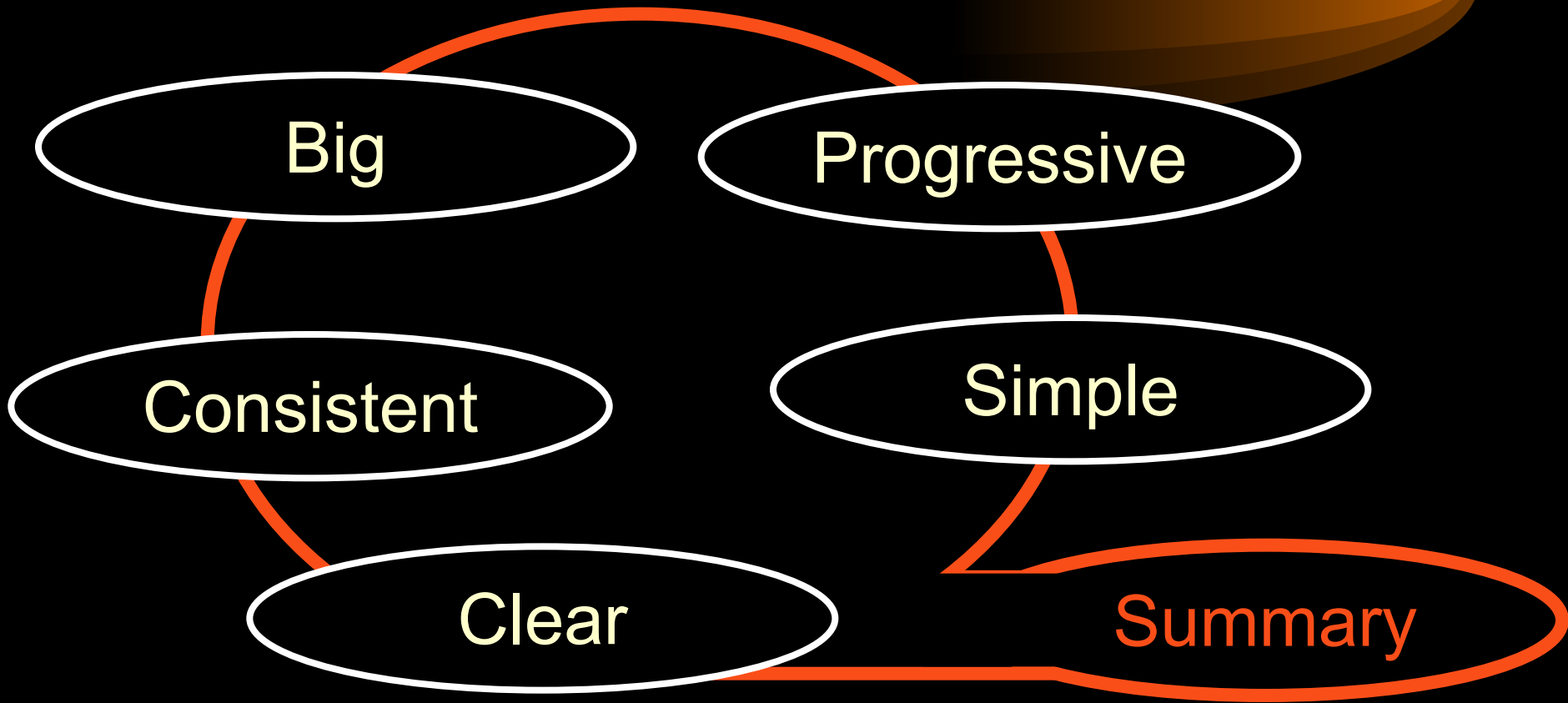


# Designing Effective “PowerPoint Presentations”

By: Satyajeet Singh  
[satyajeet.singh@yahoo.com](mailto:satyajeet.singh@yahoo.com)

