



Presentation

Some presentations are better than others. Some have gorgeous designs. Some have insanely actionable takeaways. Some just give down-to-earth advice. But the best presentations represent all three.

How to Create a Presentation

- 1. Less is more.*
- 2. Keep text to a minimum.*
- 3. Rethink visuals.*
- 4. Incorporate multimedia.*




*Your information, design and style should
be based on what your audience will
understand and respond to.*

- A. TRUE*
- B. FALSE*

Power Point Slide

- *Highlight key points or reinforce what the facilitator is saying*
- *Should be short and to the point, include only key words and phrases for visual, reinforcement*



- 
- *In order for your presentation to fit on most screens, text and images should be placed within 95% of the PowerPoint slide.*

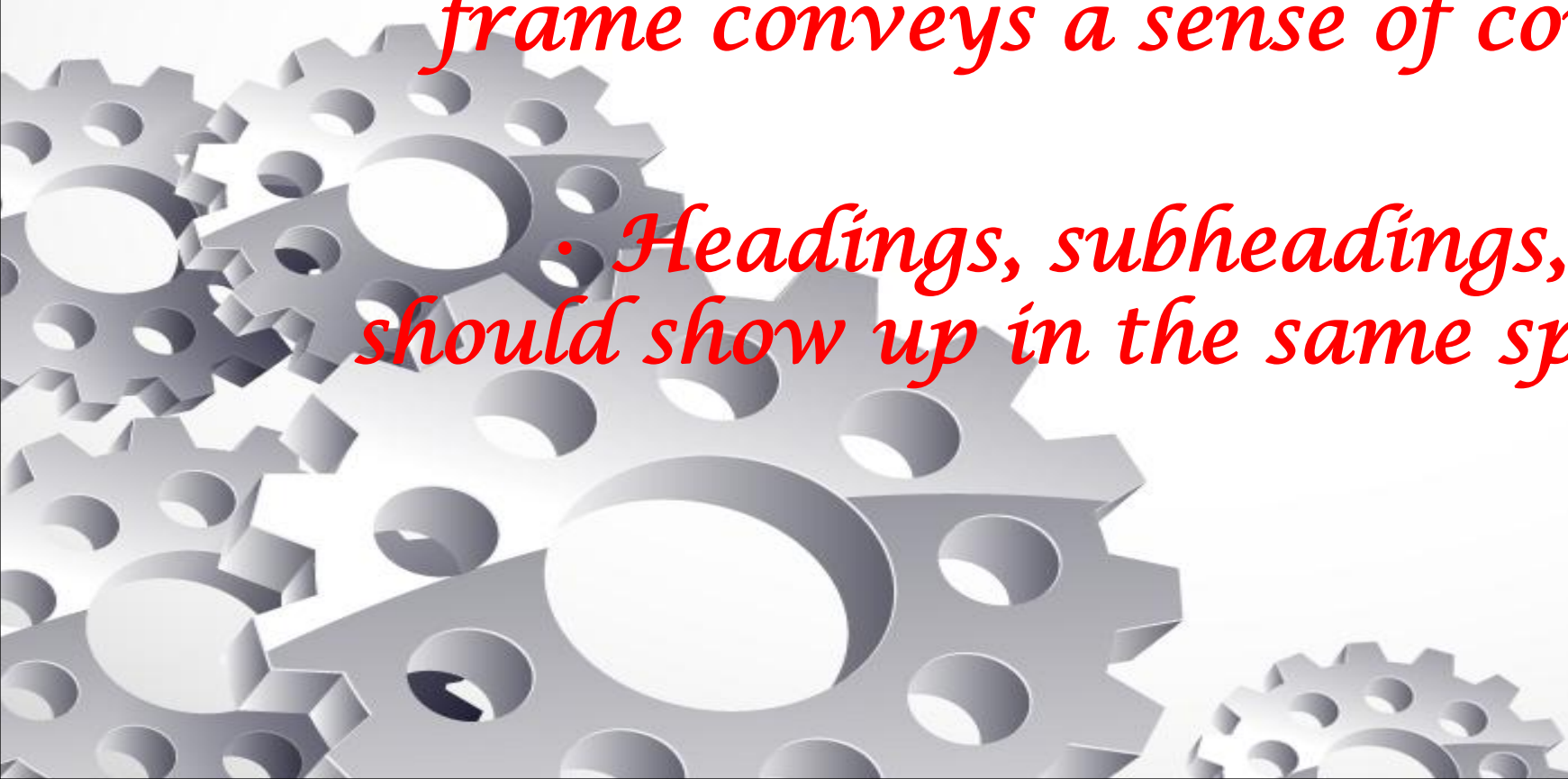



*Put everything on one
slide*

- a. TRUE*
- b. FALSE*

Power Point Layout

- *Layout continuity from frame to frame conveys a sense of completeness*
- *Headings, subheadings, and logos should show up in the same spot on each frame*



