



Creating Effective Slideshow Presentations

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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.**

1. Use readable, consistent typeface.

- Use sans serif fonts (Arial, Tahoma, Helvetica) for text.**
- You can use serif fonts (Times New Roman, Courier) for the titles.**
- What's the difference?**
 - This sentence is in Times New Roman and you can see all the curly cues on each letter.**
 - This sentence is in Arial and you can see the letters are clearer.**

2. Limit the text to a few phrases on a screen.

- A good rule of thumb is:**
 - six lines down and**
 - six words across**
- Certainly you may have a couple slides of eight lines but don't make those screens the standard.**

3. Write phrases, not sentences.

- Sentences = nothing to add.
- Use the phrases as cues.
- Add comments to points.
- ***“If you just read the words on your slides and don't add anything, you won't come across as an effective presenter.”***

4. Put one heading on each screen.

- Heading should make clear the point of that screen.**
- Put**
 - company logo,**
 - department,**
 - product name, etc.**
- on bottom of slide or on left-hand side of screen.**

5. Vary the look of the screens.

- Mix up the pie charts with the bulleted phrases, charts with the photos.**
- Lay out a hard copy of your screens and make sure there's a variety of looks throughout the presentation.**

6. Use parallel structure on each screen.

- Have every bullet begin with a verb.**
- Or have every phrase begin with a noun.**
- The flow of your talk will go smoother as you link from point to point.**

7. Keep the background simple.

- Background must show off your information.**
- Customize your background in some manner.**
- Photo-type background should NOT be used when showing charts and numbers.**
- Be sure the numbers are readable against the background.**

8. Use color with care.

- **Choose colors for your screen that convey the appropriate message.**
 - **Using red in a financial presentation to impress upon the audience your stability and prosperousness doesn't work.**
 - ***Red has the image of danger.***
- **Most business presentations are limited in the color combinations.**

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

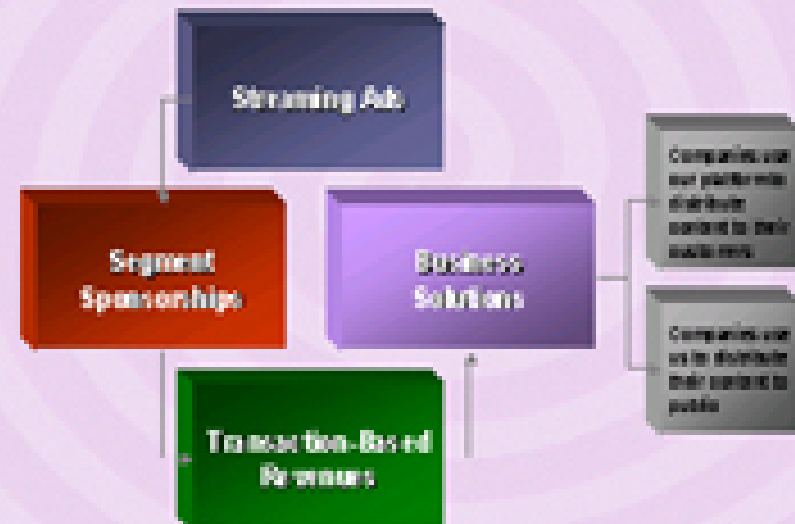
- 1. Using bullet points.**
- 2. Using Clip Art. An idea behind its time.**
- 3. Grainy pictures.**
- 4. Copyright theft.**
- 5. Images purely for decoration.**
- 6. Video clips that are too long.**
- 7. Corny images.**

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?

