Using PowerPoint Effectively in Your Presentation

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Good presentation examples
- Brain Rules for Presenters (slide 12-22), Garr Reynolds
  http://www.slideshare.net/garr/brain-rules-for-presenters
- Simplicity
  http://www.slideshare.net/slideshow/view/1833751?login=joaopalves&title=simplicity-1833751
- Why Most Presentations Suck
  http://www.slideshare.net/slideshow/view/1442655?login=slide_ware&title=why-presentations-suck
- The Presentation Secrets of Steve Jobs, Carmine Gallo
  http://www.slideshare.net/cvgallo/the-presentation-secrets-of-steve-jobs-2609477?from_search=1

What makes a good presentation?
Good presentations
- are simple,
- have large and easy-to-read text,
- use eye catching images,
- use few motion effects and make motion effects subtle,
- have consistent theme.

How can we use PowerPoint effectively to create good presentations?

- **A new approach – using PowerPoint to create slides, not documents. If you feel compelled to put details on slides, prepare a handout.**
  Don't use the printed slides as handouts. When you use your slides to support your talk and as a handout, you are "chasing two rabbits and catching none", resulting in not impressive slides for the live talk and slides that don't read well as a document.
  Use PowerPoint to create slides and use Word to create documents.

- **Start your presentation in Outline Mode to brainstorm your presentation and focus on your content.**
  - Return to create a new slide
  - Return, then Tab to indent the cursor
  - Shift+Tab to outdent the cursor

- **Use Sections to split your slides into parts**

  Home tab -> Slides -> Section -> Add Section, this is good for presenter's own reference

  Home tab -> Slides -> New Slide -> Section Header, this is good to keep audience aware of what's going on and refresh their focus.

- **Working with text**
  - Text should be simple, large and readable
  - Title font should be big and bold
  - Body font should be no smaller than 28 point
  - Good fonts look professional
    - Arial
    - Calibri
    - Helvetica
    - Times New Roman
    - *Gotham*
    - *League Gothic*
  - Bad fonts don't look professional
    - Comic sans
    - *Brush script*
    - Chalkduster
  - Choose a brighter and bold accent color in order to draw emphasis to different areas of text.

- **Working with images**
  - People remember about 10% of the content of an oral presentation 3 days later, about 65% if you add pictures.
  - Images should complement text, not for decoration.
  - Photo Editing within PowerPoint
    - Cropping
      basic, yet powerful photo editing function. Crop the photo to the key part of the photo.
    - Removing photo background
      make your photo blend better into the slide background.
    - Click to select the photo, Format Picture tab will show up. Crop and Remove Background buttons will be available.

- **Showcasing data**

  Data visualization inside of PowerPoint is very powerful. Click on Insert Chart, which will bring you directly to Excel.

- **Using motion**

  Motion should
  - o Determine the order of information
  - o Distinguish one point from another

    Motion shouldn't
  - o Distract the audience
  - o Cause dizziness or motion sickness

- **Working with themes**

When choosing a theme, look for a design that you like the structure and layout of.

Select a theme, go to Home tab -> Slides -> Layout to see what the structure and layout of the theme.

Colors and fonts of a theme can be changed to suit your taste.

To stay a consistent theme, always use the built-in placeholders on the slides for text, images, etc.

To copy text from another source such as a web page, another PowerPoint file or a word file into a placeholder on a slide,

On Mac
- PowerPoint->Edit->Paste Special...-> Unformatted text
- Alternatively, you can paste the text to TextEdit, TextEdit -> Format -> Make Rich/Plain Text, then paste the text to a text placeholder in PowerPoint.

On PC
- PowerPoint -> Home -> Paste -> Keep Text Only (T)
- Alternatively, PowerPoint -> Home -> Paste -> Special -> Unformatted Text

Note: If you don't use the Paste Special function, by default, all the source format and text will be copied over, which is what you don't want. What you really want is the plain text, not the format.

- **Using Slide Master to change a theme's structure and layout**
  - o View -> Master -> Slide Master
  - o Slide Masters are somewhat like a template. When modifying a Slide Master, all of the slides that are linked to that master are modified.

- o Slide Masters help maintain consistency and save time.

- • **Saving the Design Theme**
  Saving Design Theme allows you to reuse any customized theme. Themes->Save Theme. The file will be saved in a special folder (Note: use the default special folder. Otherwise, the theme won't automatically load) to office 2011. The next time you use PowerPoint, this theme will be available to you among the built-in themes that Microsoft has provided.

Resources

A few sites that offer free images
- • Flickr Creative Commons Pool
  http://www.flickr.com/creativecommons
- • Everystockphoto search engine for free photos
  http://www.everystockphoto.com/
- • Morgue File – A free photo archive
  http://morguefile.com/
- • Creative Commons
  http://search.creativecommons.org/
- • WikiMedia Commons
  http://commons.wikimedia.org/wiki/Main_Page

Non-free websites for images
- • iStockphoto
  http://www.istockphoto.com/
- • Fotolia
  http://us.fotolia.com/

Presentation sites:
- • Slideshare, the world's largest community for sharing presentations.
  http://www.slideshare.net/
  http://www.slideshare.net/popular
- • Note and Point, a gallery of Keynote and PowerPoint presentations looking that much better.
  http://noteandpoint.com/
- • Prezi
  http://prezi.com/explore/popular/

Color picker site:
  Adobe color
  https://kuler.adobe.com/explore/newest/

References:

Duarte, N. (2008). *Slide:ology: the art and science of creating great presentations* (1st

ed.). Sebastopol, CA: O'Reilly Media.

Reynolds, G. (2012). *Presentation zen: simple ideas on presentation design and

delivery* (2nd ed., rev. & updated.). Berkeley, CA: New Riders.