# Designing Effective PowerPoint Presentation



Make It **Big**



# Make it Big (Text)



- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44

# Make it Big (Text)

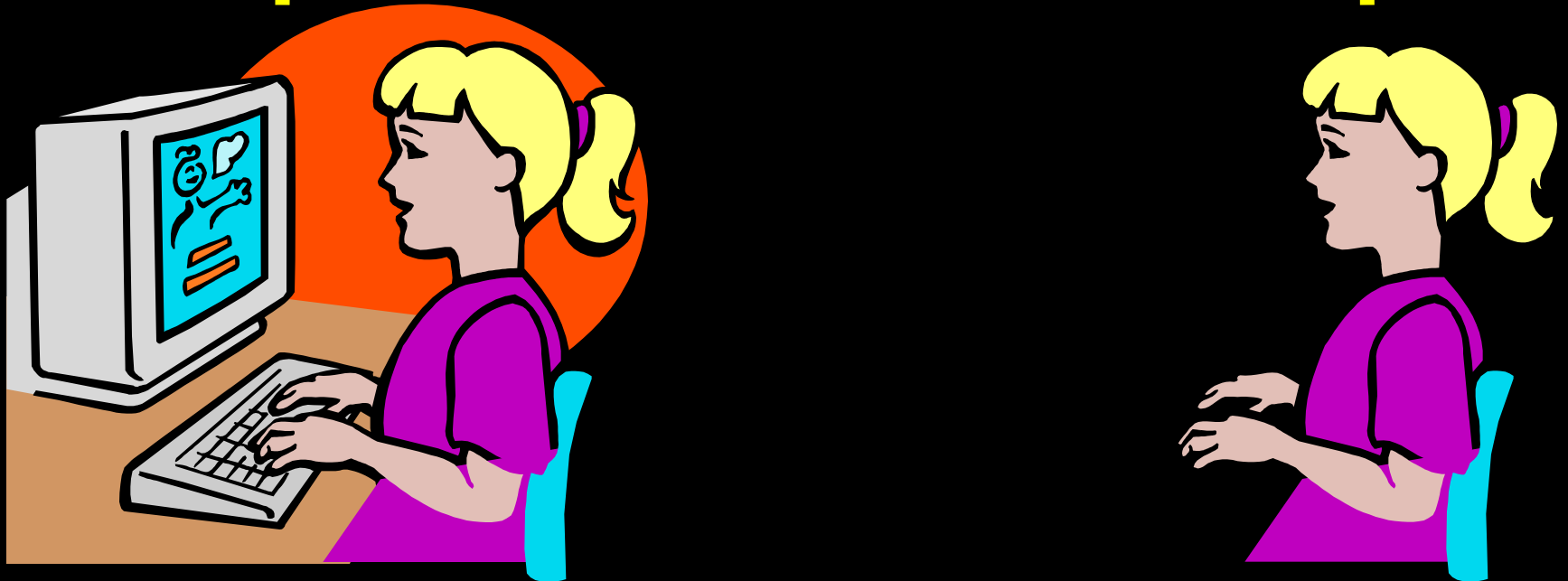
- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44



Too Small

# Make It Big (How to Estimate)

- Look at it from 2 metres away  
**2 m**



Keep It Simple



# Keep It Simple (Text)

- Too many colours
- Too *Many* Fonts and Styles
- The 6 x 7 rule
  - No more than 6 lines per slide
  - No more than 7 words per line



# Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and developing, evaluating, and managing learning problems in situations in which learning is purposive and controlled (HMRS 5th ed.)

**Too detailed !**

# Keep It Simple (Text)



Instructional Technology:

A process

involving people, procedures & tools

for solving

**Much Simpler**

to problems in learning

(HMRS 5th ed.)

# Falling Leaves Observed

	Delhi	Mumbai	Goa
January	11,532,234	14,123,654	3,034,564
February	1,078,456	12,345,567	16,128,234
March	17,234,778	6,567,123	16,034,786
April	16,098,897	10,870,954	7,940,096
May			6,456
June			3,656
July	8,890,345	15,347,934	18,885,786
August	8,674,234	18,107,110	17,230,095
September	4,032,045	18,923,239	9,950,498
October	2,608,096	9,945,890	5,596,096
November	5,864,034	478,023	6,678,125
December	12,234,123	9,532,111	3,045,654

