



# Crafting an Effective PowerPoint Presentation

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## ➤ **Creating Slides**

- Slide Design
  - Use a Design Template for your slides
  - Be consistent - Colors, styles, positioning, effects, transitions, and animations should be the same throughout the Presentation
  - Use contrasting color to maximize readability
- Slide Information
  - Include necessary and essential information only
  - Content should be understandable and clear
  - You do not need to read the entire slide
- Limit the amount of slides in the presentation or the audience will lose interest

## ➤ **General Rules for Text on Slides**

- Normally, no more than six words per line and no more than six lines per slide
- Avoid long sentences, abbreviations, and acronyms; and limit punctuation marks
- Be sure the text contrasts with background so it's easy to read
- Fonts:
  - Larger fonts = more important information
  - Standard range is 18-48 point
  - Elaborate fonts are harder to read

## ➤ **Clip Art, Graphics, & Animation**

- Curb usage of animation unless essential to presentation
- No more than two graphics per slide
- These tools should enhance and augment the text, not overwhelm it