- 
- *Margins, fonts, font size, and colors should be consistent with graphics located in the same general position on each frame*
 - *Lines, boxes, borders, and open space also should be consistent throughout*



'Lines, borders, and open space should be consistent throughout the presentation?'

a. True

b. False

Fonts

- *Font Style Should be Readable*
 - *Recommended fonts: Arial, Tahoma, Veranda*
- *Standardize the Font throughout the presentation*





Recommended font for presentation is.....?

- a. Arial*
- b. Harrington*
- c. M V Boli*

FONT SIZE

The larger, the better. Remember, your slides must be readable, even at the back of the room.

- This is a good title size Verdana 40 point*
- A good subtitle or bullet point size Verdana 32 point*



*Opt for a font and
type size*

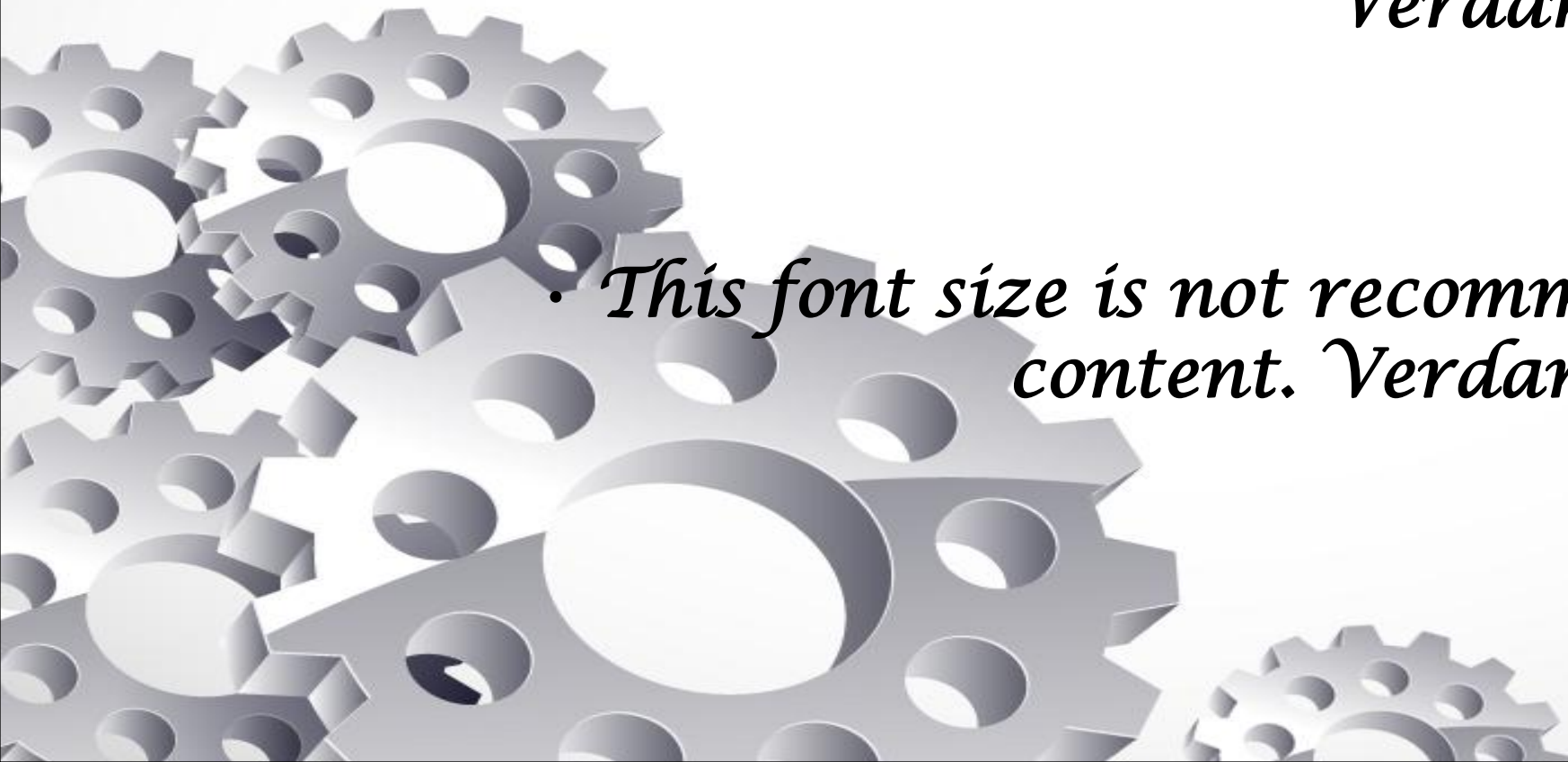
A) legible

B) eccentric



FONT SIZE

- *Content text should be no smaller than Verdana 24 point*
- *This font size is not recommended for content. Verdana 12 point.*



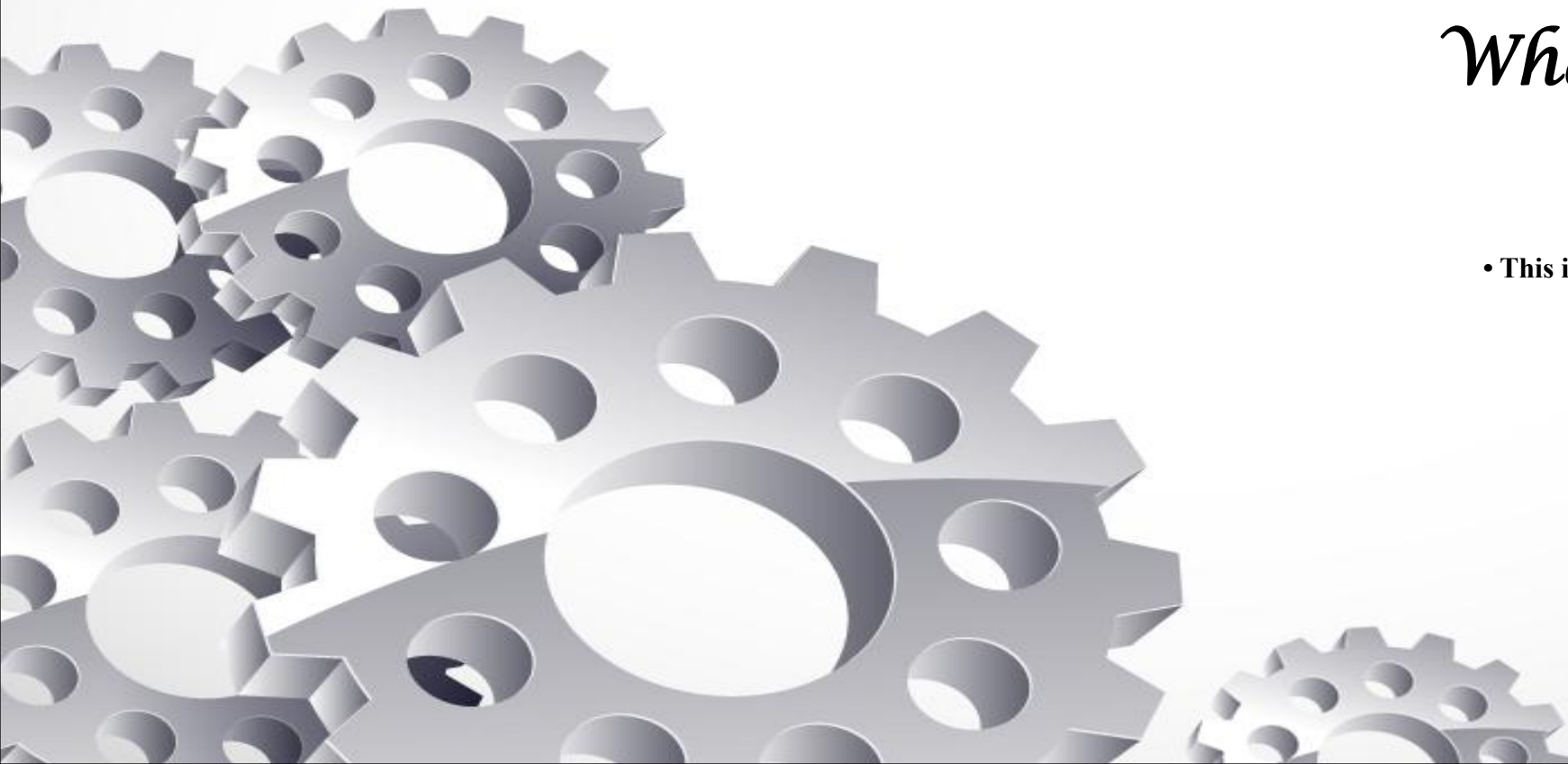
FONT SIZE

Combining small font sizes with bold or italics is not recommended:

What does this say?

