

PowerPoint Presentation Guidelines

- The following slides present guidelines and suggestions for the use of fonts, colors, and graphics when preparing PowerPoint presentations for Sessions and Seminars.
- This media (PPTX) is designed to **ENHANCE** your presentation, not **BE** the presentation.
- Remember, only you can prevent ***“Death by PowerPoint”***



PowerPoint Slides

- Highlight key points or reinforce what the facilitator is saying
- Should be short and to the point, include only key words and phrases for visual, reinforcement
- In order for your presentation to fit on most screens, text and images should be placed within 95% of the PowerPoint slide. This "action safe" area is seen in the next slide.

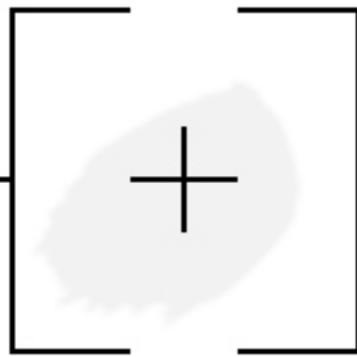
95%

90%

85%

VERDANA 22 PT.
 VERDANA 20 PT.
 VERDANA 18 PT.
 VERDANA 16 PT.
 VERDANA 14 PT.
 VERDANA 12 PT.
 VERDANA 10 PT.
 VERDANA 08 PT.
 VERDANA 06 PT.

HELVETICA 22 PT.
 HELVETICA 20 PT.
 HELVETICA 18 PT.
 HELVETICA 16 PT.
 HELVETICA 14 PT.
 HELVETICA 12 PT.
 HELVETICA 10 PT.
 HELVETICA 08 PT.
 HELVETICA 06 PT.



85%

90%

95%

TITLE SAFE

ACTION SAFE

PowerPoint Layout

- Layout continuity from frame to frame conveys a sense of completeness
- Headings, subheadings, and logos should show up in the same spot on each frame
- Margins, fonts, font size, and colors should be consistent with graphics located in the same general position on each frame
- Lines, boxes, borders, and open space also should be consistent throughout

Fonts

- Font Style Should be Readable
 - Recommended fonts: Arial, Tahoma, Veranda
- Standardize the Font Throughout
 - This presentation is in **Tahoma**



Do !

Font Size

- ★ **The larger, the better. Remember, your slides must be readable, even at the back of the room.**
- This is a good title size
Verdana 40 point
- A good subtitle or bullet point size
Verdana 32 point
- Content text should be no smaller than
Verdana 24 point
- This font size is not recommended for content. Verdana 12 point.

Font Size

★ Combining small font sizes with bold or italics is not recommended:

- ★ *What does this say? Garamond Font, Italic, Bold 12pt.*
- **This is very difficult to read. Times Font, Bold, 12pt.**
- ***This point could be lost. Century Gothic Font, Bold, Italic, 14pt.***
- No one will be able to read this. Gill Sans Font, Condensed Bold, 12pt



Don't!

★ Small fonts are okay for a footer, such as:

Fonts



Don't!

- *Don't Sacrifice Readability for Style*
- **DON'T SACRIFICE READABILITY FOR STYLE**
- *Don't Sacrifice Readability for Style*
- ❖ **DON'T SACRIFICE READABILITY FOR STYLE**

