Simple Rules for Creating Effective PowerPoint Presentations

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PowerPoint™

There are 400 million copies of Microsoft Office software installed
and
30 million PowerPoint presentations given every day!

Annoying Elements of PowerPoint Presentations

The speaker read the slides to us	60.4%
Text so small I couldn't read it	50.9%
Full sentences instead of bullet points	47.8%
Slides hard to see because of color choice	37.1%
Moving/flying text or graphics	24.5%
Annoying use of sounds	22.0%
Overly complex diagrams or charts	22.0%

http://www.indezine.com/ideas/davesurvey.html

Do's Regarding the Text

- Correct spelling and grammar are essential
  - Don't rely on built-in ~~fools~~ tools
  - Have others help you proofread and review
  - Print the slides to proofread them
- KILL (Keep it large and legible)
- Rule of fives (sixes, sevens)
  - Five words per line
  - Five lines per slide

Do's Regarding Fonts

- Use 24-32 point font

- Use different size fonts for main points and secondary points
  - This font is 24-point, the main point font is 28-point, and the title font is 44-point

- Use a standard sans serif font like Arial

- Avoid CAPITALIZATION & <u>underlining</u>

Don'ts Regarding Fonts

- If you use a small font, your audience won't be able to read what you have written

- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ

- **Don't use a complicated or condensed font**

Do's Regarding Slide Structure

- Use 1-2 slides per minute of your presentation
- Write bullets, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only

Don'ts Regarding Slide Structure

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

Animating Your Presentation

Showing one point at a time:
+ Will help audience concentrate on what you are saying
+ Will prevent audience from reading ahead
+ Will help you keep your presentation focused
– May lengthen your presentation
– May get tiresome for the audience

☺ Happy Medium: Show one bullet at a time only on slides in which you want to really emphasize each point.

Don'ts Regarding Animation

- Do not use distracting animation
- Do not go overboard with the animation
- Be consistent with the animation that you use
- Make sure your animation works
- Avoid videos unless you are positive they will work

Do's Regarding Color

- Use a font color that contrasts sharply with the background
  - Example: blue font on white background
- Use color to reinforce the logic of your structure
  - Example: light blue title and dark blue text
- Use color to emphasize a point
  - But only do this occasionally

Don'ts Regarding Color

- Using a font color that does not contrast with the background color is hard to read
- Using color for decoration is distracting and annoying.
- Using a different color for each point is unnecessary
  - Using a different color for secondary points is also unnecessary
- Trying to be creative can also be bad

Don'ts Regarding Background

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use

There is beauty in simplicity

Different Kinds of Animals Can Have Very Different Lifespans

Mouse
2 years

Canary
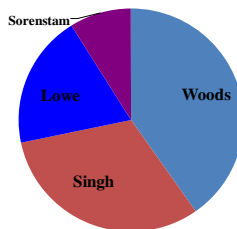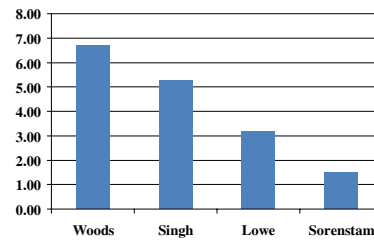**15 years**

Bat
50 years

Used with permission from Cynthia Kenyon, Ph.D.

Data Presentation

- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend and retain than raw data
  - Trends are easier to visualize in graph form

- Always title your graphs

Use the Correct Chart Type

Professional golfer's earnings for 2005

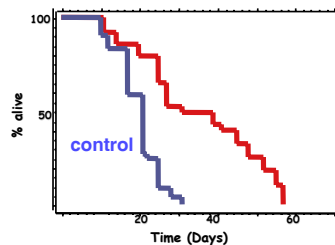In this case, the bar graph is correct.

When To Use Charts and Graphs

- Line graphs – one item with 2 variables

- Bar graphs – different items with 1 variable
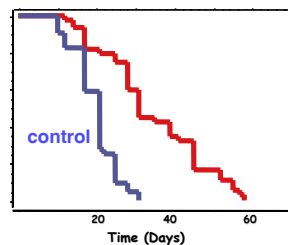
- Pie charts – portions of a whole

There is beauty in simplicity

When does the DAF-2 receptor affect lifespan?

Gene activity turned down throughout life

Gene activity turned down only during adulthood

DAF-2 acts during adulthood to affect lifespan

Andrew Dillin

Used with permission from Cynthia Kenyon, Ph.D.