Garamond Font, Italic, Bold 12pt.

• This is very difficult to read. Times Font, Bold, 12pt.





What is appropriate font size for any presentation?

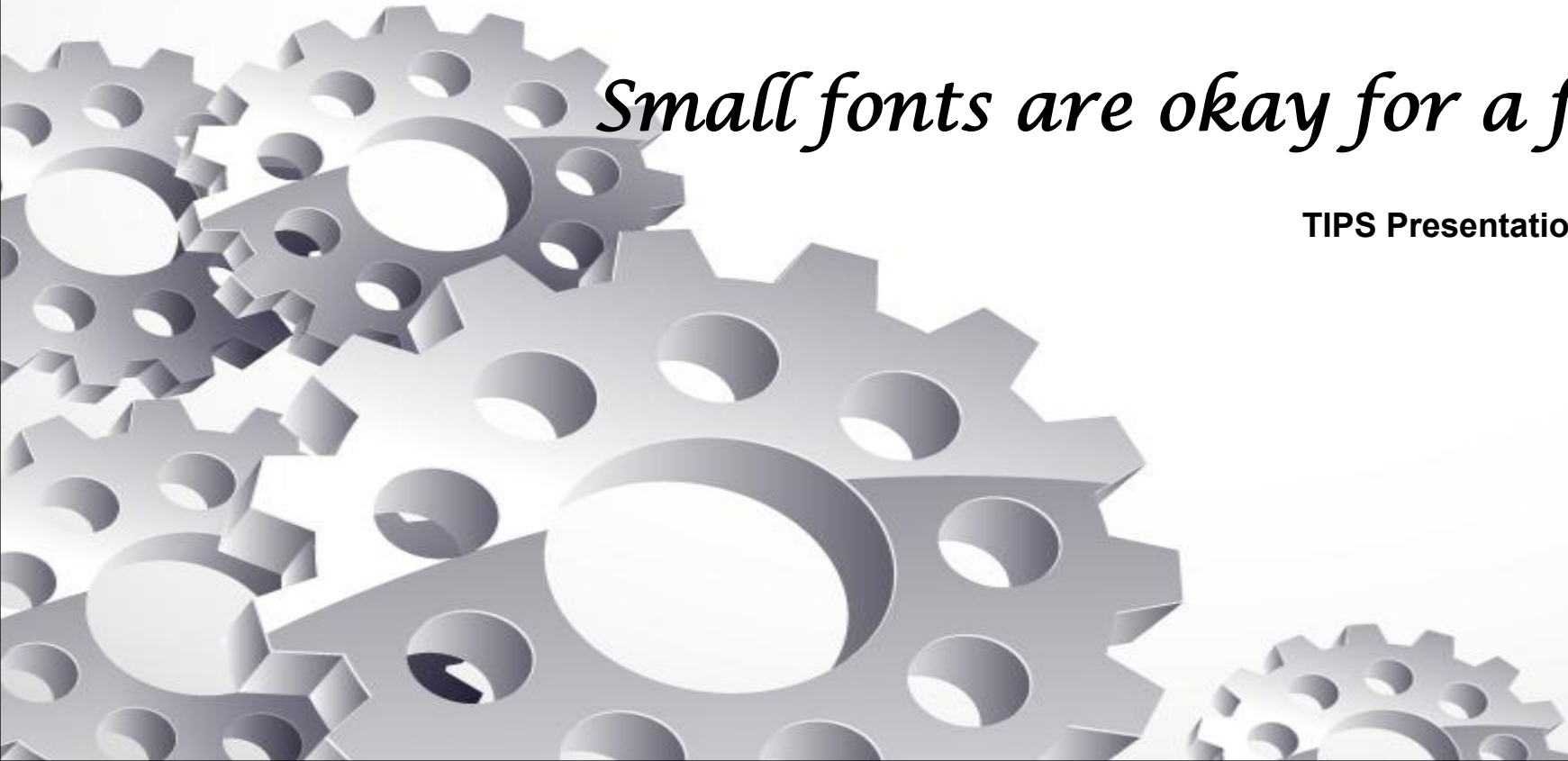
- a. Content text should be no smaller than 24 point*
- b. Content text should be no smaller than 41 point*
- c. Content text should be no smaller than 14 point*
- d. Content text should be no smaller than 12 point*

FONT SIZE

- *This point could be lost.* Century Gothic Font, Bold, Italic, 14pt.
- *No one will be able to read this.* Gill Sans Font, Condensed Bold, 12pt

Small fonts are okay for a footer, such as:

TIPS Presentation: 3/8/2004 Dawn Thomas, CRM




Fonts



Don't !