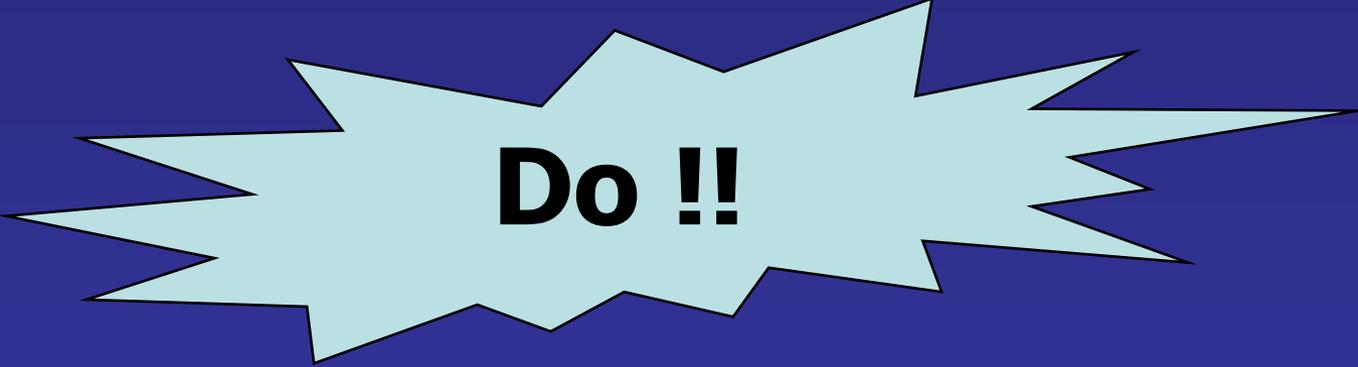
Caps and Italics

- **DO NOT USE ALL CAPITAL LETTERS**
 - Makes text hard to read
 - Conceals acronyms
 - Denies their use for EMPHASIS
- Italics
 - Used for “*quotes*”
 - Used to *highlight* thoughts or ideas
 - Used for book, journal, or magazine *titles*

Use a Template

- Use a set font and color scheme.
- *Different styles* are DISCONCERTING to the audience.
- You want the audience to focus on what you present, not the way you present.

Use the Same **Background**
on Each Slide



Do !!

- Don't use multiple **backgrounds** in your presentation
- Changing the style is distracting



Don't!

Colors

- **Reds** and **oranges** are high-energy but can be difficult to stay focused on.
- **Greens**, **blues**, and **browns** are mellower, but not as attention grabbing.
- **Reds** and **Greens** can be difficult to see for those who are color blind.

Avoid These Combinations

- Examples:

–Green on Blue

–Dark Yellow on Green

–Purple on Blue

–Orange on Green

–Red on Green

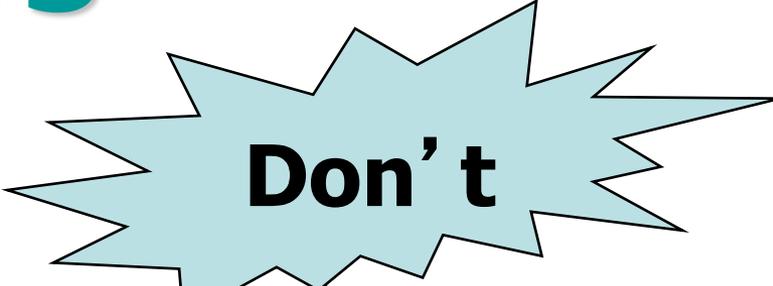


Don't!

Colors

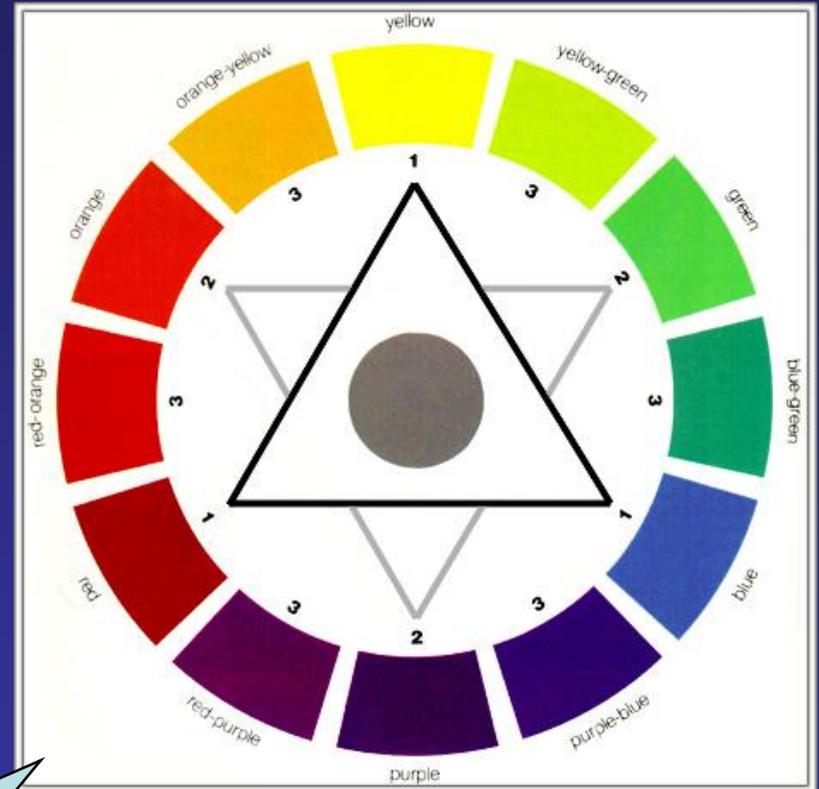
- White on dark background should not be used if audience is more than 20 ft away.
 - This set of slides is a good example.
 - You can read the slides up close.
 - The further away you get, the harder it is to read.
 - This is a good color combination if viewed on a computer.
 - A dark background on a computer screen reduces glare.

