



Using PowerPoint to Design Effective Presentations

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What You'll Learn

- Planning Content
- Getting Started with Design
- Displaying Text
- Displaying Graphics
- Animating
- Presenting

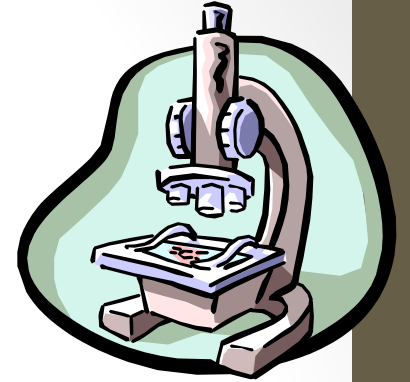


Planning Content for Talks

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PART 1:

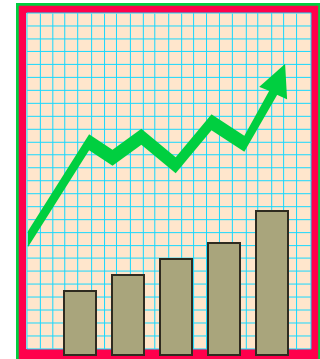
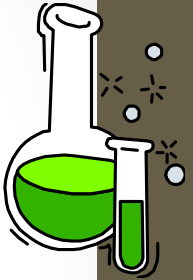
- List possible audience questions
- Plan your aim(s) upfront
- Choose the “NEWS” about topic
- Include significance
- Keep background relevant



Planning Content for Talks

PART 2:

- **Explain methods when appropriate**
 - Related to the “news” (main point)?
 - Necessary to understand talk?
- **Explain (don’t just show) data**
- **Plan a conclusion**
- **Preview future work**



Planning Content

- Remember what it was like not to know
- Talk to prospective audience members or imagine them - list their questions
- Organize information in chunks, going from what they know to what they don't
- Include topic's significance



Planning Content

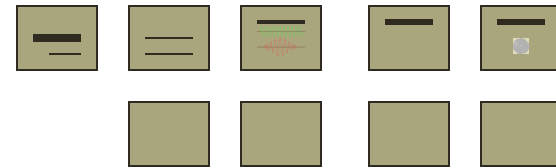


- **Introduction: Set Mental “Hooks” and preview the content**
- **Tie new info to previous studies or relevant events - motivate !!**
- **Organize from listeners’ point of view**
- **Principle is “GIVEN to NEW”**
- **Preview future work**

Getting Started

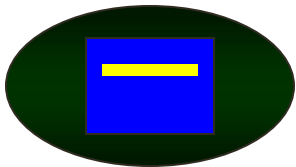
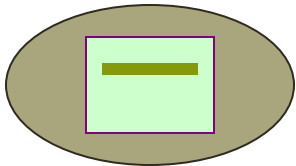
Getting Started: Tips

- Create a slide show with storyboards, not a script
- Use the slide show...
 - to select important topics and issues
 - to organize content
 - to create a hierarchy



Getting Started: Design Tips

- To select a design, ask yourself:
 - What professional image do I want to project?
 - In what type of room will I give my talk?
 - Well-lit room: use light background / dark text and visuals
 - Dimly-lit room: use dark background / light text and visuals



Getting Started: Design

- Set up “Slide Master”
 - Design the “look” of your slide show
- Choose appropriate template
 - Select pre-designed, color coordinated presentation templates
- Choose “slide layouts” for slides
 - Select from 12 “master slide styles” under “FORMAT” menu to build your show

Set up “Slide Master”: Your Turn

- To set up a “Slide Master” of your own:
 - Go to “Format”
 - Select “Background”
 - Make changes in color bar:
 - Colors
 - Fill effects
 - Textures

Project a Clear Font

- Serif: easy to read in printed documents
 - Times New Roman, Palatino, Verdana
- Sans serif: easy to see projected across the room
 - Arial, Helvetica, Geneva

Fonts: Your Turn

- Change the font style of this sentence from Arial to Palatino
- To do so...
 - Highlight the sentence by dragging your cursor across it
 - Select “format” and then “font”
 - Select “Palatino” from the pull-down menu

Templates: Your Turn

- To select a template, follow these steps:
 - Go to “format”
 - Select “apply design template” (“show preview” allows you to examine templates)
 - Select “ok”

Create New Slides: Your Turn

- To create a new slide, choose from 12 pre-designed slide formats
- To examine the 12 formats...
 - Go to “Insert” and then “New Slide”
 - Select one design, click “OK”

Displaying Text

Displaying Text: Tips

- **Your audience...**

- Skims each slide
- Looks for critical points, not details
- Needs help reading/seeing text