- *Don't Sacrifice Readability for Style*
- DON'T SACRIFICE READABILITY FOR STYLE
- *Don't Sacrifice Readability for Style*
- ❖ **DON'T SACRIFICE READABILITY FOR STYLE**

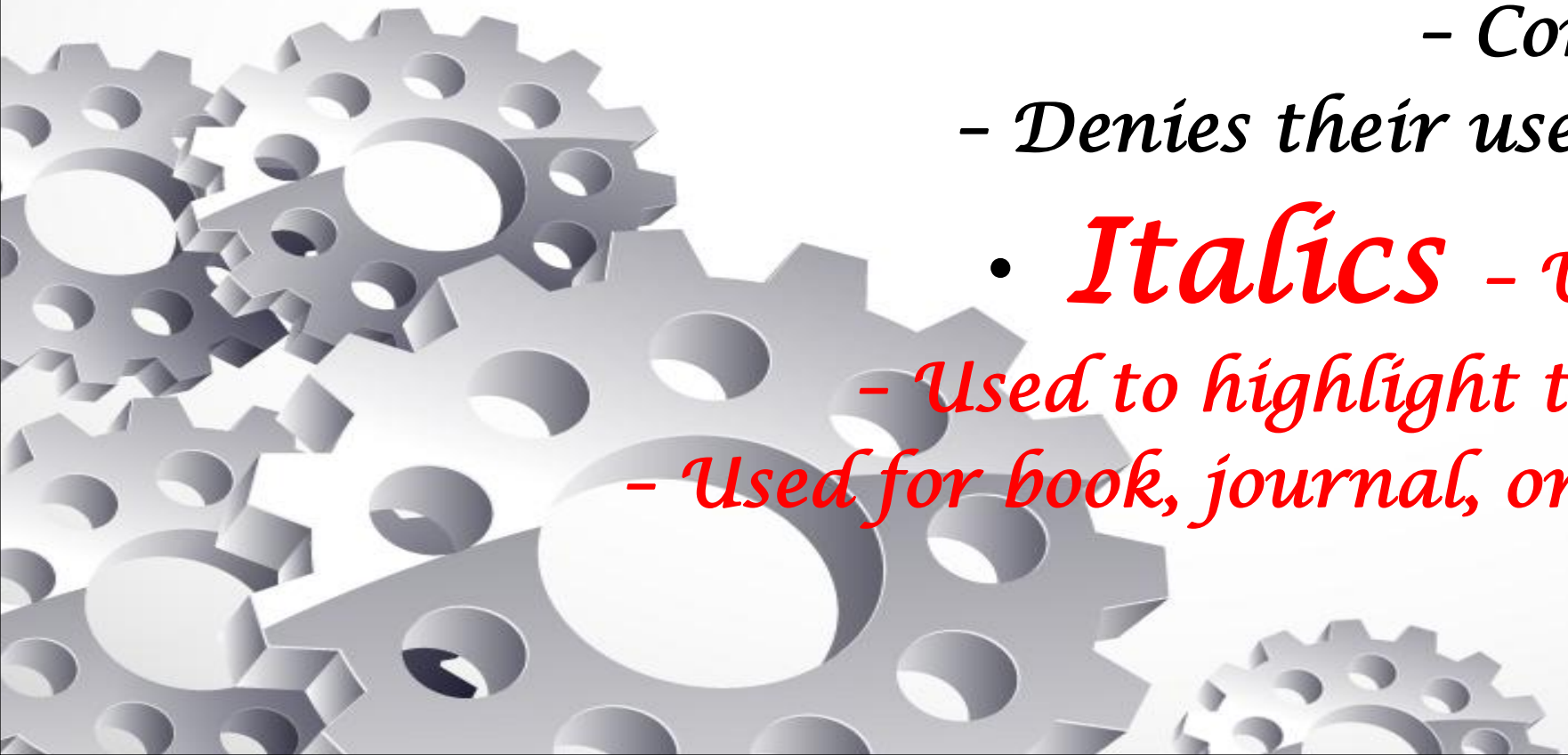


*Is it correct to use different font styles to
decorate the presentation?*

- a. Correct*
- b. Incorrect*

Caps and Italics

- *DO NOT USE ALL CAPITAL LETTERS*
 - *Makes text hard to read*
 - *Conceals acronyms*
 - *Denies their use for EMPHASIS*
- *Italics* - *Used for “quotes”*
 - *Used to highlight thoughts or ideas*
 - *Used for book, journal, or magazine titles*