Colors

- Large Hall Events  **Don't**
 - Avoid **White** Backgrounds
 - The white screen can be **blinding** in a dark room
 - **Dark Slides** with **Light Colored Text** Work Best

The Color Wheel

- Colors separated by another color are contrasting colors (complementary)
- Adjacent colors harmonize with one another (Green and Yellow)
- Colors directly opposite one another are said to CLASH
- Clashing colors provide **readability**



– **Orange** on **Blue**

Do !

Background Colors

Remember: Readability! Readability! Readability!

This is a good mix of colors. Readable!

This is a bad mix of colors. Low contrast. Unreadable!

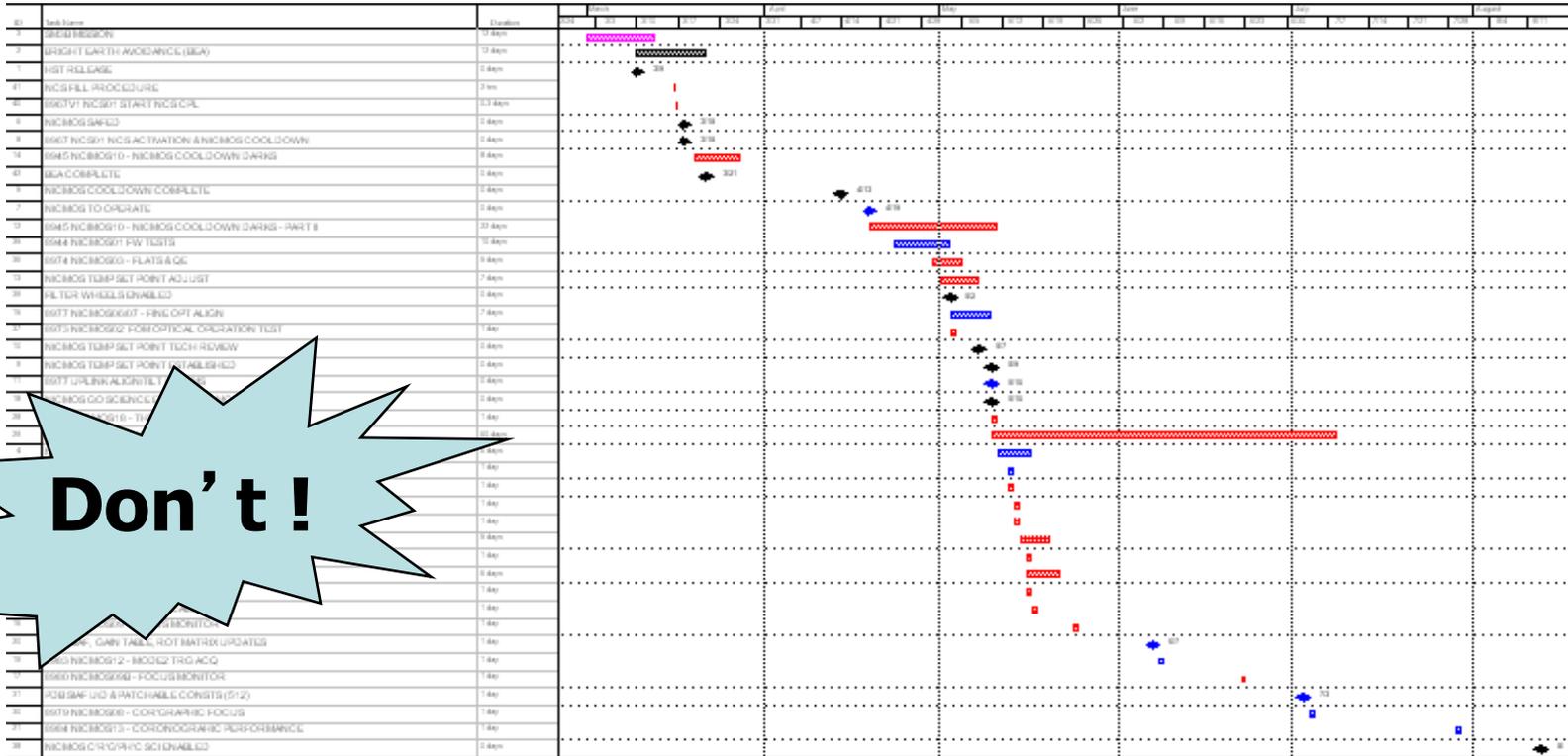
This is a good mix of colors. Readable!

