



PowerPower Presentation Guidelines

Modified for the International Conference on Avian Influenza and Poultry Trade by Carol LoSapio, USDA APHIS (June 2015)



Presentation Guidelines

- Keep it Straight and Simple (KISS)
- Design your slides to ENHANCE your presentation, not BE your presentation
- Don't READ your slides!

Presentation Guidelines

- Limit each slide to one idea
- Use Bullet Points to cover parts of each idea
- Use your slides as an outline to prompt you

Bullets

- Keep each bullet to 1 line, 2 at the most
- Bullet Slide Rule
 - 6 words per line
 - 6 bullets per slide

Fonts

- Use a single font for the presentation
- Use colors, size, and styles for impact
- **DO NOT USE ALL CAPITAL LETTERS**
 - Makes text hard to read / Conceals acronyms

Fonts

- Select sans-serif fonts
 - Arial, Helvetica, Tahoma, Verdana
- Avoid serif fonts
 - Times New Roman or Palatino
- Italics
 - Used for “*quotes*” and to highlight thoughts
 - Used for book, journal, or magazine *titles*



Fonts

- Title size
Arial 40 point (bold)
- Body Text
Arial 32 point
- Text should be no smaller than 24 point
- 16 can be used for footnote text or references



Background

- Keep the background consistent throughout the presentation
- Backgrounds
 - Light text on dark background
 - Dark text on light background



Fonts

- *Don't Sacrifice Readability for Style*
- **DON'T SACRIFICE READABILITY FOR STYLE**
- *Don't Sacrifice Readability for Style*
- **❖ DON'T SACRIFICE READABILITY FOR STYLE**



Avoid These Combinations

Green on Blue

Dark Yellow on Green

Purple on Blue

Orange on Green

Red on Green

Background Colors

This is a good mix of colors. Readable!

This is a bad mix of colors. Low contrast. Unreadable!

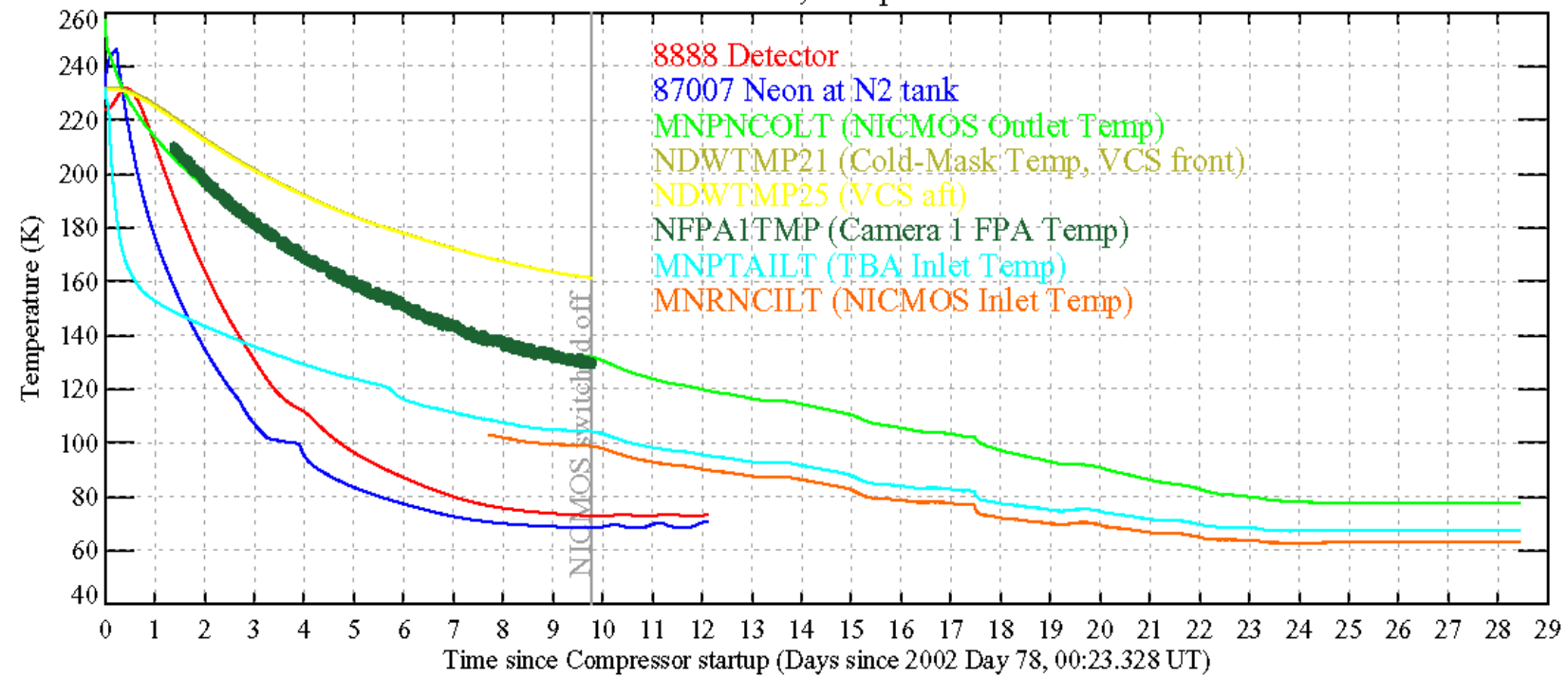
This is a good mix of colors. Readable!

