

# HOW TO DO AN EFFECTIVE POWER POINT PRESENTATION

# GUIDING PRINCIPLES

- ⦿ Make it simple.
- ⦿ Make it clear.
- ⦿ Don't let the technology dominate the presentation.
- ⦿ You want the audience to remember the quality of your research, not your PowerPoint wizardry.

# PREPARATION

- ⦿ What are the key points you want to make?
- ⦿ Who is your audience?
- ⦿ Do they expect data or concepts?
- ⦿ A presentation is different than a paper:  
Don't try to cover everything.

# ORGANIZE THE MATERIAL

- ◉ Introduction
- ◉ Body
- ◉ Conclusion

# INTRODUCTION

- ⦿ Time to sell your idea or research.
- ⦿ Answer the question, “Why should I listen to you?”
- ⦿ Establish your personal credibility.

# BODY

- ⦿ Make sure you cover your main points.
- ⦿ Be concrete.
- ⦿ Use examples, statistics, reiteration, comparison.

# CONCLUSION

- ⦿ Give a summary
- ⦿ Emphasize the most important points.

# FORMAT

- ⦿ For a presentation in a dark room, choose a dark background with light letters.
- ⦿ When making slides, use a light background and dark letters.
- ⦿ Use a big enough font. This is 26 points.



# GENERAL FORMAT RULES

- ⦿ Stick to a maximum of two READABLE typefaces.
- ⦿ Limit the use of colour.
- ⦿ Pick a style and stick with it.
- ⦿ Keep it short, especially titles.
- ⦿ Leave empty space.

# FIGHT CLUTTER!

- ⦿ Don't include every word you will say.
- ⦿ Limit to one idea per slide.
- ⦿ Rule of six! No more than six words per line and six lines per slide.

# REMEMBER!

- ⦿ Keep it simple.
- ⦿ Don't let the technology dominate your message.
- ⦿ Rule of six.
- ⦿ Cover your important points.