

Basics for an effective PPT

MODULE: TECHNICAL
COMMUNICATION SKILLS
Module code: GSU 07313
PRESENTATION

Contents to be covered.

1. Meaning of an effective PowerPoint presentation.
2. Purpose of an effective PowerPoint presentation.
3. Tips for making power point presentation.
4. Structure of the PowerPoint presentation.
5. Features of an effective PowerPoint presentation.
6. Conclusion and questions from the listeners

Meaning of effective ppt

An effective power point presentation is a **clear, simple, and visually supportive tool** that enhances your spoken message, not replaces it, by using **minimal text, high-quality visuals**, and a **consistent design** to keep the audience engaged and focused on your **key points**.

Purpose of an effective PPT

The primary purpose of an effective PPT is:

- ✓ Visual aids that enhance a speaker's message.
- ✓ To transform complex information into clear.
- ✓ For simple, understandable information.
- ✓ For an easy, memorable experience.

Tips for making an effective PPT

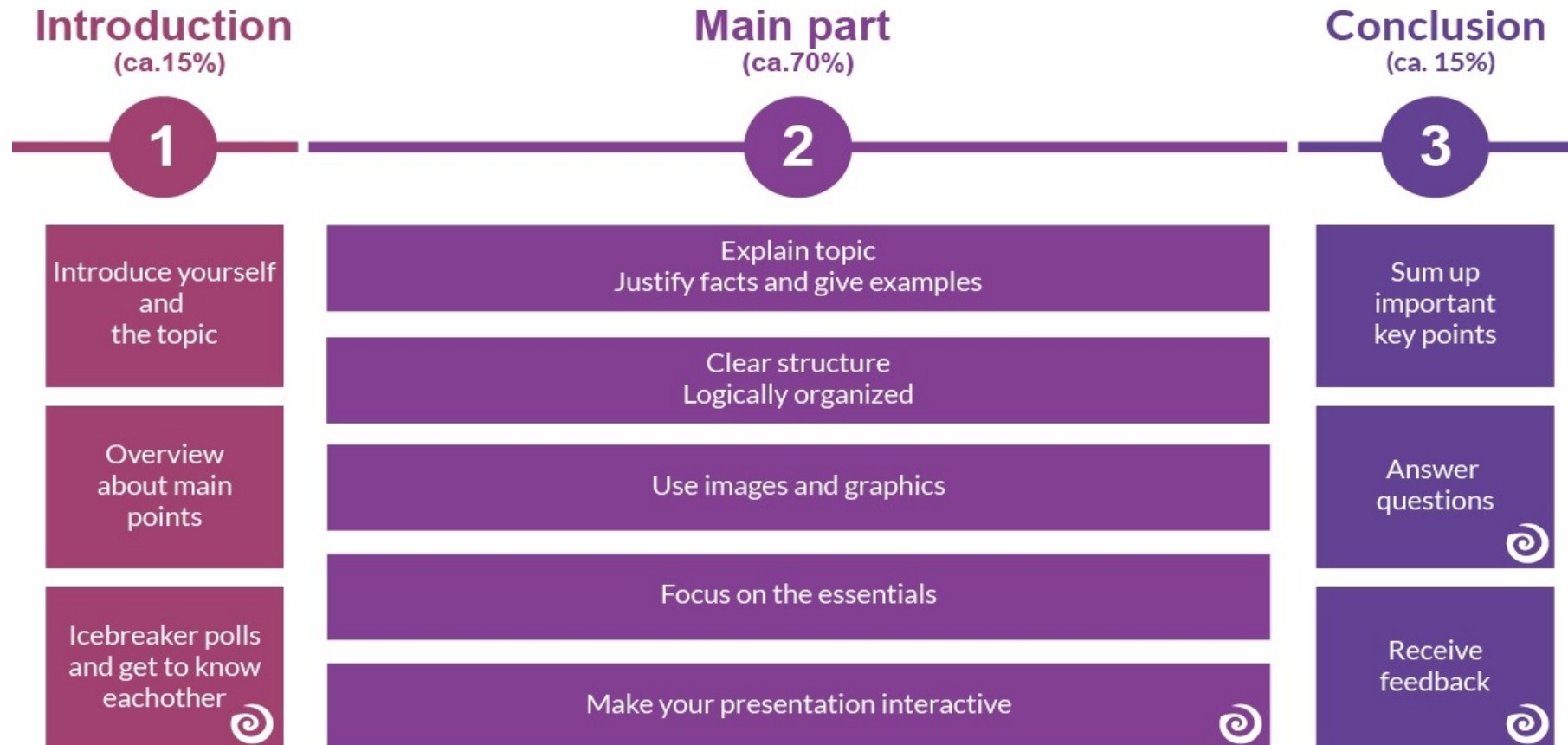
- Use the slide master feature for a simple design template.
- Limit punctuations, avoid all words in capital letters.
- Communicate with people by making eye contact.
- Make sure your presentation matches with slide.
- Don't spend much time on one slide.

