**Presentation slides design**

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| **Slide types and their sequencing** |
| **1. Title slide** contains the presentation’s title, speaker’s name and surname, group number, educational establishment and year. |
| **2. Presentation outline slide** provides the plan (agenda, contents) of the presentation, normally consisting of 2 to 4 items. Note that ‘Introduction’ and ‘Summary’ / ‘Conclusion’ are not included into the presentation outline slide. |
| **3.** **Slides of the body of the presentation** (one slide per minute, 3-4 slides total). |
| **4.** **Summary slide** includes 2-4 points summarizing the main ideas of the presentation. |
| **5.** **Conclusion slide** ***(optional)*** contains a quotation or image that finalizes the presentation. |

**Slide graphic design**

1. **Ensure that each slide features:**

1) a title

2) one or more speaking points that could be supplemented with an image, graph, audio or video clip. Make sure that the points are consistent with the slide’s title. If an external image or a photo is used, the copyright holder’s name or the image source **must** be indicated in the lower right corner. Alternatively, all references can be placed on a separate slide.

Be sure that each slide has a text. Using images or photos without explanatory captions **is not allowed**.

2. **Observe the** **rule of six:** each slide must have no more than six lines, with each line containing no more than six words.

3. **Avoid cluttering your slides with text or imagery**. One third or even half of the slide space must be left empty.

4. **Use grammar patterns specific to slides**:

1) avoid full sentences (except for quotations, which must be cited in full with reference to the author);

2) don’t begin a speaking point with an article; no auxiliaries are used either;

3) don’t use a colon or articles in the slide title;

4) use no punctuation marks at the end of a point; the only exception is quotations where the end-of-the-sentence punctuation should be preserved; however, quotation marks are not used. If the author of the quotation is not well known to the audience, their profession, status or occupation should be given:

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| The harder you work, the luckier you get.  Gary Player,  famous golf player |

5) preserve grammar consistency: all speaking points must begin with a word belonging to the same part of speech (noun, adjective, verb, gerund etc.). For example,

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| Initial verbs | Initial nouns | Initial adjectives |
| \* Enlarge market  \* Simplify product line  \* Reduce prices | \* Market enlargement  \*Product line simplification  \* Price reduction | \* Larger market  \* Simplified products  \* Reduced prices |

**5. Use bullets instead of numbers**

At the beginning of each point, use various types of bullets (circles, squares, arrows etc.), not numbers.

**6.** **Choose an appropriate font style and size**

The fonts chosen for slide design should be easy to read (Arial, Tahoma, Verdana, Helvetica, Gill Sans). Choose to use 35-60 size fonts for the title and 25-50 size fonts for the main body of the text.