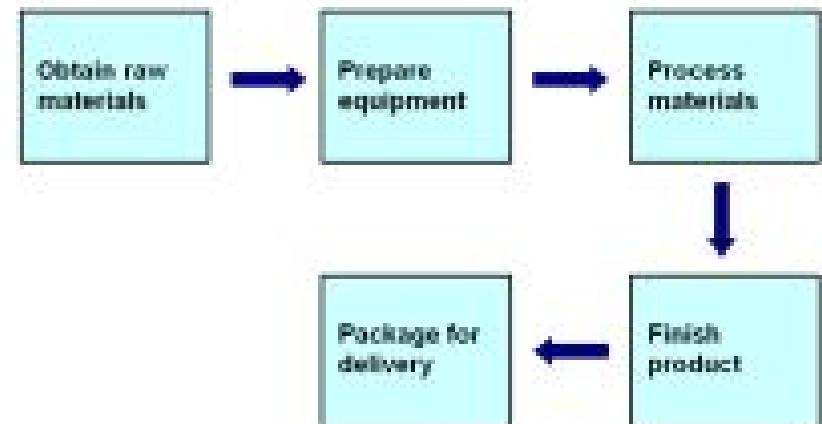


Bullet Points -->

Manufacturing Process Steps

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

Manufacturing Process

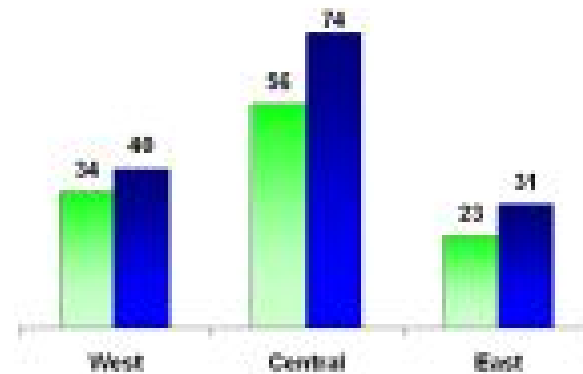


Charts -->

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, on-board 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

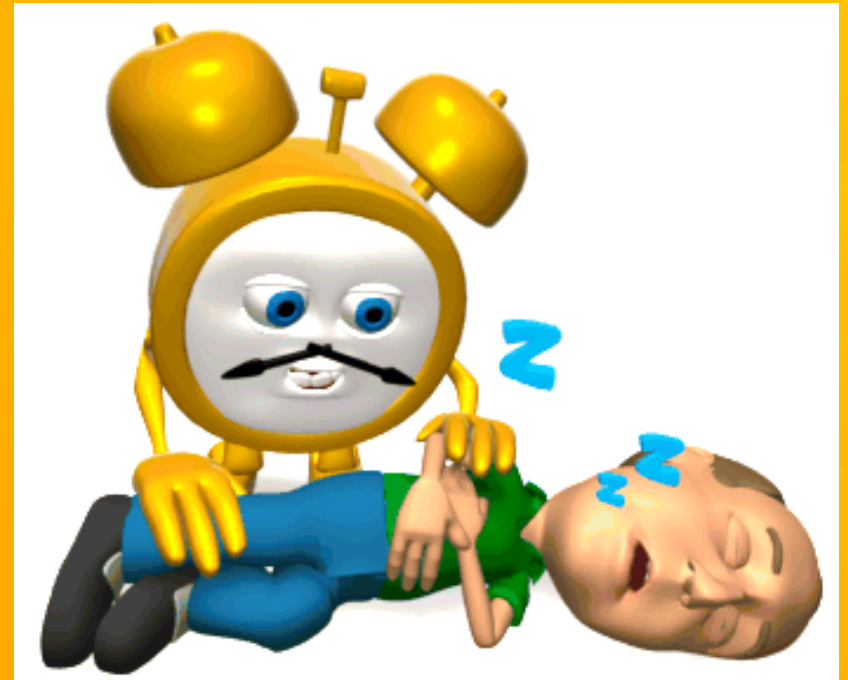


Feeling Overwhelmed
by the Computer Age?

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

References

1. <http://www.presentersuniversity.com/>
2. <http://documentation.openoffice.org/manuals>
3. http://documentation.openoffice.org/Samples_Templates/index.html

Part 2

Creating Slideshow Using Impress

