PowerPoint General Guidelines

# The key to a successful presentation is organization!

* **Find the appropriate theme.**
* **KIS (Keep It Simple) or CCC (Clutter Creates Confusion).** Use the less is more principle. The less text, the more likely the slide will enhance your speech.
* Use the fewest words possible to make a point.
* All presentations should follow the 7x7 rule, which states that each slide should have a maximum of seven lines, and each line should have a maximum of seven words. PowerPoint designers must choose their words carefully and, in turn, help viewers read the slides easily.
* **Title Slides**—The title slide gives your audience an initial sense of what they are about to see and hear. It is, therefore, extremely important to choose the text for this slide carefully. Avoid stating the obvious in the title. Instead, create interest and curiosity using key ideas from the presentation.
* **Avoid ALL CAPITAL LETTERS.** Audiences have difficulty comprehending sentences typed in all capital letters, especially when the lines exceed seven words.
* All capital letters leaves no room for emphasis or inflection, so readers get confused about what material deserves particular attention.
* **Avoid text with a font size less than 24 point.** Audience members generally will sit a maximum of 50 feet from a screen, and at this distance, 24-point type is the smallest size text they can read comfortably without straining.
* **Make careful color choices**. Color evokes emotions, and a careless color choice may elicit the incorrect psychological response.
* Try to limit using **red**. At least 15 percent of men have difficulty distinguishing varying shades of **green** or **red**. They also often see the color **purple** as **blue** and the color **brown** as **green**. This problem is more pronounced when the colors appear in small areas, such as slide paragraphs or line charts.
* **Avoid line wraps.** Your audience’s eyes want to stop at the end of a line.
* **Uses sans serif fonts for content text.** Your audience members focus on the title and then read the words in the content placeholder, so designers use sans *serif typefaces to decrease reading time*.
* **Use serif fonts for titles.** You would like your audience members to remember the main points of your presentation, and you can help their retention by having them read the title text more slowly than they read the words in the content text placeholder.
* The uneven lines in serif typefaces cause eye movement to slow down. Designers, therefore, often use serif fonts for the slide title text.
* **Use simple transitions.** Transitions help segue one slide into the next seamlessly. They should not be used decoratively or be something on which an audience member focuses. For consistency, use the same transition throughout the presentation unless you have a special circumstance that warrants a different effect.
* **A carefully placed image can spark attention and interest.**
* When interest is high, it greatly increases the chance that your concept or idea will be remembered.
* Clip art should contribute to the understandability of the slide.
  + It should not be used decoratively.
* **Use no more than two type fonts and styles.**
* **Use consistent placement of headings**