

Crafting Captivating Presentations

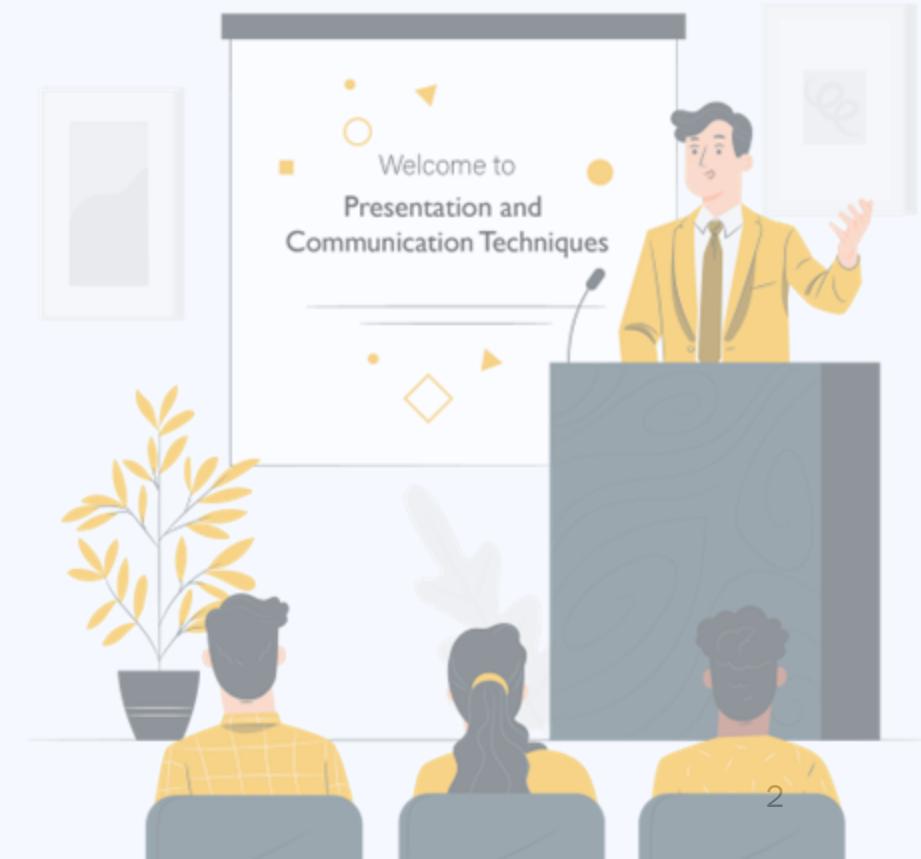
Advanced PowerPoint Strategies

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:

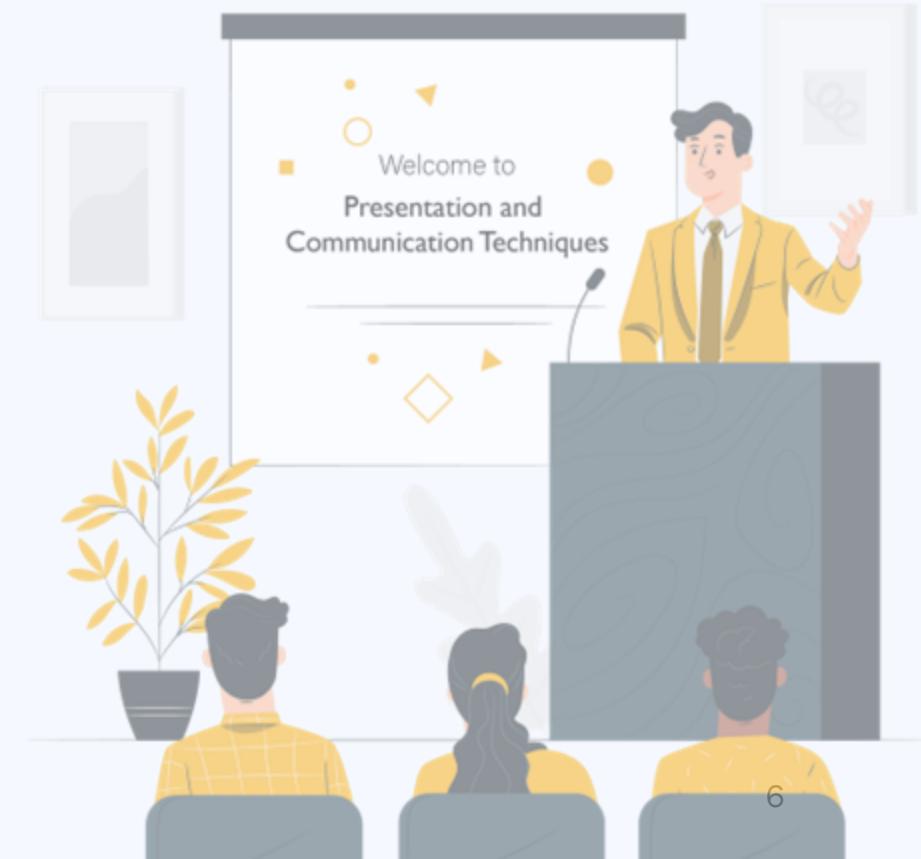
- Be **mindful** of the **time allocated** for your presentation. Don't rush through or exceed your allotted time.