**Too detailed !**

# Falling Leaves in Millions

In 10 <sup>6</sup>	Delhi	Mumbai	Goa
January	11	14	3
February	1	12	16
March	17	6	16
April	16	10	7
May			14
June			4
July	8	15	18
August	8	18	17
September	4	18	9
October	2	9	5
November	5	0	6
December	12	9	3

**Much Simpler**

# Falling Leaves



# Falling Leaves





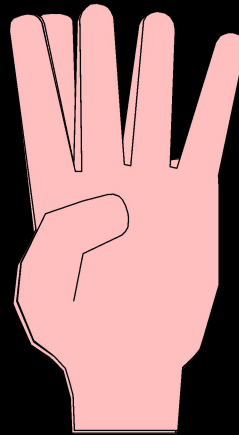
# Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content



# Keep It Simple (Sound)

- Sound effects may distract too
- Use sound only when necessary





# Keep It Simple (Transition)



- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better

# Keep It Simple (Animation)

2 m

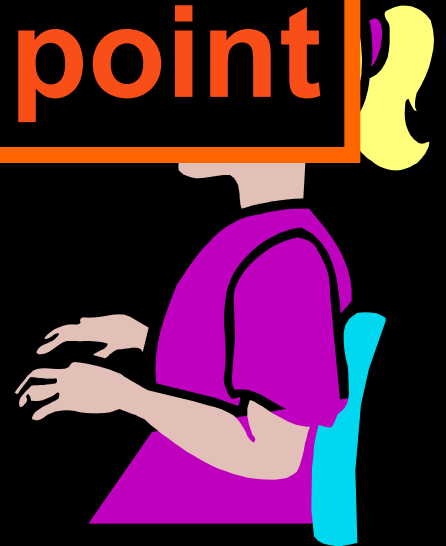
**Too distracting !**



# Keep It Simple (Animation)

2 m

**Simple & to the point**



Make It Clear



# Make It Clear (Capitalisation)



- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
- Upper and lower case letters are easier

# Make It Clear (Fonts)



Sanserif **Z**  
**clear**

Serif **Z**  
**busy**

# Make It Clear (Fonts)

- Serif fonts are difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use **colours** to emphasise

# Make It Clear (Numbers)

Use numbers for lists **with** sequence

For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door



# Make It Clear (Numbers)

How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door

# Make It Clear (Bullets)



Use bullets to show a list **without**

- Priority
- Sequence
- Hierarchy, .....

# Make It Clear (Colours)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

# Make It Clear (Contrast)



- **Use contrasting colours**
- Light on dark vs dark on light
- Use complementary colours

**high contrast**



**low contrast**



# Make It Clear (Contrast)



- Use contrasting colours
- **Light on dark vs dark on light**
- Use complementary colours

