Slide Design

The Power of PowerPoint

- Determine **whether slides will add value**—if you are part of a panel or interview, they may not be needed
- PowerPoint slides can **provide visual elements** that clearly explain, dramatically depict, and emotionally emphasize each point you wish to make
- Presenting an image in a slide with narration allows audience members' auditory and visual channels to work collaboratively, making the information easier to process
- Presenting **an image with a lot of text** *and* **narration overloads the audience** with too much information to process at one time
- Saying the words and showing the picture is most effective

Keep It Simple

- Your slides should have **plenty of white or negative space**
- Do not fill up your slides with logos, unnecessary graphics, or text boxes that do not contribute to the key point
- Less clutter equals a more powerful presentation

Limit Bullet Points and Text

- The **best slides are highly visual** and have almost no text
- Create slides that **reinforce your words, not repeat them**
- If you want to provide audience members with detailed information, **make a handout** available after the presentation

Use Color Well

- Make sure you have **sufficient contrast** between the text and the background
- A **white (or light) background with dark text** is the best way to maintain visual intensity in high and low light settings

Control Content with Simple Animation

- Use simple animation (appear, fade, wipe) without motion and without sound effects
- Use animation to place information on the screen as it becomes relevant
- Use animation with graphics to deliver complex information gradually

Have a Visual Theme

- If you need to use your institution's branded template:
  o Use the designated color palette, font, and basic design style
  o Select slide layouts that minimize the amount of space taken up by branding
- If you do not need to use a template, create your own, maximizing the amount of space available for content
- Choose **a sans-serif font** and use the same font throughout the presentation

Use High-Quality Graphics

- Use your own photos or purchase stock photos
- If using an image from an online source, be sure to get permission and/or give proper attribution
- Avoid using clip art or other cartoonish line art

Use the Slide Sorter

Use the slide sorter to ensure that

- Your presentation has a logical flow
- Information is conceptually grouped
- Visual information is presented consistently

Slide Design Checklist

AAMC

Item	Done
Do your slides have sufficient white space?	
Did you replace words with high-quality images wherever possible?	
Have you limited the amount of text on your slides to *reinforce* (not repeat) your message?	
Are your points grouped conceptually to help the audience remember them?	
Have you reviewed the flow of content in the slide sorter?	
Have you incorporated simple animation to control the flow of content?	
Have you chosen the most effective chart style for visually presenting data?	
Are you using a white or light background color with dark text?	
Are you using a sans-serif font?	
Can someone in the back of the room read the text on screen?	
Are you using a branded template? If so, have you chosen the layouts with the least amount of visual clutter?	

Sources:

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Reynolds G. Top ten slide tips. 2014. http://www.garrreynolds.com/preso-tips/design/.