Questions?



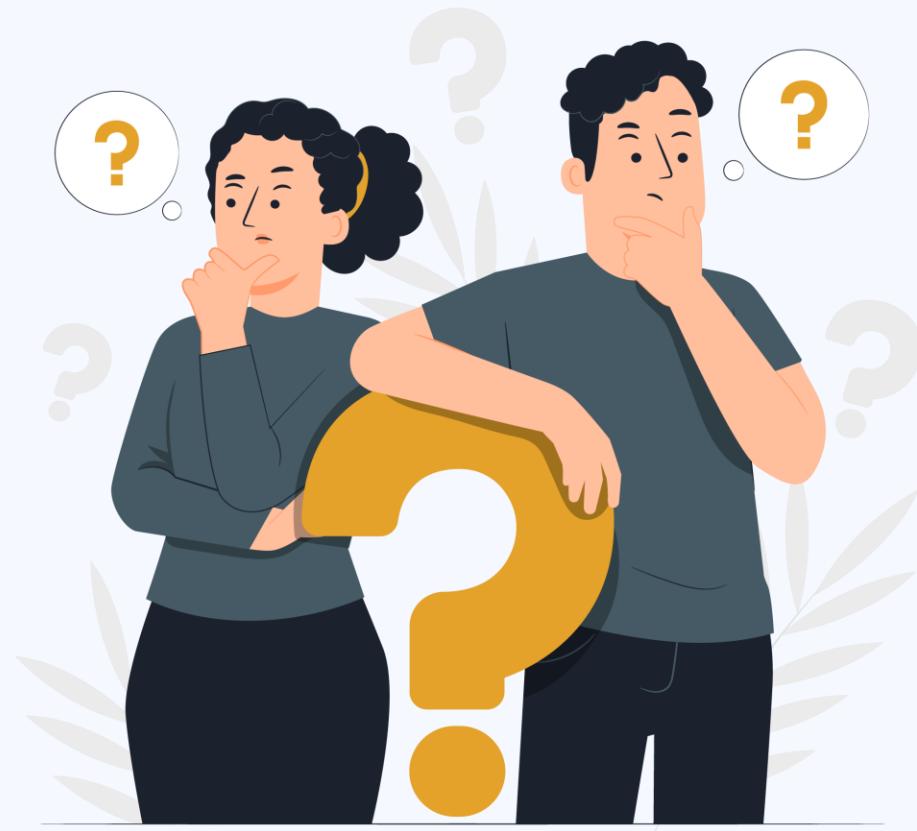
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What is important in a presentation?