**This is light on dark**

# Make It Clear (Contrast)

- Use contrasting colours

Light on dark vs dark on light

Use complementary colours

**This is dark on light**

# Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours do not complement

# Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours complement



# Make It Clear (Size)

- Size implies importance



# Make It Clear (Size)

- Size implies importance



# Make It Clear (Focal Points)

- Focal points direct attention



# Make It Clear (Focal Points)

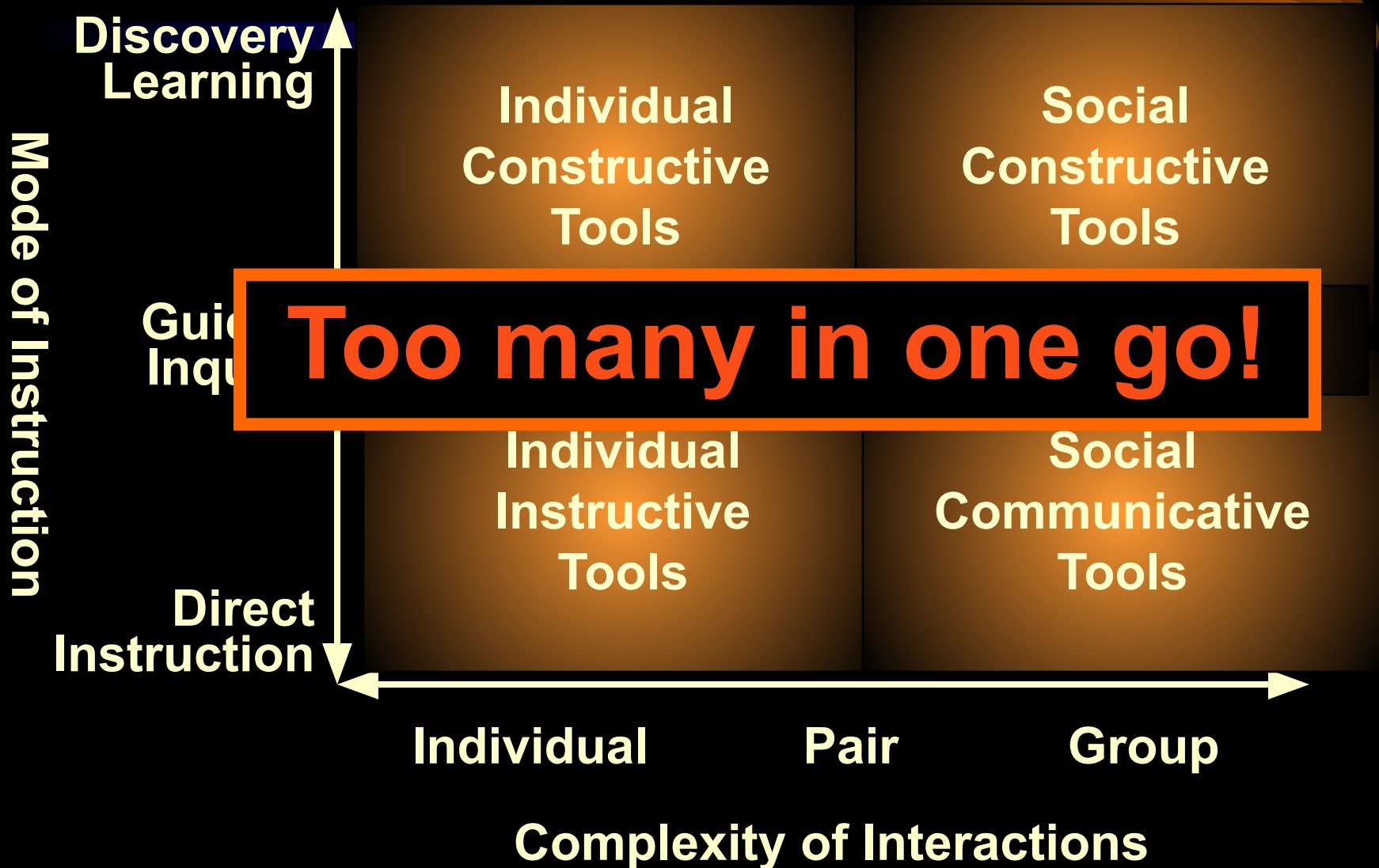
- Focal points direct attention



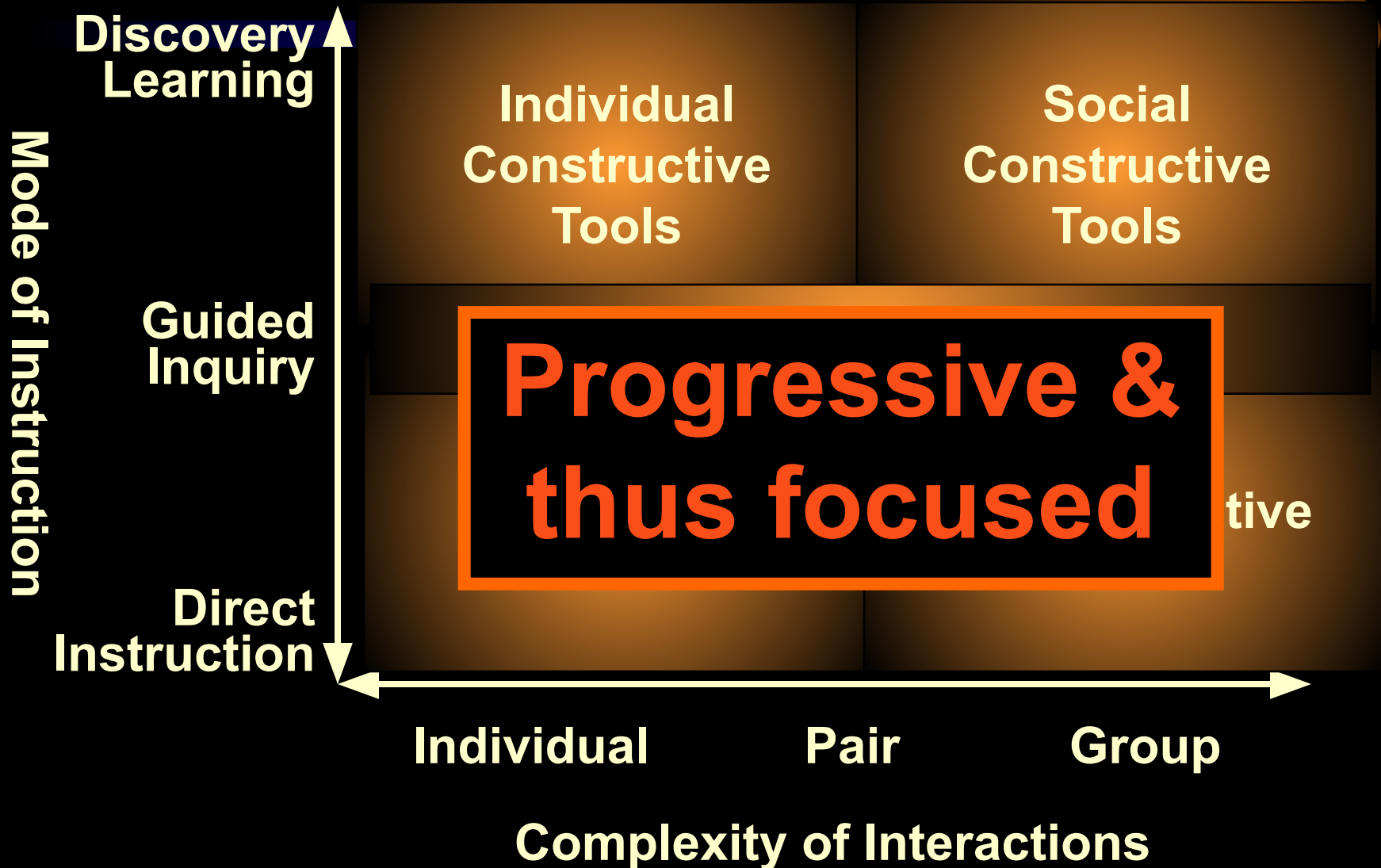
Be Progressive



# Types of Instructional Tools



# Types of Instructional Tools



# Understanding Technology

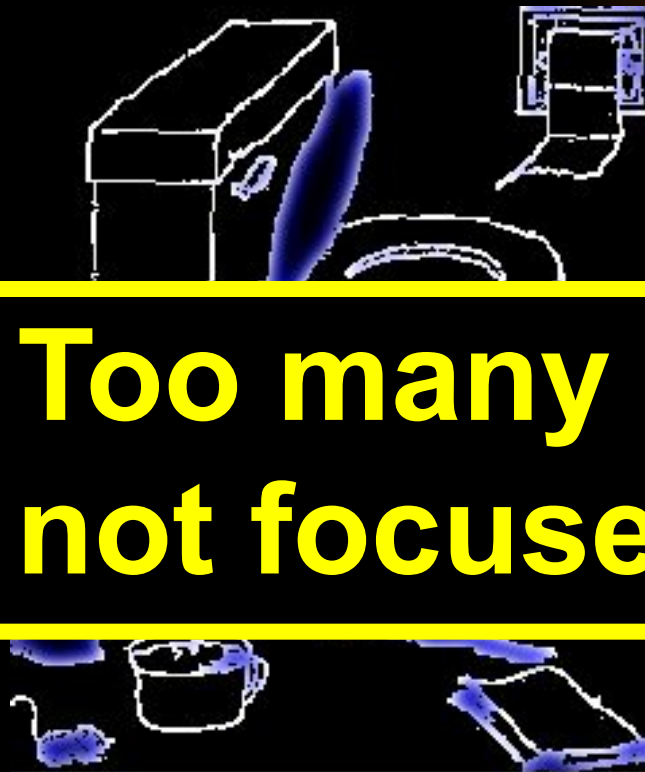
Mouse

Main Storage

Function key

Software

Floppy disk



I/O Error

CPU

er interface

bugger

Backup system

**Too many &  
not focused**



# Understanding Technology

Mouse

