths

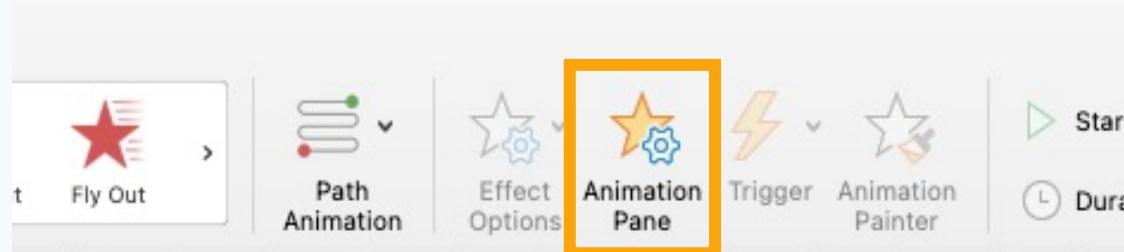
The screenshot shows the Microsoft PowerPoint ribbon with the **Animations** tab selected. The ribbon includes the following tabs: Home, Insert, Draw, Design, Transitions, **Animations**, Slide Show, Review, View, Record, Acrobat, Picture Format, Tell me, and various effect options like Preview, Path Animation, Effect Options, Animation Pane, Trigger, and Animation Painter.

Below the ribbon is a large preview area showing three categories of motion paths:

- Custom**: Draw Curve, Draw Freeform, Draw Line, Draw Scribble
- Basic**: Arcs, Lines, Loops, Shapes, Turns
- Complex**: Bounce, Inverted Shape, Special Curve, Special Shape, Spiral, Star, Waves

# Animations

## Animation pane



The screenshot shows the Microsoft Word ribbon with the 'Animations' tab selected. The ribbon tabs include Home, Insert, Page Layout, Form, Data, Review, and Animation. Below the ribbon, there are several animation-related icons: Fly Out (red star), Path Animation (yellow path), Effect Options (gear), Animation Pane (yellow star with gear, highlighted with an orange box), Trigger (lightning bolt), Animation Painter (star with brush), Start (green arrow), Duration (clock), and a small 'L' icon.

**Animations**

Play from:

**ANIMATIONS**

1	Oval 7
2	The Lungs: Respiratory S...
3	Oval 9
4	The Liver: Liver Anatomy...
5	Oval 10
6	The Brain: Anatomy of th...
7	Oval 11
8	The Heart: Structure and...

**Effect Options**

Property:

After animation:

Sound:

Smooth Start  
 Smooth End

**Timing**

Start:

Duration:

Delay:

Repeat:

**Triggers**

Start Effect:

As part of click sequence  
 On click... Rectangle 3  
 On play of:

**Text Animations**

# Animation

!!!!!! Use animations to support content, NOT distract from it.

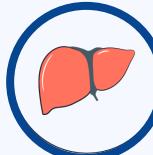
## The Lungs:

1. Respiratory System and Lung Function
2. Common Lung Diseases



## The Liver:

1. Liver Anatomy and Functions
2. Metabolic Roles of the Liver



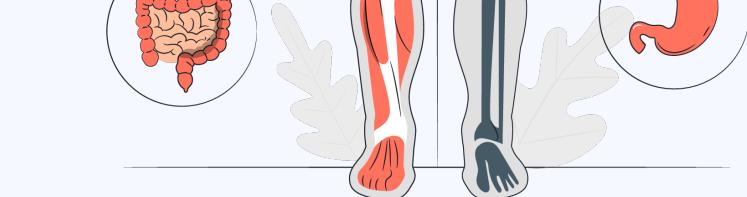
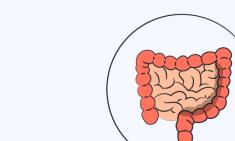
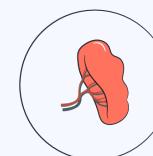
## The Brain:

1. Anatomy of the Brain
2. How the Brain Processes Information



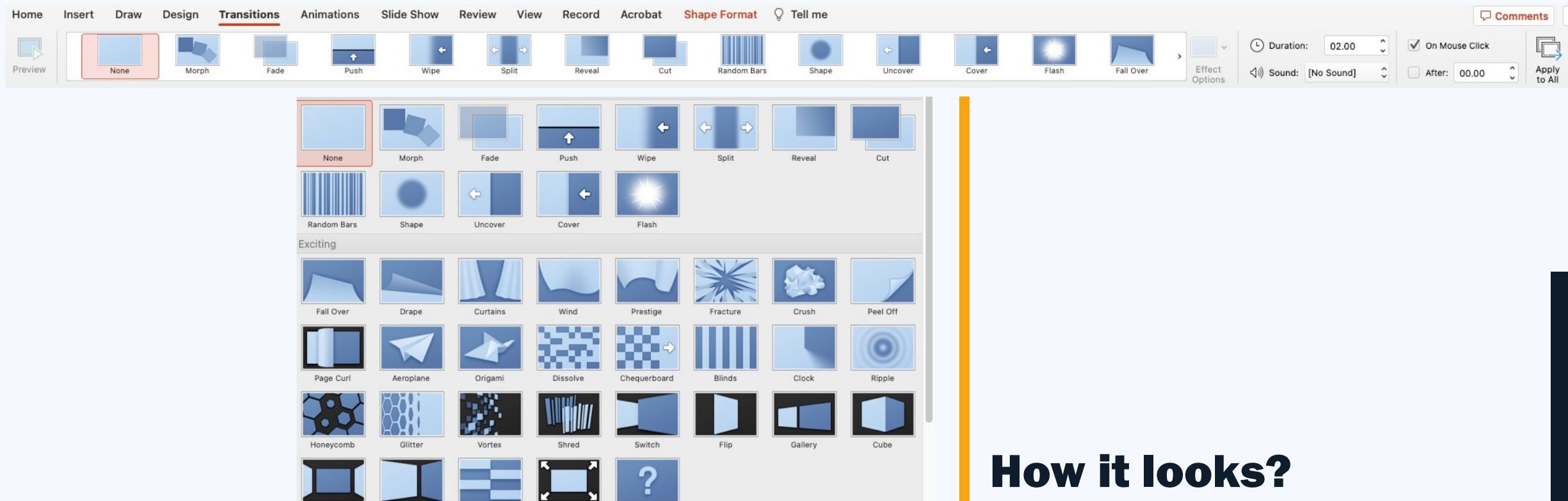
## The Heart:

1. Structure and Function
2. Common Heart Diseases



# Transitions

**Transitions can add visual variety on a presentation.**



# How it looks?

**FLORENCE**





A black and white photograph of the New York City skyline, viewed from across a body of water. The foreground is dark, representing the water. The middle ground shows the dense cluster of skyscrapers, with One World Trade Center being the most prominent feature. The background is filled with a dramatic, cloudy sky.

**CONCRETE  
JUNGLE**

# Questions?