Content



Visuals

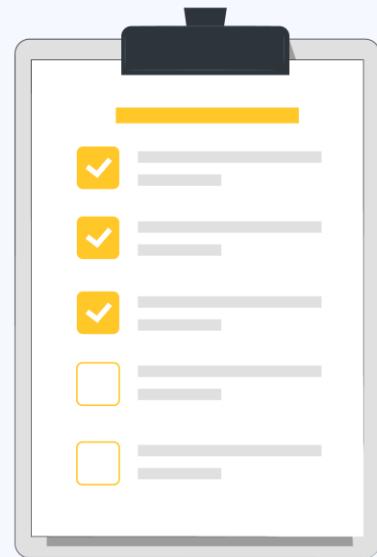
Visual Elements on a presentation

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

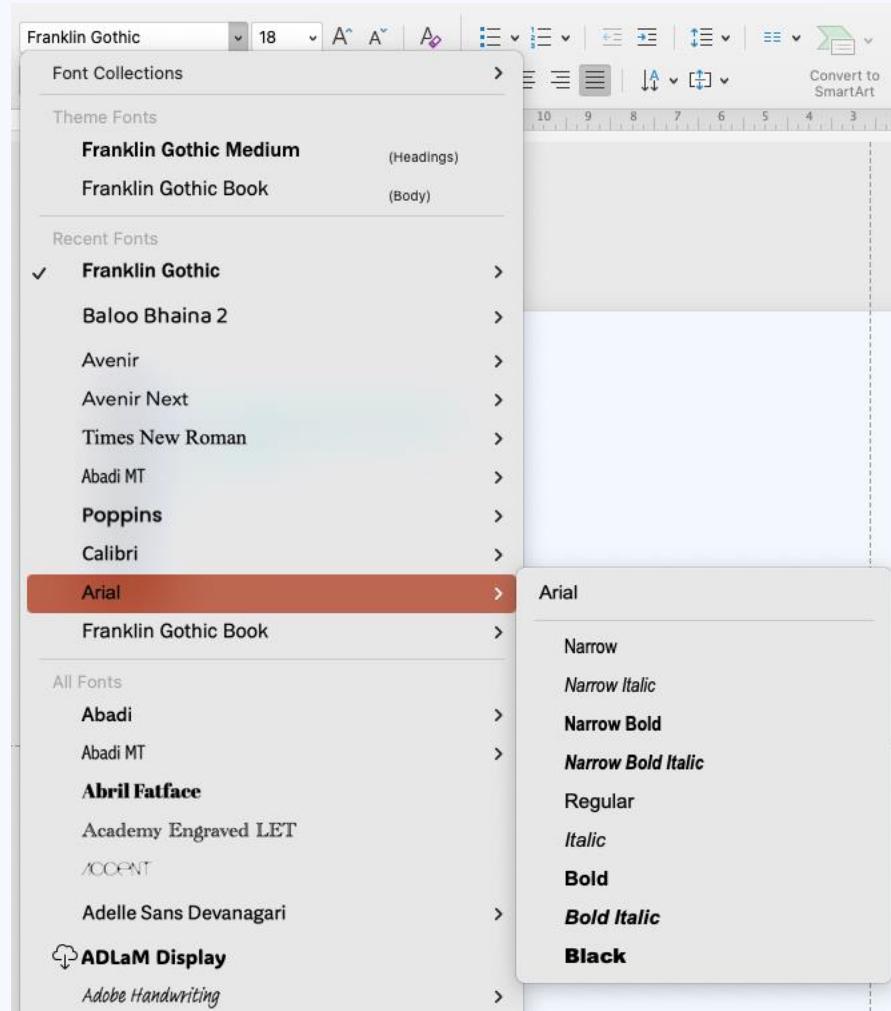
Text >24 pts

Legends >18 pts

Legends >18 pts

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.

It also helps to
create visual
hierarchy

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



Monochroma
cy
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.



