Avoiding the Pitfalls of Bad Slides

Making a Good presentation
Designing Effective PowerPoint Presentation

- Big
- Consistent
- Clear
- Progressive
- Simple
- Summary
Tips to be Covered

- Outlines
- Slide Structure
- Fonts
- Colour
- Background
- Graphs
- Spelling and Grammar
- Conclusions
- Questions
Outline

- Make your 1\textsuperscript{st} or 2\textsuperscript{nd} slide an outline of your presentation

- Follow the order of your outline for the rest of the presentation

- Only place main points on the outline slide
  - Ex: Use the titles of each slide as main points
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.
Slide Structure – Good

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

Do not go overboard with the animation

Be consistent with the animation that you use
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
Fonts - Bad

- 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 font
- Italics are difficult to read on screen
Using a font colour that does not contrast with the background colour is hard to read.

Using colour for decoration is **distracting** and annoying.

Using a different colour for each point is unnecessary.

- Using a different colour for secondary points is also unnecessary.

Trying to be creative can also be bad.
Use backgrounds such as this one that are attractive but simple

Use backgrounds which are light

Use the same background consistently throughout your presentation
Avoid backgrounds that are distracting or difficult to read from.
Always be consistent with the background that you use.
Graphs - Good

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

- Always title your graphs
## Graphs - Bad

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Balls</td>
<td>20.4</td>
<td>27.4</td>
<td>90</td>
<td>20.4</td>
</tr>
<tr>
<td>Red Balls</td>
<td>30.6</td>
<td>38.6</td>
<td>34.6</td>
<td>31.6</td>
</tr>
</tbody>
</table>
Graphs - Good

Items Sold in First Quarter of 2002
Graphs - Bad

January February March April

Blue Balls

Red Balls
Graphs - Bad

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting
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
Spelling and Grammar

- Proof your slides for:
  - spelling mistakes
  - the use of repeated words
  - grammatical errors you might have made

- If English is not your first language, please have someone else check your presentation!
Some Final Words

DO YOU WANT THIS...?

... OR THIS?
When Creating

- Text to support the communication
- Pictures to simplify complex concepts
- 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!