Structure of effective ppt

The most preferable structure PPT:

- ❑ Introduction
- ❑ Main part
- ❑ Conclusion

Structure of an effective ppt



Features for effective PPT.

Feature	Description
Slide layout/template	Pre-design slide formats and style consistent design
Slide master	Edit slide layout for consistency during presentation
transitions	Effects between slides(fade, wipes, zoom etc.)
Animation pane	Control the timing, order, and effects of animations
Smart Guides/grids	Alignment tools to the position object symmetrical
Charts/graphs	Visualize data with various chart types (bar, lines,pie etc)
Smart art	Creates diagrams , processes, and organized charts
Multimedia (image, video)	Adds image, audio or video to make slide more attractive

Effective PPT layout

- Layout continuity from frame to frame flow.
- Headings, subheadings show up in the same each frame.
- fonts, font size, and colors should be consistent.

Fonts

- ❖ Font Style Should be Readable
Recommended fonts: “Arial” or “Tahoma”
- ❖ Standardize the Font Throughout
This presentation is in **Arial**

Font size

The larger, the better.

Remember, your slides must be readable,

- ✓ The good title size is 40
- ✓ A good subtitle size is 32
- ✓ Content text should not be smaller than 24 size

Colours

- Reds and oranges are high-energy make it difficult to focus on.
- Greens, blues, and browns are mellow, but not as attention-grabbing.
- Reds and Greens can be difficult to see for color-blind individuals.
- **Dark Slides** with **Light Colored Text** Work Best.