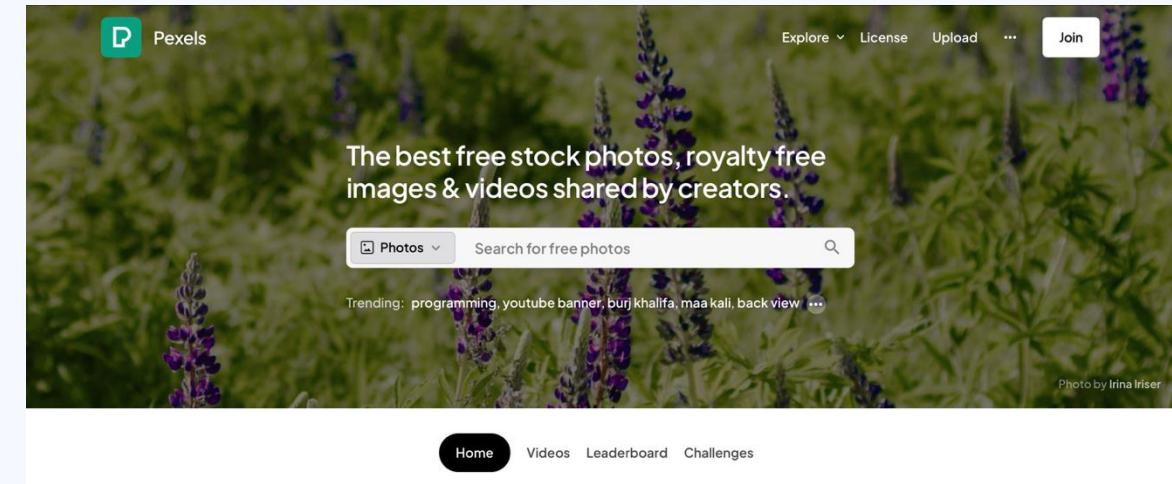
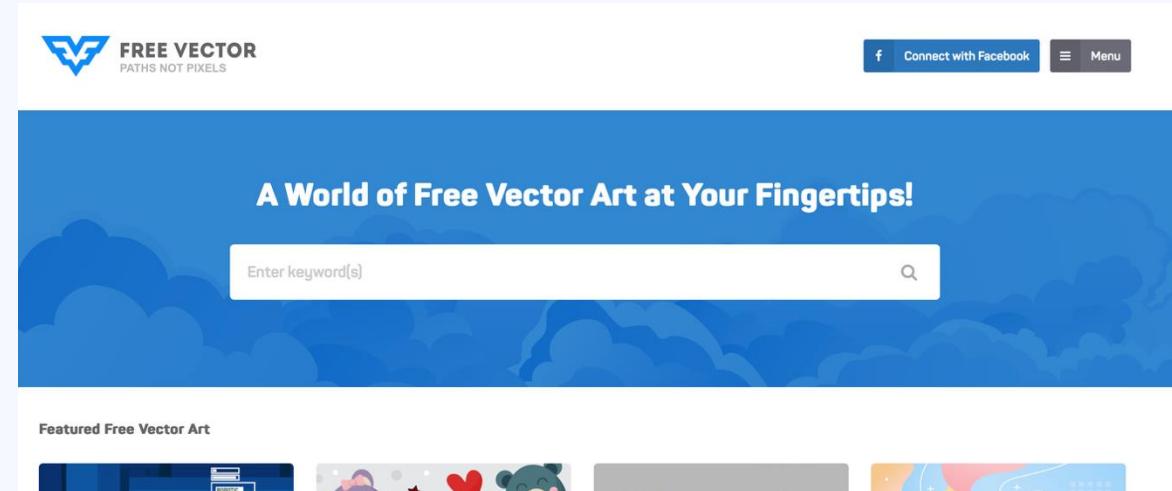
Images