This is a bad mix of colors. **Avoid bright colors on white.** Unreadable!

Graphs and Charts

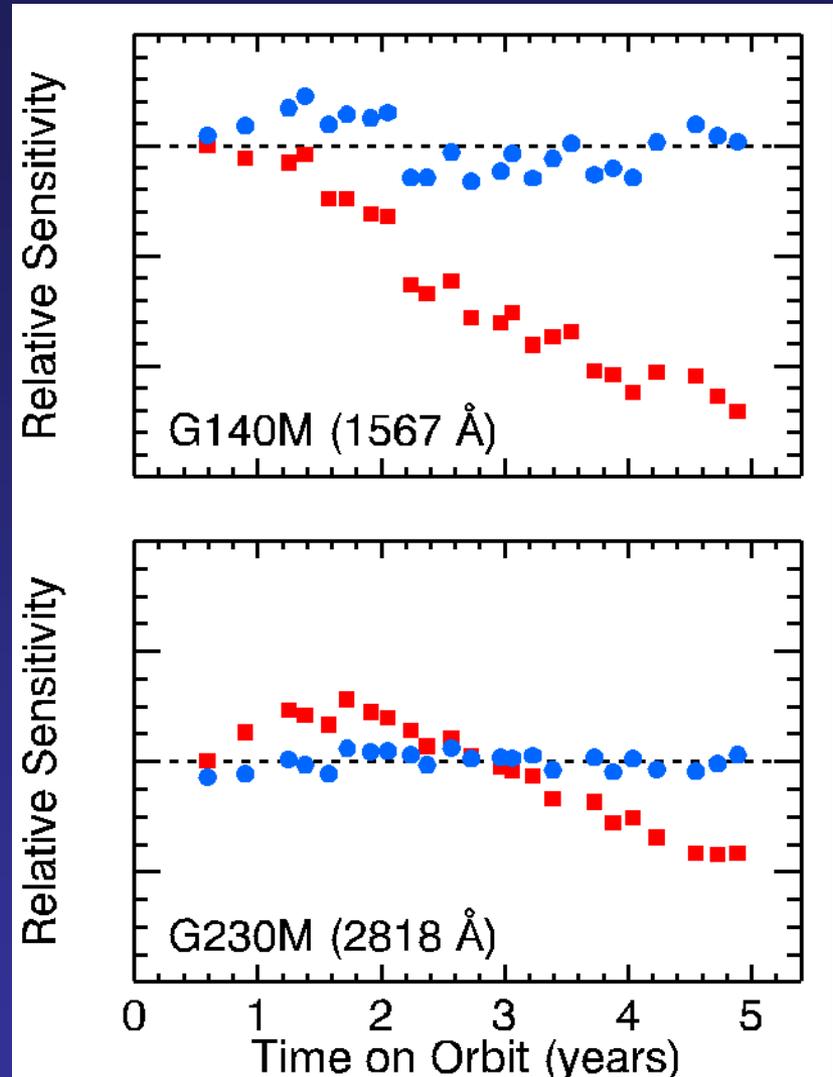
**Make sure the audience
can read them!**

This graph contains too much information in an unreadable format.