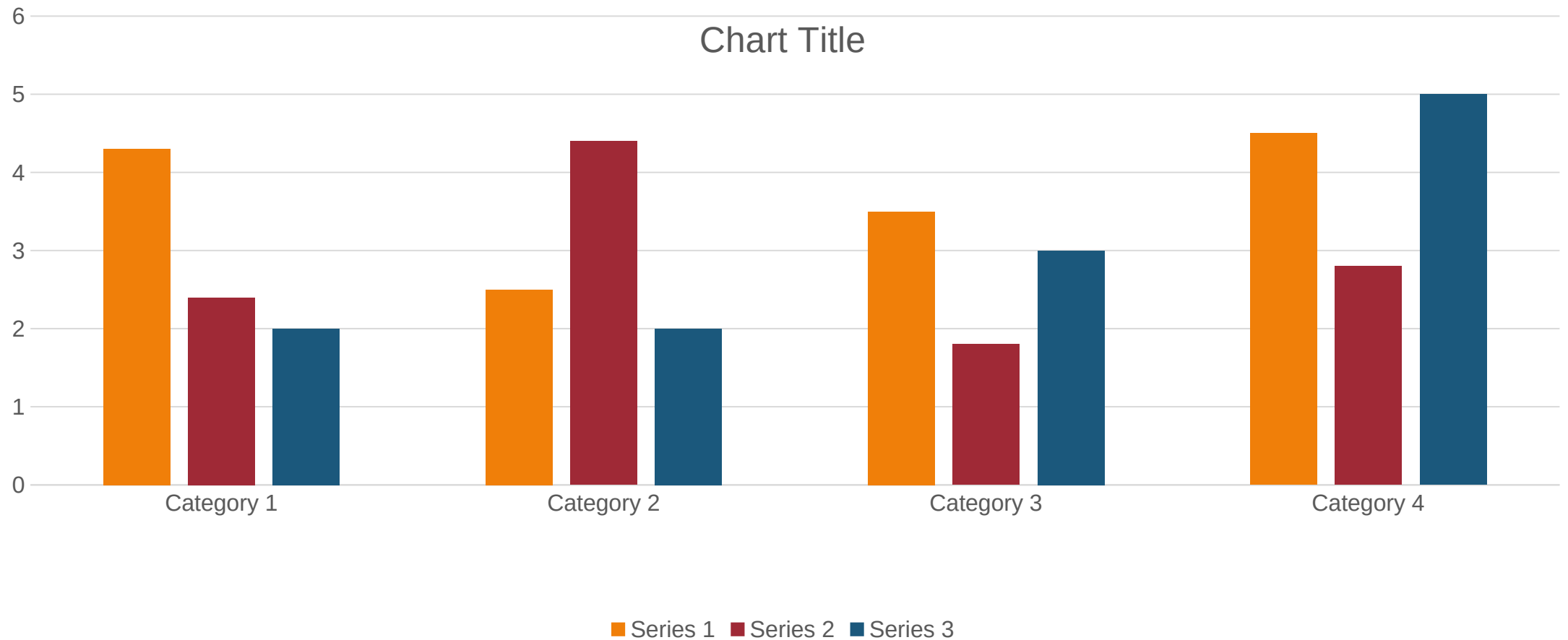
Avoid these combinations

- –Green on Blue
- –Dark Yellow on Green
- –Purple on Blue
- –Orange on Green
- –Red on Green

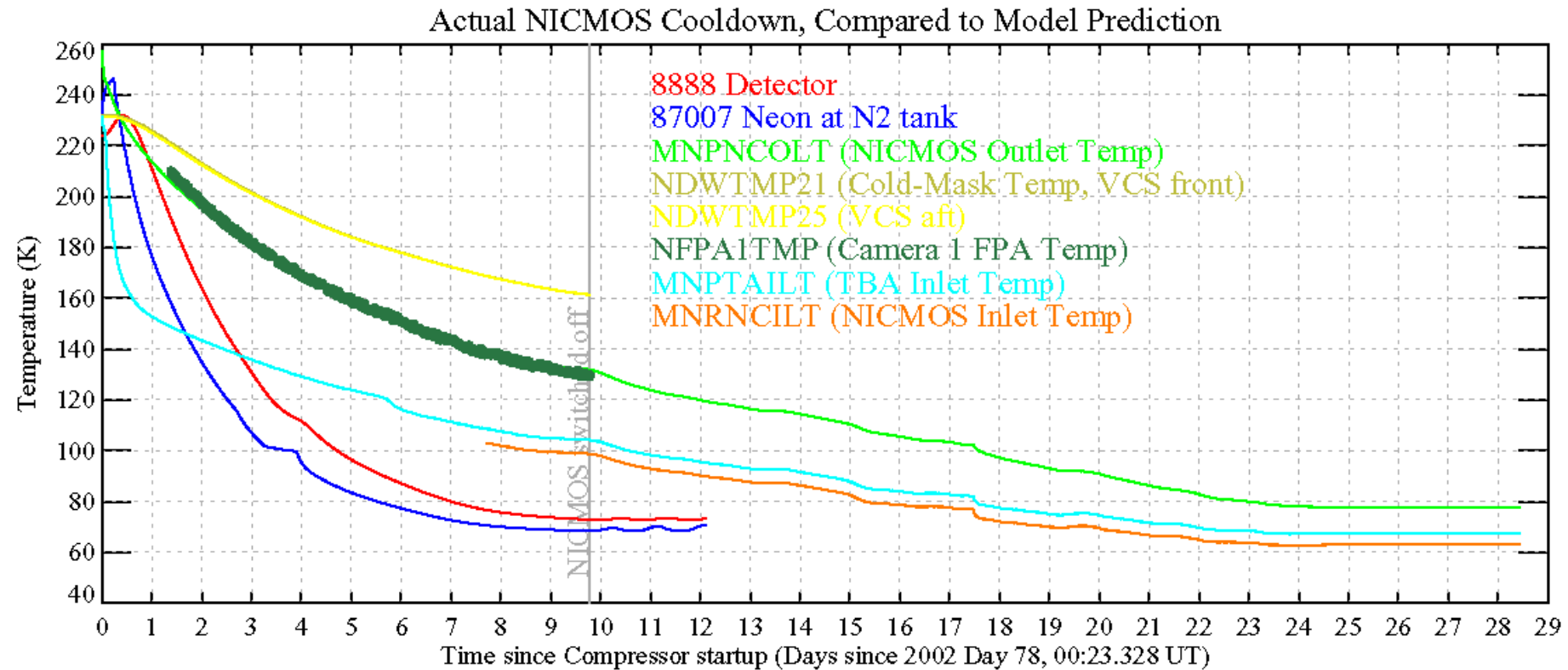
Graphs, charts and tables.

