Crafting Captivating Presentations

Advanced PowerPoint Strategies

Competências Transmissiveis I: Técnicas de Comunicação e Apresentações (2023/2024)

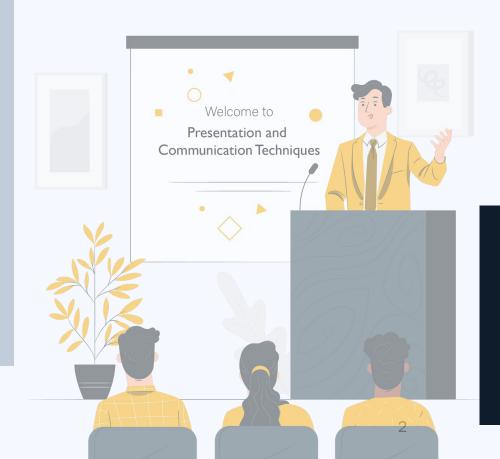Dra. Maria Clara Gomes
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Crafting Captivating Presentations

- Structure a presentation

- Organize a presentation

- Visual Elements in a Presentation

- Advanced Animation and Transition Effects

- Interactive Elements on a Presentation

Welcome to
Presentation and
Communication Techniques

Structure a presentation

How to structure a presentation?

1. Title Slide:

•Start with a title slide that includes the **presentation title**, **your name**, your position, and **the date**. You can also include your organization's logo or a relevant image.

2. Outline Slide:

•Follow the title slide with an outline slide that provides a **roadmap of what your presentation will cover**. This helps set expectations and keeps the audience engaged.

How to structure a presentation?

3. Introduction:

•Begin with an introduction slide that **introduces the topic** and the **main purpose** of your presentation.

•Include a **brief overview** of what the audience can expect to learn or gain from your presentation.

How to structure a presentation?

4. Main Content Slides:

•**Organize the main content** of your presentation into **clear, concise, and visually** appealing slides.

•Use a **consistent** and **readable** font.

•**Limit the amount of text** on each slide. Use bullet points, short phrases, or key points.

•**Incorporate visuals** like images, charts, graphs, and diagrams to illustrate your points and make the content more engaging.

How to structure a presentation?

4. Main Content Slides:

•Maintain a **clear hierarchy of information**, with main ideas or key takeaways prominently displayed.

•Use **slide titles and headings** to guide the audience through your content.

5.Conclusion Slide:

•End with a conclusion slide that **summarizes the main points** of your presentation. - Restate your main message or key takeaways

Organize 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.

How to organize your presentation?

3. Structuring Your Presentation:

Introduction.

Body.

Conclusion.

4. Visual Hierarchy:

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

How to organize your presentation?

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.

How to organize your presentation?

7. Timing:

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

Questions?