

## POWERPOINT GUIDELINES -Yastremski-

### PURPOSE OF POWERPOINT:

1. To enhance the message.
  - a. Speaker remains the center of attention.
2. To aid the audience's comprehension.
  - a. Outlines of content
  - b. Graphs of Quantitative Data
  - c. Visual accompaniment
3. Variety in delivery.
4. Convenience
5. "A picture can say a thousand words."
  - a. Pictures many times convey a higher degree of *pathos*.



## GUIDELINES:

1. Try to average one slide per minute of delivery.
  - a. Too many can become distracting.
2. Avoid more than five lines of text.
  - a. Audience should be focused on you, not squinting at a screen.
3. Avoid more than five words per line.
  - a. Avoid wordiness; keep it simple.
4. Colors
  - a. Be sure colors reflect the tone and mood of the topic.
  - b. Avoid dark fonts on dark slides (i.e., black font on red background).
  - c. Make sure colors coordinate.
5. Fonts
  - a. Avoid ornate fonts.
  - b. Be sure they are large enough. (16 pt. Minimum)
    - i. Don't forget to **BOLD** for emphasis.
  - c. Suggested Fonts:
    - i. Times New Roman
    - ii. Arial
    - iii. Tahoma
    - iv. Sans Serif
    - v. **Comic Sans Serif**
      1. Provided the tone of your presentation allows for a 'youthful' tone.
6. Don't overdo the animation.
  - a. Remember the focus is on the speaker, not the slide techniques.
  - b. Keep slide transitions and animations consistent with each other.
7. NO SOUND
  - a. Exception: Sound can enhance when it has a clear and necessary purpose (i.e., to provide an example of a song, lyrics, speech, etc.)
8. Start and end your presentation with a blank slide.
  - a. You don't want to give away too much, too soon.
  - b. Let the audience focus on you during the opening and closing.
9. Timing
  - a. When you are finished with a slide, change it.
    - i. You don't want your audience focusing on it after its intended use.
  - b. This may necessitate inserting blank slides within your presentation.
  - c. Try the automatic timing feature.
    - i. Enhances your credibility.
    - ii. Eliminates being anchored to the computer.
10. Keep all slides and fonts consistent throughout the presentation.
  - a. Don't vary the color and font schemes.
  - b. Try a 'thematic' series of backgrounds
11. Practice, Practice, Practice
  - a. Be sure to conduct a run-through with the specific equipment you will be utilizing in the presentation.
  - b. You want to ensure the graphics, colors, and images will translate well.