



Basic Powerpoint Guidelines

**How to show you know what
you're doing in graphic design
& visual presentation!**



Choosing Color Schemes

- Powerpoint defaults are “safe” choices
- Choose templates to match your presentation
- Goal is readability in presentation (classroom) setting
- Always choose strong contrasting colors



Why Contrasting Colors?

Dark Colors on Light Backgrounds
Dark Colors on Light Backgrounds

Light Colors on Dark Backgrounds
Light Colors on Dark Backgrounds



Avoid Text Overload

- **Having too much text on the screen defeats the purpose of using Powerpoint. The slides begin to look like a jumble of text, making slides difficult to read and unrecognizable from each other. Your audience will lose focus: some will try to read everything; others will try to copy everything and slow down the presentation; and most will drift off to “la-la land.” Keep to key points only!**



Handling Text in Slides

- **Bullet form demands outline style of organization**
- **Left justify all text**
- **A maximum of 5-6 points per slide**
- **Only about 5-6 words per line**
- **Be consistent from slide to slide**



Font Decisions

- Headlines always bigger than text!
- Follow “top-down” theory
- *Italics is harder to read!*
- **Use bold to highlight important info!**
- Be aware of font size
 - Easy to read (12 point)
 - Easy to read (18 point)
 - Easy to read (24 point)
 - **Easy to read (36 point)**



Font Etiquette

- Use familiar, easy-to-read fonts
- Don't use more than 2-3 fonts in your presentation
- Fancy fonts can cause problems
- Keep type sizes consistent
- Serif vs. San-serif
- **AVOID USING ALL CAPS!**



Getting “fancy”

- Clipart, photos, & sound clips are available from many internet sources
- Use to enhance, not “derail” your audience
- Photos can be scanned & inserted
- Few quality graphics are better than a plethora of trivial ones
- Use builds to not overload audience with info
- Use consistent transitions



Final advice

- Proofread your presentation on-screen before you present!
- Test your transitions & builds to see they enhance vs. detract
- Practice with your computer & equipment before you present
- Rehearse your “patter”