Do’s and don’ts of power point Presentation

PowerPoint Dos

1. Know your audience

All marketing actions should start here. It’s the same for presentations, regardless of their intended purpose. Your information, design and style should be based on what your audience will understand and respond to.

### 2. Create a structure

Things can quickly spiral out of control if you dive head on to designing the document, without a structure in place. Even if you’re creating a presentation to illustrate an existing piece of content, you’ll still need to tailor it to PowerPoint specifics regarding quantity of information, succession of ideas, verbal details used when presenting it etc.

### 3. Use keywords

This will help you convey a clear message and keep your audience’s attention. It’s also of great help to you when creating the flow of the presentation.

### 4. Organize your information clearly

Be brief and clear. Don’t crowd your slides. Instead, opt for no more than 2-3 sentences per slide and keep in mind your keywords. Think of them more like statements than sentences.

### 5. Use a legible font

Opt for a legible font and type size. Don’t use eccentric fonts that will make it impossible to make out the actual words. Stick to standard, easy-to-read fonts, preferably sans-serif (fonts such as Arial or Helvetica). This will also minimize the risk of having your fonts substituted when sending to other people.

## PowerPoint Don’ts

### 1. Put everything on one slide

It’s not as obvious as you might think. We’ve all done it, at one point. For those situations when there is still something to say, illustrate or include, take a step back and ask yourself “If I can’t see this slide and I can’t read off of it during my presentation, will I still be able to convey its essence?” And there you have your answer.

### 2. Overuse transitions, animations and sound

These effects are meant to be used scarcely, to increase the impact of one idea. They can become a distraction very quickly.

### 3. Use hard-to-read color combinations and fonts

Stay away from red/green, brown/green, blue/black, blue/purple combinations. Instead, aim for a high contrast between background and text. Also, don’t use bright background colors that will strain your audience's eyes.

### 4. Use generic graphics and (very) stock photos

If you’re going to opt for visual elements, make sure they are well-designed and suited for your audience. Don’t use generic clipart you found on Google, that’s just offensive to your audience.

### 5. Think the slides are for you

Too many people seem to think PowerPoint is just a speech handout. Your presentation is meant to help the audience follow you and to give the clues to organize the information you are sharing, it’s not a substitute.