- **So you . . .**

- Use only essential info
- Guide their eyes with hierarchy, color
- Use big, legible fonts and framing blank space

Displaying Text

- Use bullets
- Use short phrases
- Use grammatical parallelism

*Not THAT kind
of bullets!!!
Let me explain . . .*



Use Bullets: Tips

- Bullets help audience skim the slide
- Bullets help audience see relationships between information points
- For example, this is Main Point 1, which leads to...
 - Sub-point 1
 - Sub-point 2

Bullets: Your Turn

- To use bullets...
 - Select the “bulleted list” or “two-column list” slide (from the 12 pre-designed slide formats)
 - Type a phrase then hit “return”
 - Type a second phrase, hit “return” then hit “tab”
 - OR use “promote” or “demote” arrows at top to create a bulleted hierarchy

Bullets: Your Turn

- To use bullets
 - Go to “format” and then “bullet”
 - Select the style, color, and size of the bullets you’ll use
 - OR highlight text you wish to bullet and select the bullet button at top

Use Short Phrases: Tips

- Use phrases in your slide show outline
- Write complete sentences only in certain cases:
 - Hypothesis
 - ???
- Generate phrases that make your point clearly and accurately
- Use slide show as an outline for your talk, not as a script

Use Parallelism

- Make text easy for your audience to skim by creating phrases / sentences that are grammatically parallel
- Create parallel text by making items in a list the same grammatical form

Grammatical Parallelism

- Not Parallel:

Criteria to Assess Alarm System

- Price
- Effectiveness
- How easily the alarm could be installed

- Parallel:

Criteria to Assess Alarm System

- Price
- Effectiveness
- Ease of installation

Use Parallelism

- Not Parallel:
 - Lyse cells in buffer
 - 5 minute centrifuging
 - Supernatant is removed
- Parallel:
 - Lyse cells in buffer
 - Centrifuge for 5 minutes
 - Remove supernatant

Parallelism: Your Turn

- Make the following list of sub-points parallel:
- Reliable data collection relies upon:
 - Consistent use of techniques (pipetting, making solutions)
 - Correctly calibrated equipment, such as balances and pipettors
 - Researcher bias is minimized (expecting data to fit model; conflict of interest)

Displaying Visuals



Displaying Visuals: Tips

- Select visuals purposefully
 - What visuals illustrate a point? Make a claim? Help to prove an argument?
- Design easy-to-read visuals
 - Are the visuals easy to read by all members of your audience?
- Draw attention to aspects of visuals
 - How will you draw attention to certain features of the visual?

Displaying Visuals

- Insert needed visuals
- Use color
- Resize appropriately
- Draw attention

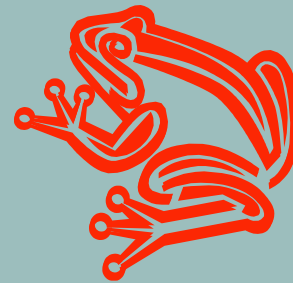


Insert Visuals

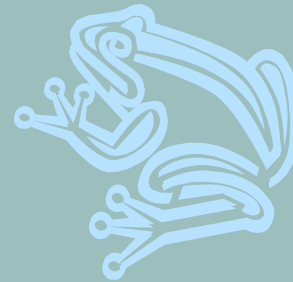
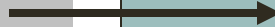
- Insert images using “Insert” then “picture”
- Decide whether the image you wish to insert is “clip art” or from a “file” (on disk or on hard drive)

Choose Color Carefully

Similar intensities
draw attention but make
details hard to see.