- To make sure the audience can read them
- Avoid using graphics that are difficult to read. For eg, bright colors on a white background and the small font make the graph hard to read.
- It would be very difficult to see, especially in the back of a room.

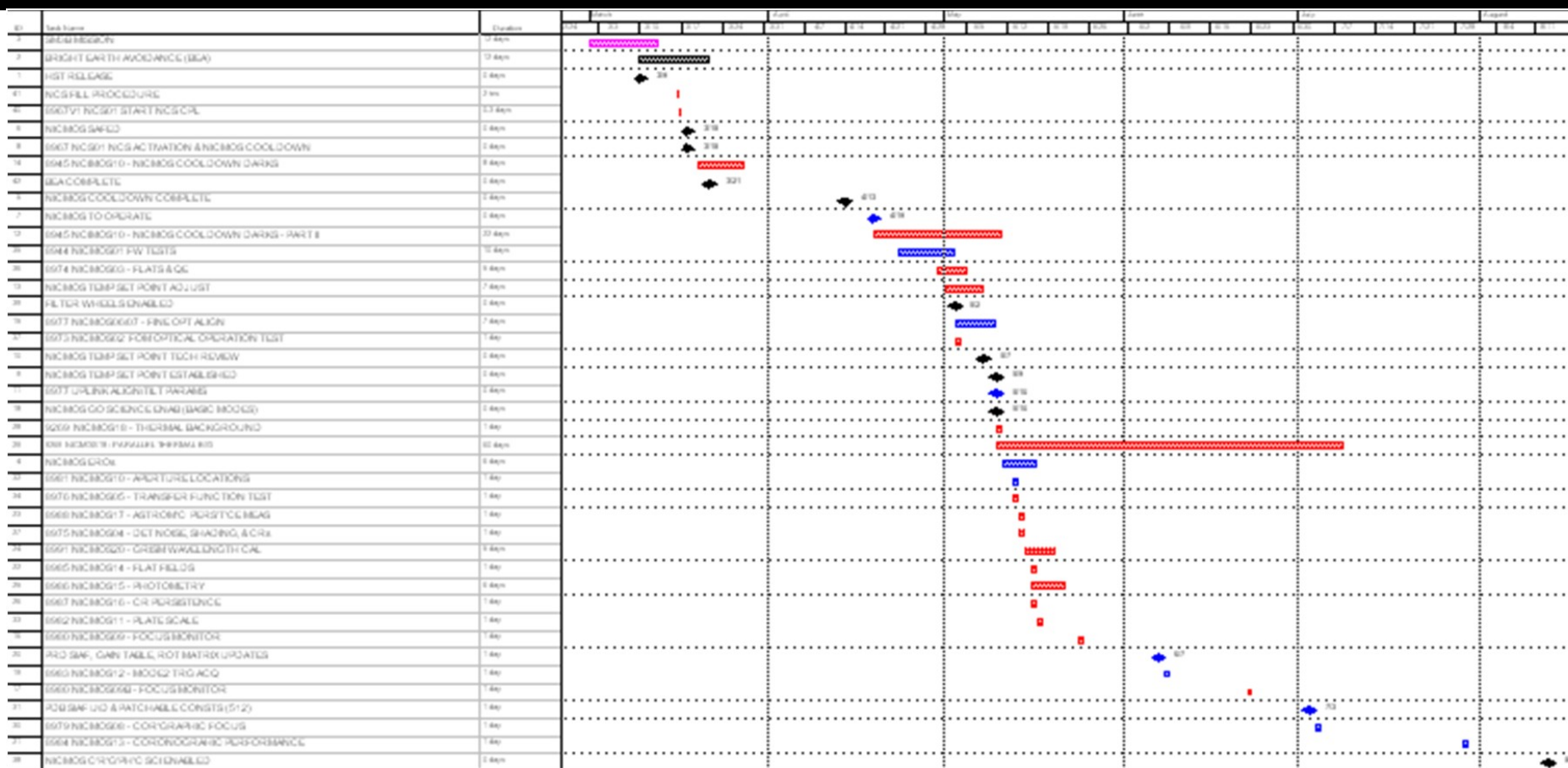
Example of good chart.