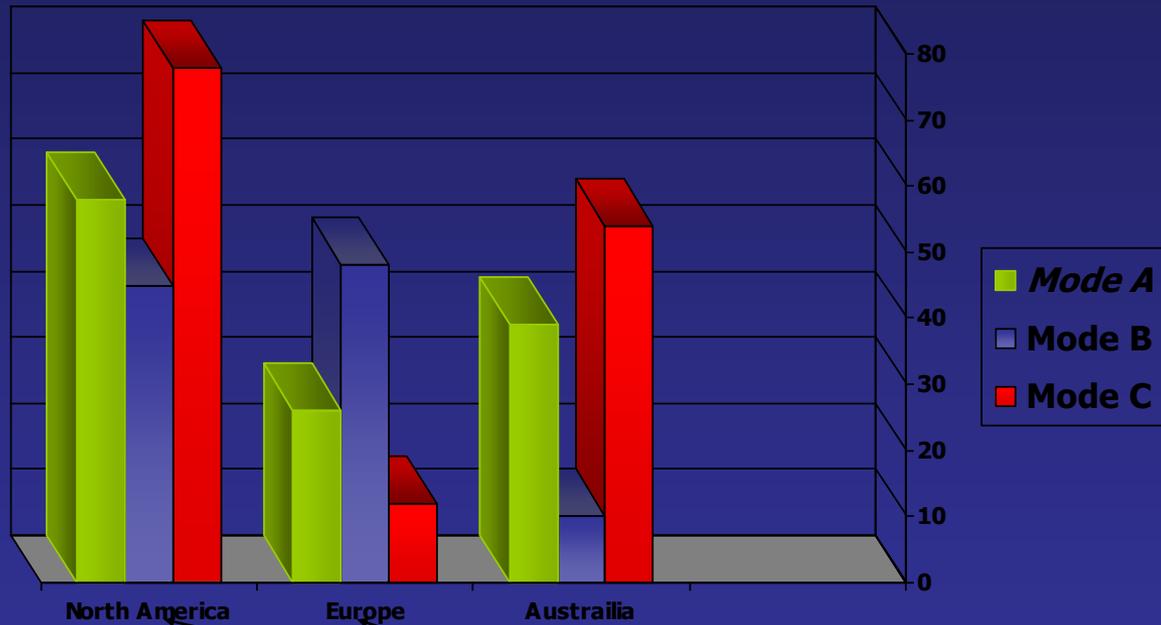


Good Graph

These are examples of good graphs, with nice line widths and good colors.