Principal Effectiveness and Safety in AngioGuard Patients at 1 Year

	Without AngioGuard, % (count/sample)	AngioGuard, % (count/sample)	Difference, % [95% Confidence Interval]
Efficacy Measures			
Lesion success	96.6 (170/176)	94.0 (79/84)	2.5 [−3.2 to 8.3]
Procedure success	89.8 (158/176)	91.7 (77/84)	−1.9 [9.3 to 5.5]
Device success	94.3 (166/176)	88.1 (74/84)	6.2 [1.5 to 13.9]
TLR-free at 1 year	97.5	100.0	−2.5 [−4.9 to 0.0]
MAE-free at 1 year	87.3	92.8	−5.6 [−13.3 to 2.2]
Safety Measures to 1 Year			
MAE	12.5 (22/176)	7.1 (6/85)	5.4 [1.9 to 12.8]
Death	4.0 (7/176)	3.5 (3/85)	0.4 [4.4 to 5.3]
Major ipsilateral stroke	2.3 (4/176)	0.0 (0/85)	2.3 [0.1 to 4.5]
Minor ipsilateral stroke	6.3 (11/176)	3.5 (3/85)	2.7 [2.6 to 8.0]
Bleeding complications	8.0 (14/176)	3.5 (3/85)	4.4 [1.2 to 10.0]

TLR: target lesion revascularization, MAE: major adverse events: death, stroke, myocardial infarction to 30 days, and death and ipsilateral stroke from 31 days to 1 year.

Multicenter trial with SMART and PRECISE stents in 261 subjects (54% symptomatic, 27% post-CEA restenosis) Late in series switched to Angioguard for 90 Visible material in 54% of retrieved filters.

These data are poorly presented and too difficult to read.

Feasibility Trial of Carotid Stenting With and Without an Embolus Protection Device. Ouriel et al. J Endovasc Ther 2005;12:525

A photograph is a nice way to handle acknowledgements

Ramon Tabtian, Andy Dilllin Coleen Murphy, Honor Hsin, Kui Lin, Jen Berman, Tracy Yamawaki, Sivan Korenblit, Natasha Libina, Nuno Arantes-Oliveira, Julie Pinkston, Florence Broué, Etienne Baulieu

CK is the director of the UCSF Hillblom Center for the Biology of Aging and a founder and director of Elixir Pharmaceuticals

Take-Home Message

- Place yourself in the position of the beholder as you plan your user-friendly PowerPoint presentation!!

PRESENTATION PLANNING GUIDE

Presentation Topic: _____

Type of Presentation: _____

Target Audience: _____

OBJECTIVES/KEY LEARNING POINTS:
What you want the learners to know/do as a result of your presentation

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AUDIENCE BUY - IN:
Introductory approach or hook you will use to capture the audience's attention

STRUCTURE:
Outline of content (pay attention to logical structure)

TEACH FOR TRANSFER:
Links you will use to ensure that material is not only heard but LEARNED (retained)

DELIVERY:
Mechanisms you might utilize to **maintain** interest and attention throughout the presentation

WRAPPING IT UP:
Take-home message(s) for your audience

Add a movie

To prevent possible problems with links, it is a good idea to copy the movies into the same folder as your presentation before you add the movies to your presentation.

1. In Normal view, click the slide to which you want to add a movie or animated GIF file.

2. On the **Insert** tab, in the **Media Clips** group, click the arrow under **Movie**.
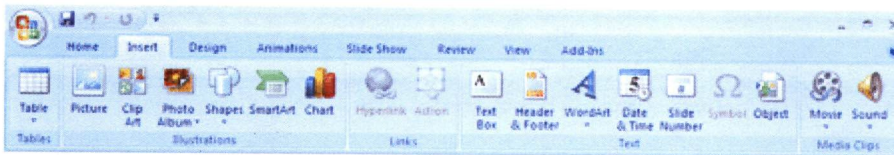
3. Do one of the following:

   - Click **Movie from File**, locate the folder that contains the file, and then double-click the file that you want to add.

   - Click **Movie from Clip Organizer**, scroll to find the clip that you want in the **Clip Art task pane**, and then click it to add it to the slide.

     TIP You can preview a clip before you add it to your presentation. In the **Clip Art** task pane, in the **Results** box that displays the available clips, move your mouse pointer over the clip's thumbnail, click the arrow that appears, and then click **Preview/Properties**.

↥ Top of Page

Choose between Automatically or When Clicked

When you insert a movie, you are prompted with a message asking how you want the movie to start: automatically (**Automatically**) or when you click the movie (**When Clicked**).

↓ To automatically start the movie when you show the slide, click **Automatically**. You can pause a movie while it is playing by clicking it. To continue playing the movie, click it again.

↓ To manually start the movie when you click it on the slide, click **When Clicked**.

When you insert a movie, a pause trigger effect is added. It's called a trigger because you have to click something specific within the slide to play the movie. For example, in a presentation, you click the movie frame to pause the movie and click it again to resume playing it.

NOTE   You can change this option at any time. Click the movie, and then under **Movie Tools**, click the **Options** tab. In the **Movie Options** group, select the option that you want from the **Play Movie** list.