Use a Template

- Use a set font and color scheme.
- *Different* **styles** are DISCONCERTING to the audience.
- You want the audience to focus on what you present, not the way you present.



Is it correct to write whole presentation in Block letters ?

- a. Correct*
- b. Incorrect*

Use the Same **Background**
on Each Slide



Do !!

- Don't use multiple **backgrounds** in your presentation
- Changing the style is distracting



Don't!



Which of the following statement is correct ?

- a. Use different background on each slide*
- b. Use same background for all slides*

Colors

- **Reds** and **oranges** are high-energy but can be difficult to stay focused on.
- **Greens**, **blues**, and **browns** are mellower, but not as attention grabbing.
- **Reds** and **Greens** can be difficult to see for those who are color blind.

Avoid These Combinations

- Examples:

–Green on Blue

–Dark Yellow on Green

–Purple on Blue

–Orange on Green

–Red on Green



Don't !

- **White on dark background should not be used if audience is more than 20 ft away.**
 - This set of slides is a good example.
 - You can read the slides up close.
 - The further away you get, the harder it is to read.
 - This is a good color combination if viewed on a computer.
 - A dark background on a computer screen reduces glare.

Colors

- **Large Hall Events**



Don't

- **Avoid White Backgrounds**

- **The white screen can be blinding in a dark room**

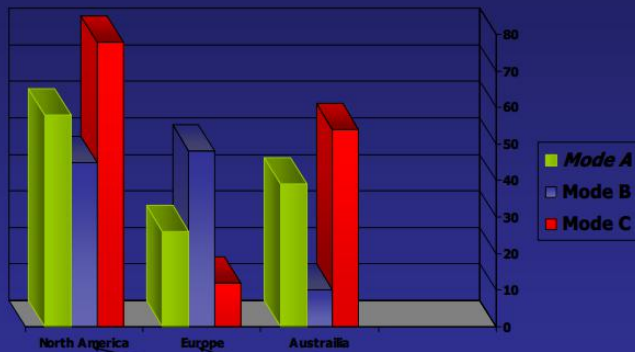
- **Dark Slides with Light Colored Text Work Best**

Graphs and Charts

Make sure the audience can read them!

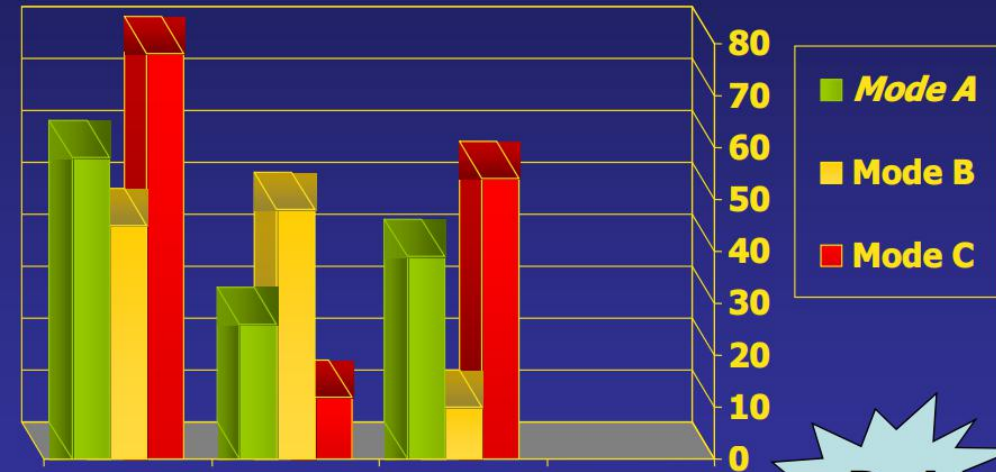


Charts and Graphs



Don't

Charts and Graphs



Do !