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:
  - Use the designated color palette, font, and basic design style
  - 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

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

**Sources:**