

# **Creating Effective Slideshow Presentations**

***John W. Edwards***

# *Outline*

**Part 1 – General Guidelines**

**Part 2 – Creating Using Impress**

## *8 Basic Guidelines for Visuals*

- 1. Use readable, consistent typeface.**
- 2. Limit the text to a few phrases on a screen.**
- 3. Write phrases, not sentences.**
- 4. Put one heading on each screen.**
- 5. Vary the look of the screens.**
- 6. Use parallel structure on each screen.**
- 7. Keep the background simple.**
- 8. Use color with care.**

# *Emotions of Colour*

- **Red =stop, alert, life, revolution, passion**
- **Orange/yellow =optimism, warmth, wisdom, caution**
- **White =innocence, hopeful, day, truth, clean, new**
- **Black =night, gravity, importance, solemn, mortality**
- **Green =growth, youth, health, fertility, proceed**
- **Purple =regal, spirituality, sophisticated, nostalgia**
- **Gray =integrity, maturity, neutrality, discretion**
- **Blue =dignity, trust, stability, day, devotion, justice**

# *The seven deadly sins of visual presentations*

- 1. Using bullet points.**
- 2. Using Clip Art. An idea behind its time.**
- 3. Grainy pictures.**
- 4. Copyright theft.**
- 5. Images purely for decoration.**
- 6. Video clips that are too long.**
- 7. Corny images.**

# Bullet Points -->

## How Do We Make Money?

- Video ads with active links
- Segment sponsorships
- Business Solutions
  - Companies use our platform to distribute content to their customers
  - Companies use Yahoo! to distribute their content to the public
- Transaction based revenues

## How Do We Make Money?

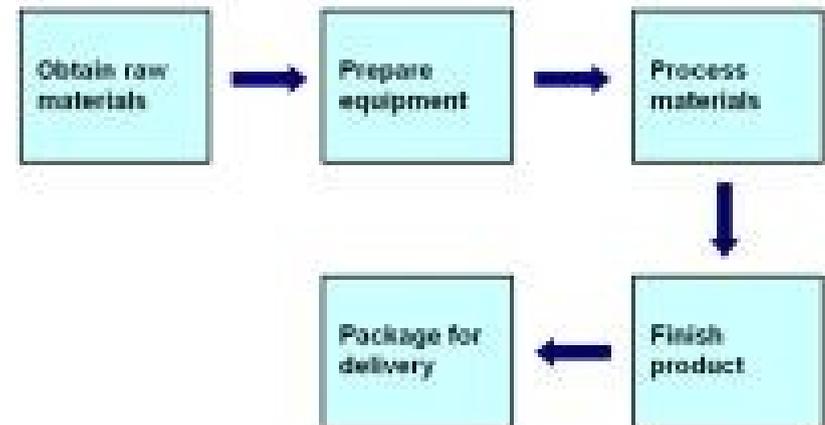


# *Bullet Points -->*

## Manufacturing Process Steps

1. Obtain raw materials
2. Prepare equipment
3. Process materials
4. Finish product
5. Package product for delivery

## Manufacturing Process

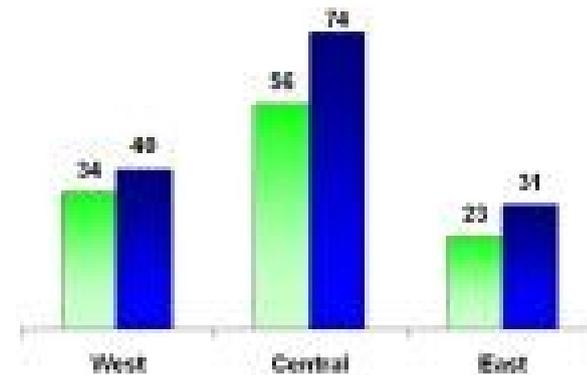


# Charts -->

## Sales By Region

| West       | Central    | East       |
|------------|------------|------------|
| 34 in 2004 | 56 in 2004 | 23 in 2004 |
| 40 in 2005 | 74 in 2005 | 31 in 2005 |

## Sales By Region – 2004 vs 2005



# *Text Size*

A sufficient number of these cards (at least two is recommended) should be made available in 14 point or larger sans serif type with dark characters on a light background and in Grade Two Braille that meets the standards of the Canadian Braille Authority in English and in Braille abrégé étendu that meets the standards of the Comité interministériel sur la normalisation du braille in French.

14 > 20

If an air carrier makes announcements to passengers, such as announcements concerning stops, delays, schedule changes, connections, onboard services and claiming of baggage, the carrier should have the means within the aircraft of visually and verbally providing these announcements to persons with disabilities.

20 > 28

If the configuration of an aircraft with 100 or more passenger seats permits it, the aircraft should have storage space in the passenger cabin to carry at least one manually operated folding or collapsible wheelchair owned by a passenger.

# *Picture with Words*

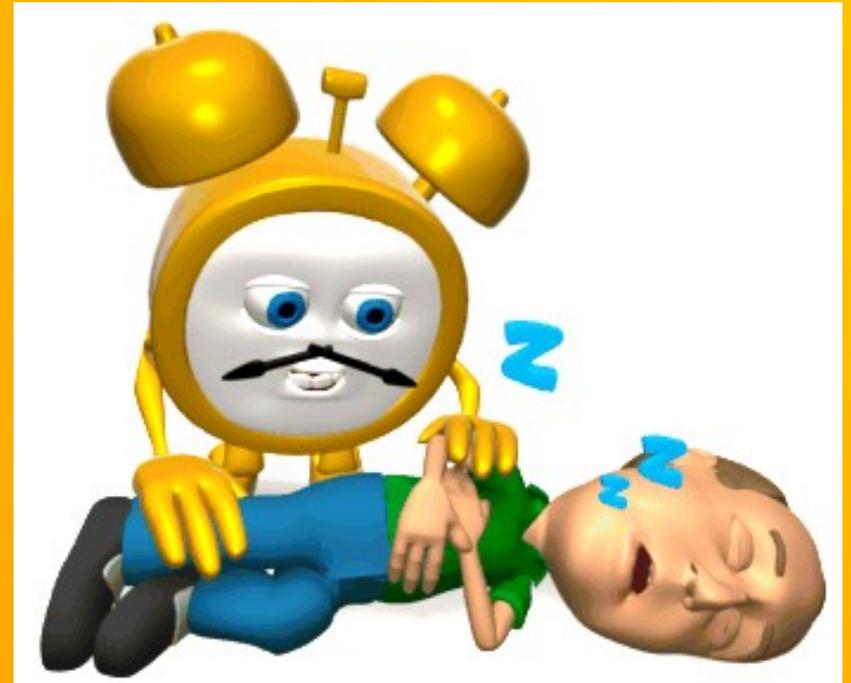


Feeling Overwhelmed  
by the Computer Age?

Terminology got you  
befuddled?

Hang on -- help is on  
the way!

# *Animated Clip Art*



# *Top Ten Tips*

- **1. Simplify, simplify, simplify.**
- **2. Check consistency.**
- **3. Use natural transitions.**
- **4. Don't rely on spell check only.**
- **5. Cue up your presentation before beginning.**

# *Top Ten Tips*

- **6. Have a blank slide or two at the end.**
- **7. Use a black screen when pausing.**
- **8. Know key slides numbers to jump forward or back.**
- **9. Use the arrow as a pointer.**
- **10. Have a backup plan.**

# *The Key Rule*

**K I S S**

**Keep It Short and Simple**

## *Part 2*

# **Creating Slideshow Using Impress**