Extra

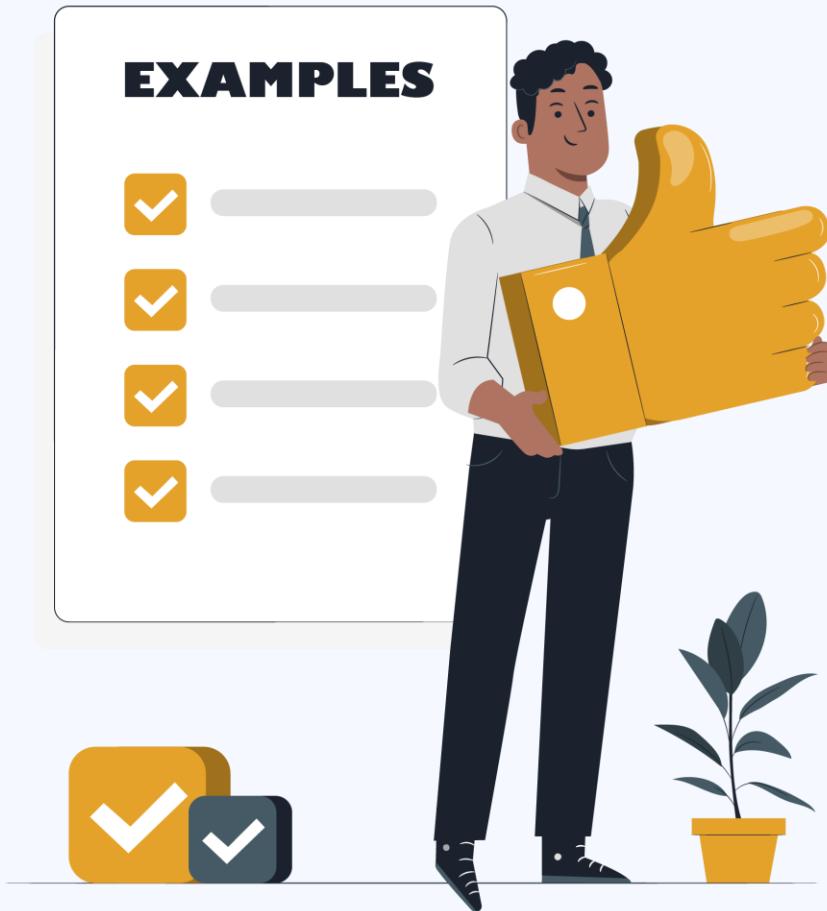
Where can I get images for free?

- 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.

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Advanced PowerPoint Strategies



universidade
de aveiro

Image is not the main focus.

Title is easy to read.

Text hierarchy.

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Advanced PowerPoint Strategies



universidade
de aveiro

Image is complex but still
easy to read the title.

Text hierarchy.

Crafting Captivating Presentations

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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

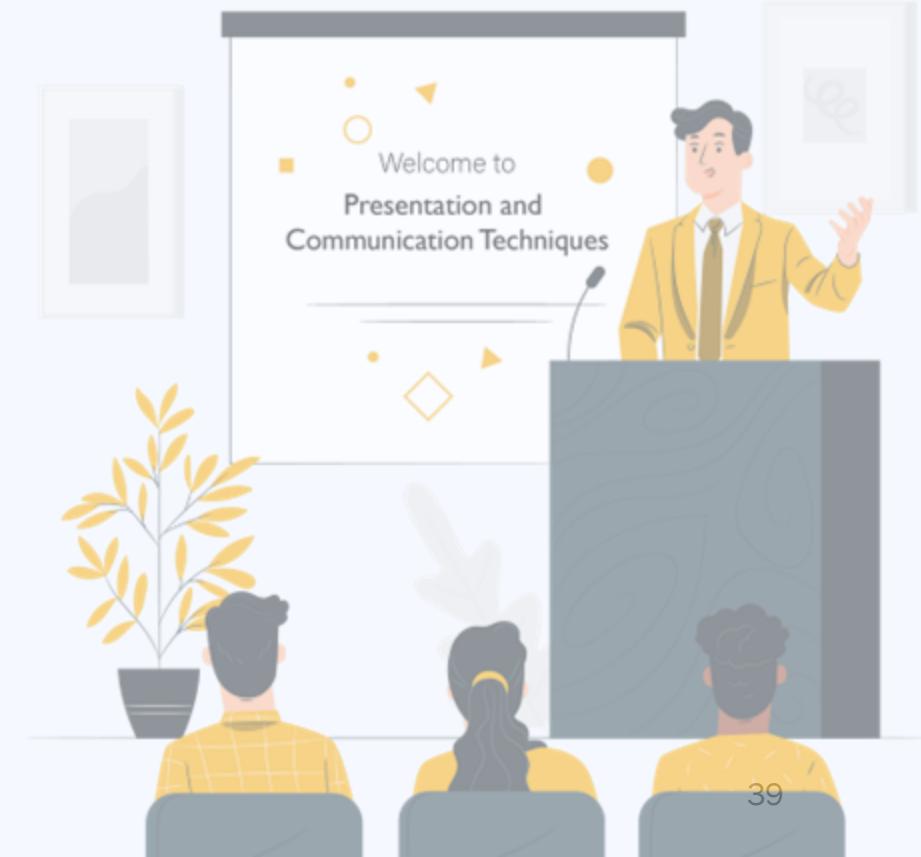
Keep slides uncluttered, and limit the amount of content on each slide. Use bullet points and concise statements.