I/O Error

Main Storage

CPU

Function key

er interface

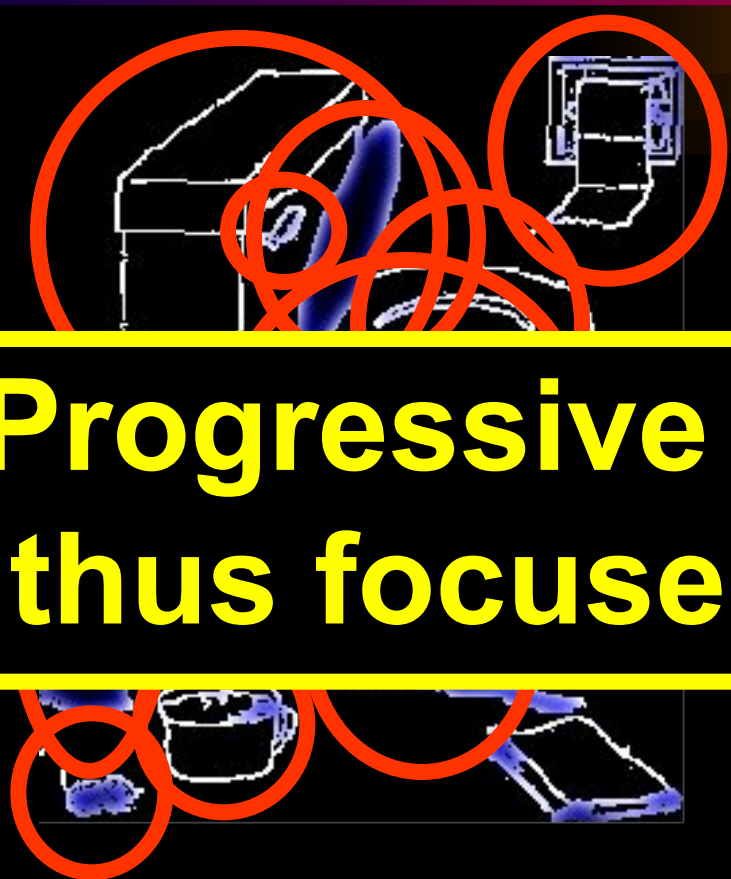
Software

bugger

Floppy disk

Backup system

**Progressive &  
thus focused**



Be Consistent



# Be Consistent



- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

# Be Consistent



Differences draw attention

- Differences may imply importance
- Use surprises to attract not distract

This tick draws attention

# Be Consistent



- ✓ Differences draw attention
    - Differences may imply importance
    - Use surprises to attract not distract
- ↑ These differences distract!

# Be Consistent



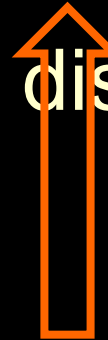
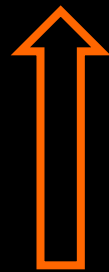
- Differences draw attention
- Differences may imply **importance**
- Use surprises to attract not distract

This implies importance



# Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



Confusing differences!

# Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to **attract** not distract



This surprise attracts



# Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These distract!

# In Summary



- Big
- Simple
- Clear
- Progressive
- Consistent



Some Final Words

# When Creating



- Text to support the communication
- Pictures to simplify complex concepts
- Animations for complex relationships
- Visuals to support, not to distract
- Sounds only when absolutely necessary
- Think about the people in the back of the room when creating slides

# When Presenting

- Speak loudly and clearly with fluctuation
- Direct your words to all aspects of the room
- Maintain eye contact with your audience
- Ask questions of your audience
  - (if applicable)
- Don't read the slides word-for-word, use them for reference

# Closing Remarks



- Practice your presentation before a neutral audience
  - Ask for feedback
- Be particular about the time allotted for presentation
- Leave time for questions

Thank You !