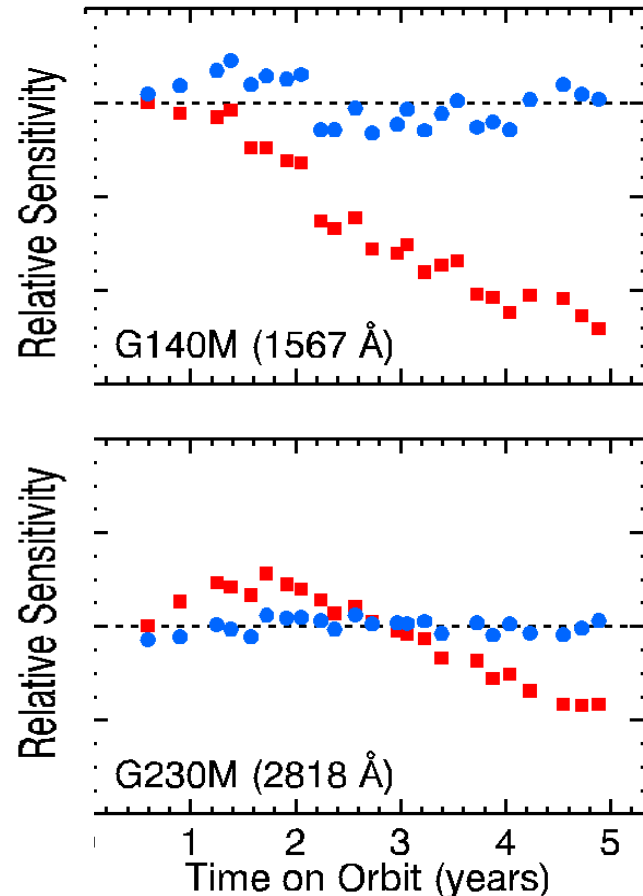
Graphs



Too much information in graph



Examples of good graphs with nice colors



Illustration

- Simple diagrams are great communicators only when needed,
Otherwise they become distracters instead of communicators.
- They should relate to the message and help make a point.
- Ask yourself if it makes the message clearer.

Conclusion

- A good presentation goes beyond sharing information it connects with the audience, keeps them engaged, and leaves a lasting impression. Whether you're presenting at work, in school, or elsewhere, certain qualities can help your message land more effectively.

Reference

- <http://www.mcgill.ca>
- Fufte ER.the visual displayof quantitative information .2nd ed.Graphics Press;2001
- Reynolds G. Presentation Zen: simple ideas on Presentation Design and Delivery. 2nd ed. New Riders Pub;2011

“Different is better than better.”

Sally Hogshead - *Author of How the World Sees You*