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 with a green outline. Below the preview are five categories: 'Basic', 'Subtle', 'Moderate', and 'Exciting'. Each category contains several animation icons. The 'Contrasting' icon in the 'Subtle' section is highlighted with a red box. The ribbon also includes tabs for Home, Insert, Draw, Design, Transitions, Picture Format, Tell me, and various tools like Path Animation, Effect Options, Animation Pane, Trigger, and Animation Painter. On the far right, there are controls for Start, Duration, and a color swatch.

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: [Color Swatch]

Basic

Fill Colour Grow/Shrink Line Colour Spin Transparency

Subtle

Complementary Colour Complementary Colour 2 Contrasting Darken Desaturate

Text or shape changes to a colour contrasted with the original.

Lighten Object Colour Pulse

Moderate

Colour Pulse Teeter

Exciting

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.

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, and 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 effects: Contract, Fade, Swivel, and Zoom.
- Moderate:** A group of 5 star icons representing moderate effects.

On the right side of the ribbon, there are controls for 'Start' (triangle icon) and 'Duration' (clock icon).

Animations

Motion paths

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 several icons for previewing and managing animations.

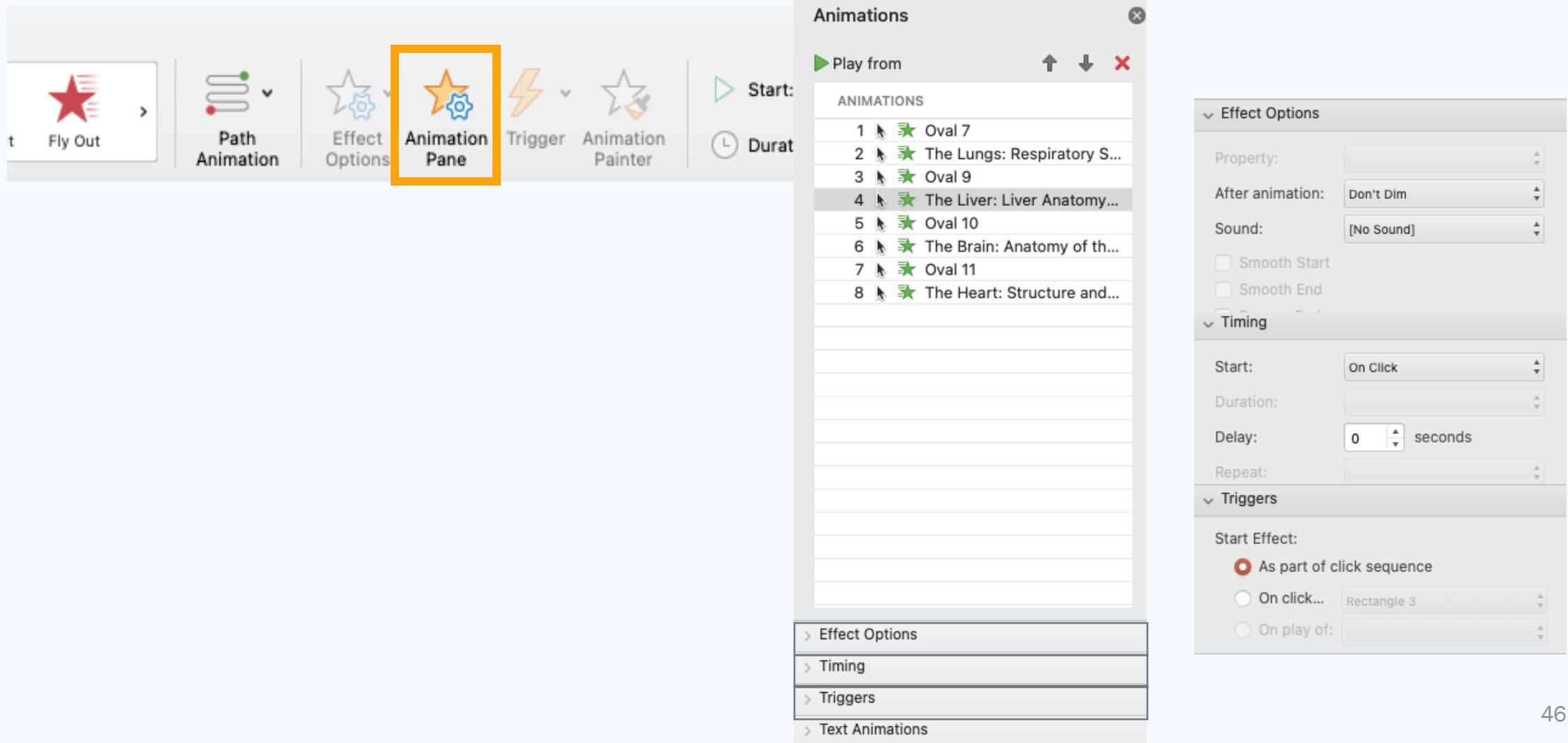
Below the ribbon is a large library of motion path options:

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

On the far right, there are controls for **Start** (a green triangle icon), **Duration** (a circular icon with a clock), and other animation-related tools like Effect Options, Animation Pane, Trigger, and Animation Painter.

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 Animations. Below the ribbon, there are several animation tools: Fly Out (red star), Path Animation (green path), Effect Options (gear), Animation Pane (orange star with gear, highlighted with an orange box), Trigger (lightning bolt), Animation Painter (star with brush), Start (green arrow), Duration (clock), and a list of triggers.

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:

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



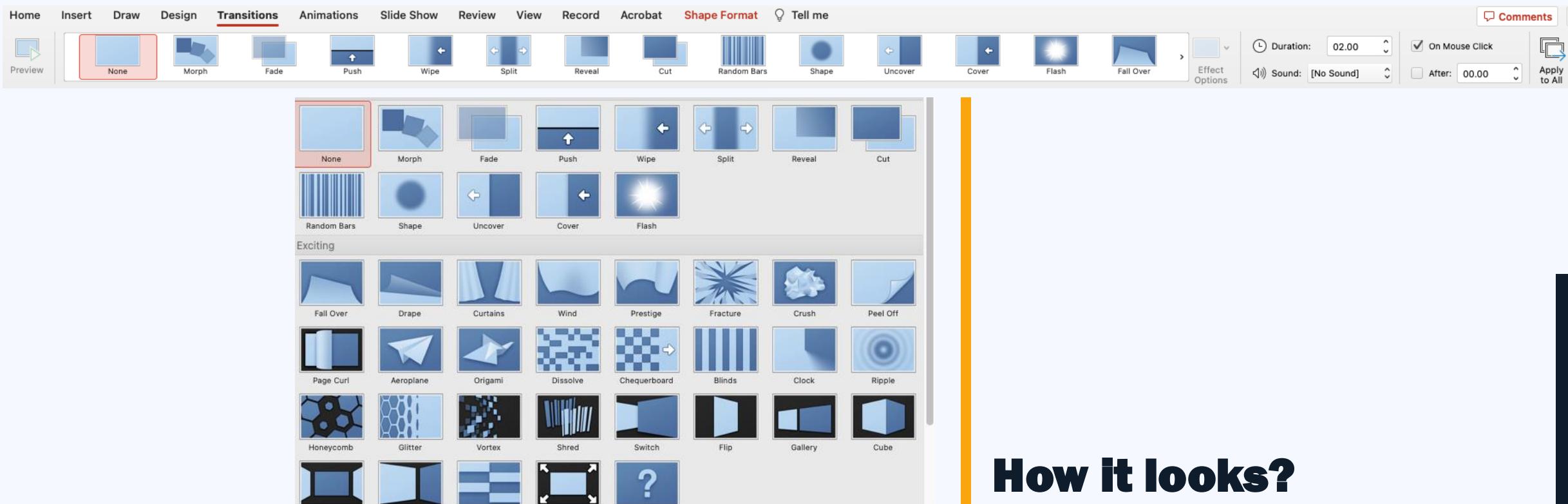
The Heart:

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 One World Trade Center is the central focus, standing tall against a sky filled with scattered clouds. The surrounding buildings of Manhattan are visible, along with some lower structures on the opposite shore.

**CONCRETE
JUNGLE**

Questions?