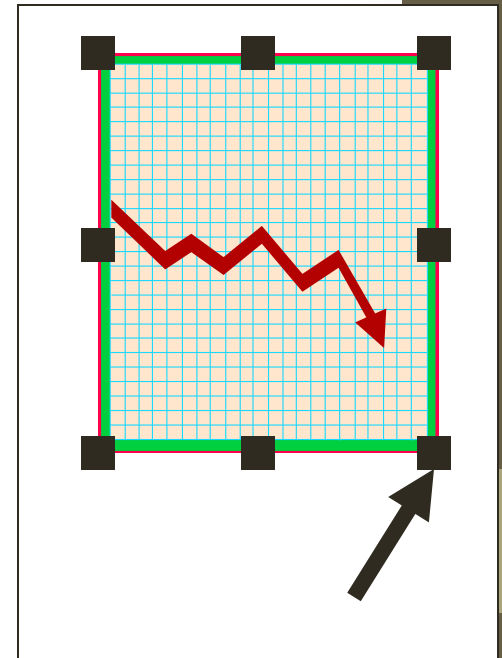


Strong, clean contrast
draws attention, makes
details easy to see

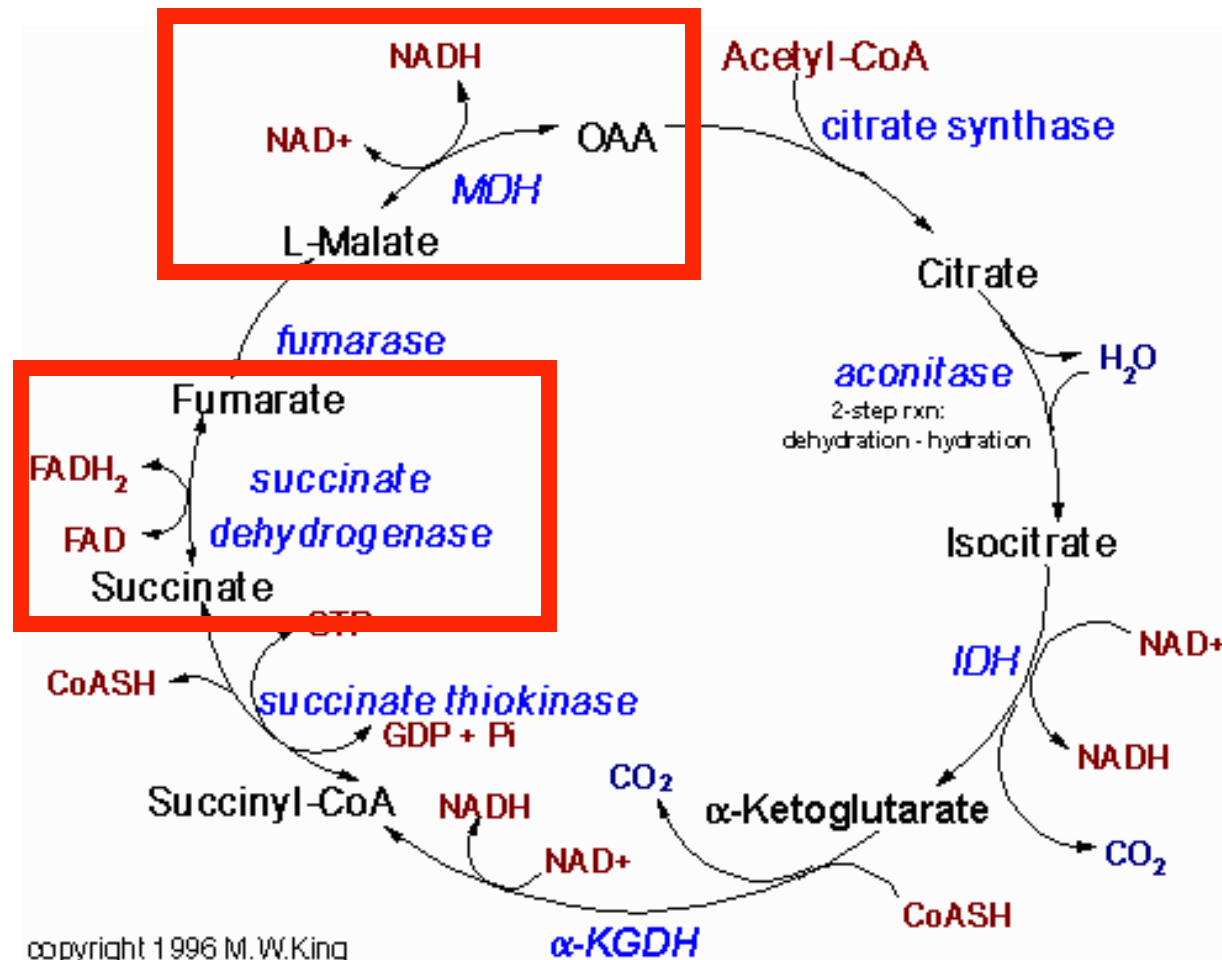


Resize Images: How to ...

- Click on the visual you wish to resize
- Go to “format” and then “object” or “autoshape”
- Select “size”
- Change size and scale
- OR simply click and drag the corners of the image



Simplify and Draw Attention



Animating

Animating: Tips

- Custom animation allows you to animate text, visuals, or line work
- Custom animation should be used purposefully (and sparingly!)
 - Animating should help audience comprehend your message
 - Don't animate solely for aesthetic purposes

Animation: Your Turn



- Design slide with grouped items
- Go to “slide show” and select “animation” and “custom”
- Select item(s) to animate
- Choose
 - Animation method (appear, fly in)
 - Sound
 - After effects (dim)