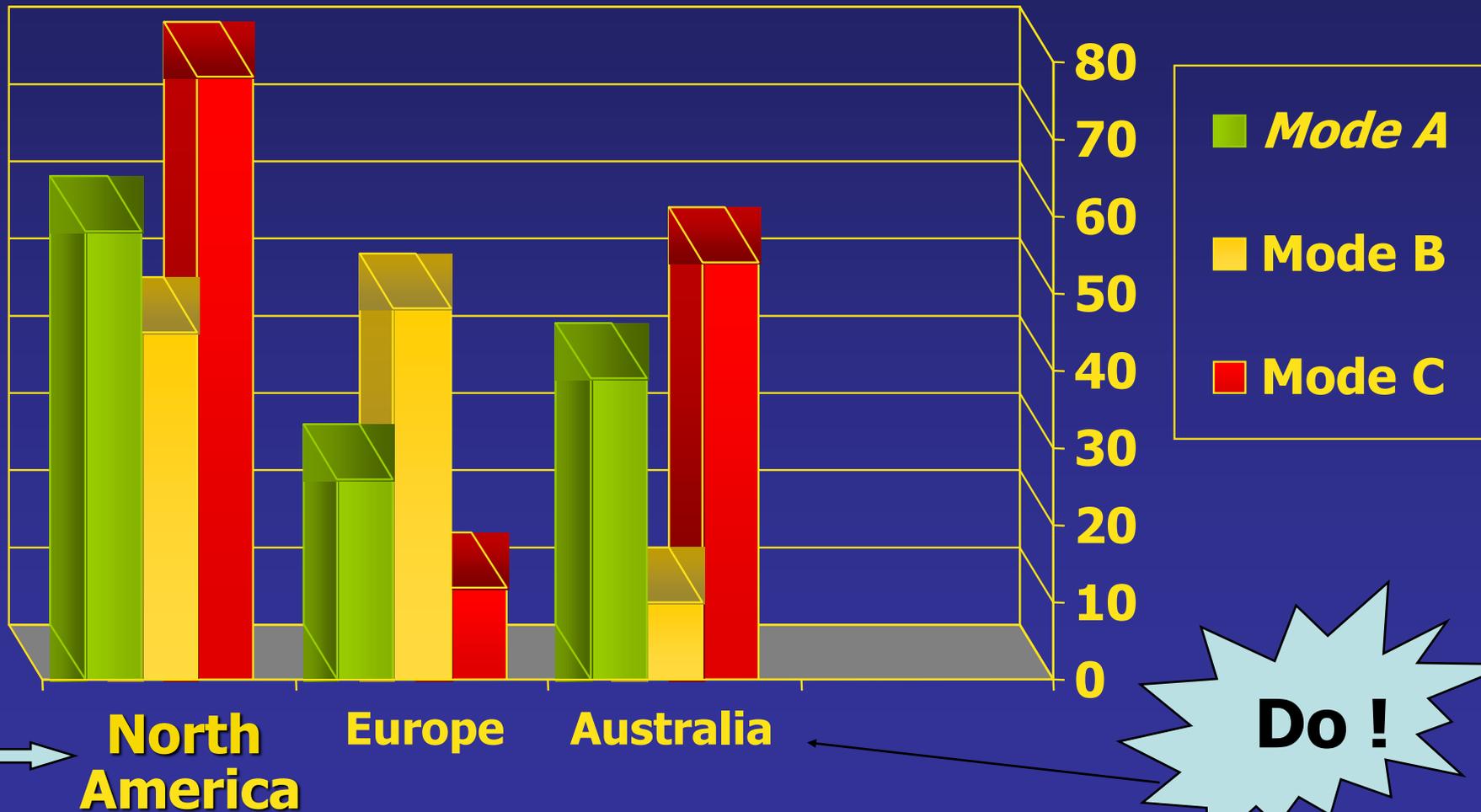


Charts and Graphs



Don't

Charts and Graphs

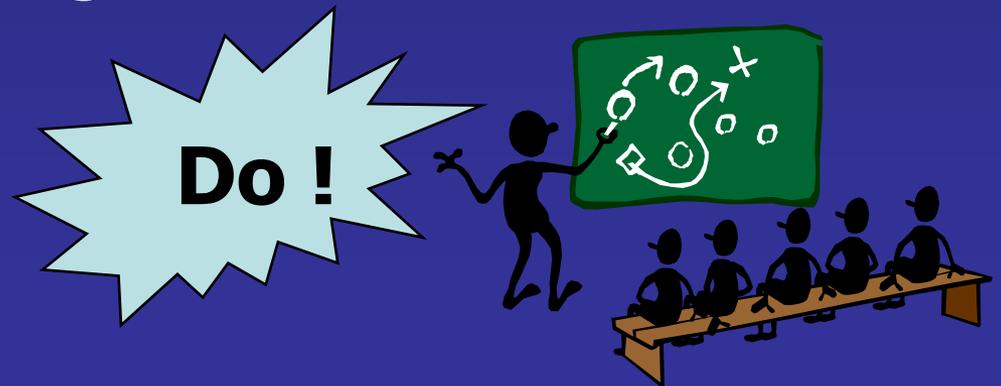


This is a good, readable table. Tables, especially large ones, should be placed on a separate slide.

| | | |
|-----------|-----|---|
| 4/19 Fri | 109 | NICMOS restarted, Ne-loop control continues |
| 4/22 Mon | 112 | Change to mount  control |
| 4/23 Tue | 134 | Return to Ne control, Filter wheel test begins |
| 4/24 Wed | 155 | Increase control temperature to allow for +2 K variations |
| 4/25 Thur | 165 | Begin darks every 3 rd orbit |
| 4/26 Fri | 174 | DQE test visit 1; Control temp +0.5 K |

Illustrations

- Use 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
- Simple diagrams are great communicators



Limit Each Slide to One Idea

- Use **Bullet Points** to Cover Components of Each Idea

Bullets

- Keep each bullet to 1 line, 2 at the most
- Limit the number of bullets in a screen to 6, 4 if there is a large title, logo, picture, etc.
 - This is known as “**cueing**”
 - You want to “**cue**” the audience on what you’re going to say
 - Cues are a a brief “**preview**”
 - Gives the audience a “**framework**” to build upon

Bullets (con.)

- If you crowd too much text, the audience won't read it
 - Too much text looks busy and is hard to read
 - Why read it, when you're going to tell them what it says?
 - Our reading speed does not match our listening speed; hence, they **confuse** instead of **reinforce**

Points to Remember

- Use the same background for each slide
- Use dark slides with light colored text in large hall events
- Limit each slide to 1 idea
- Limit each bullet point to only a few words



Do!



Don't

Avoid the “All Word” Slide

Another thing to avoid is the use of a large block paragraph to introduce your information. Attendees **do not like** to have what is on the screen, **read to them** verbatim. So, please use short, bulleted statements and avoid typing out your whole presentation on to the slides. Also, it is difficult for some to listen and read a large amount of text at the same time.

Attention Grabber

- **TO MAKE A SLIDE STAND OUT,
CHANGE THE FONT OR
BACKGROUND**

YOU



- Do not use the media to hide you
- The audience came to **SEE** you
- The media should **ENHANCE** the presentation, not **BE** the presentation
- If you're only going to read from the slides, then just send them the slides!
- Remember, only you can prevent

“Death by PowerPoint”