This is a bad mix of colors. **Avoid bright colors on white.** Unreadable!

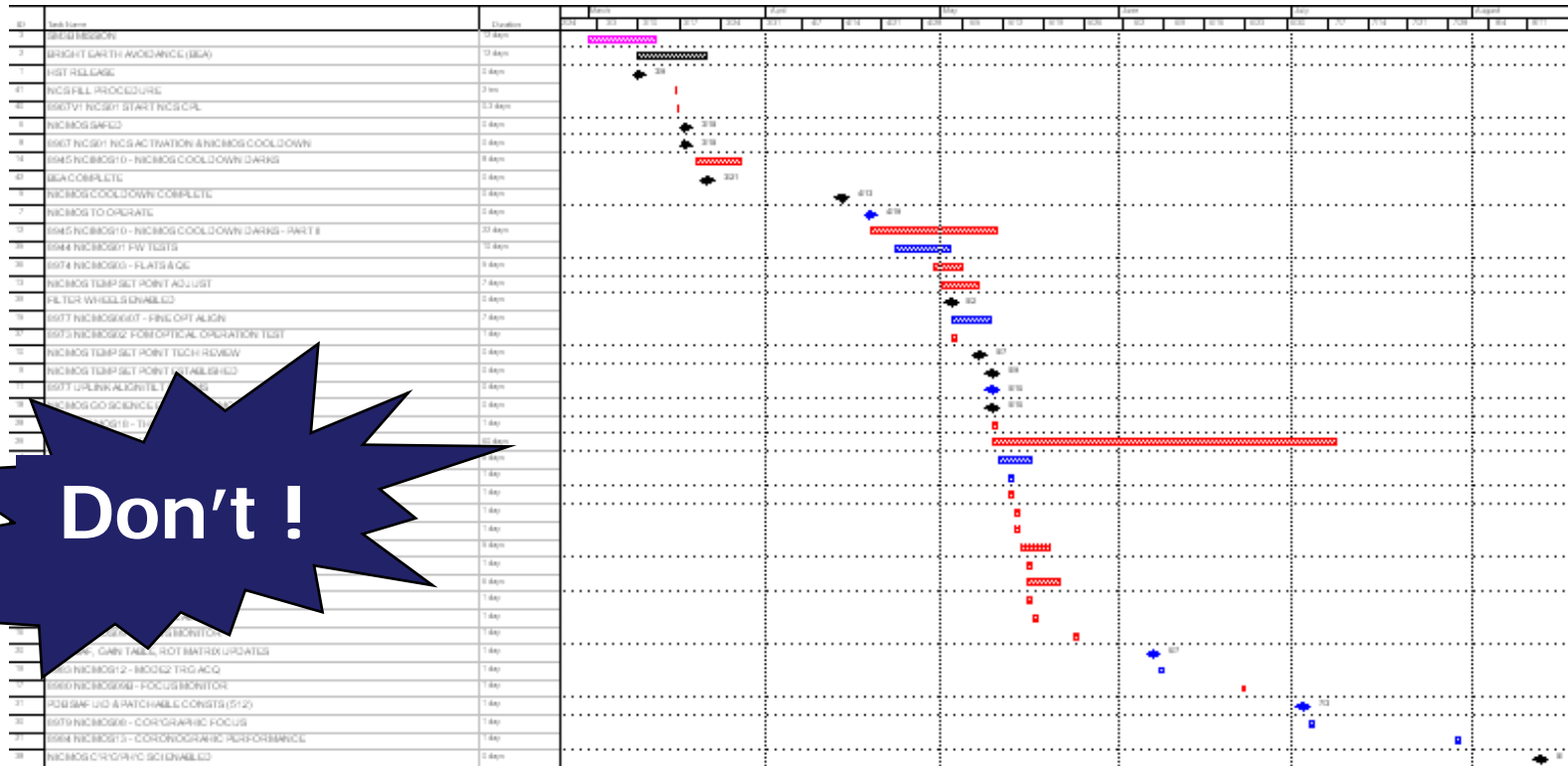
Graphs and Charts

Don't !

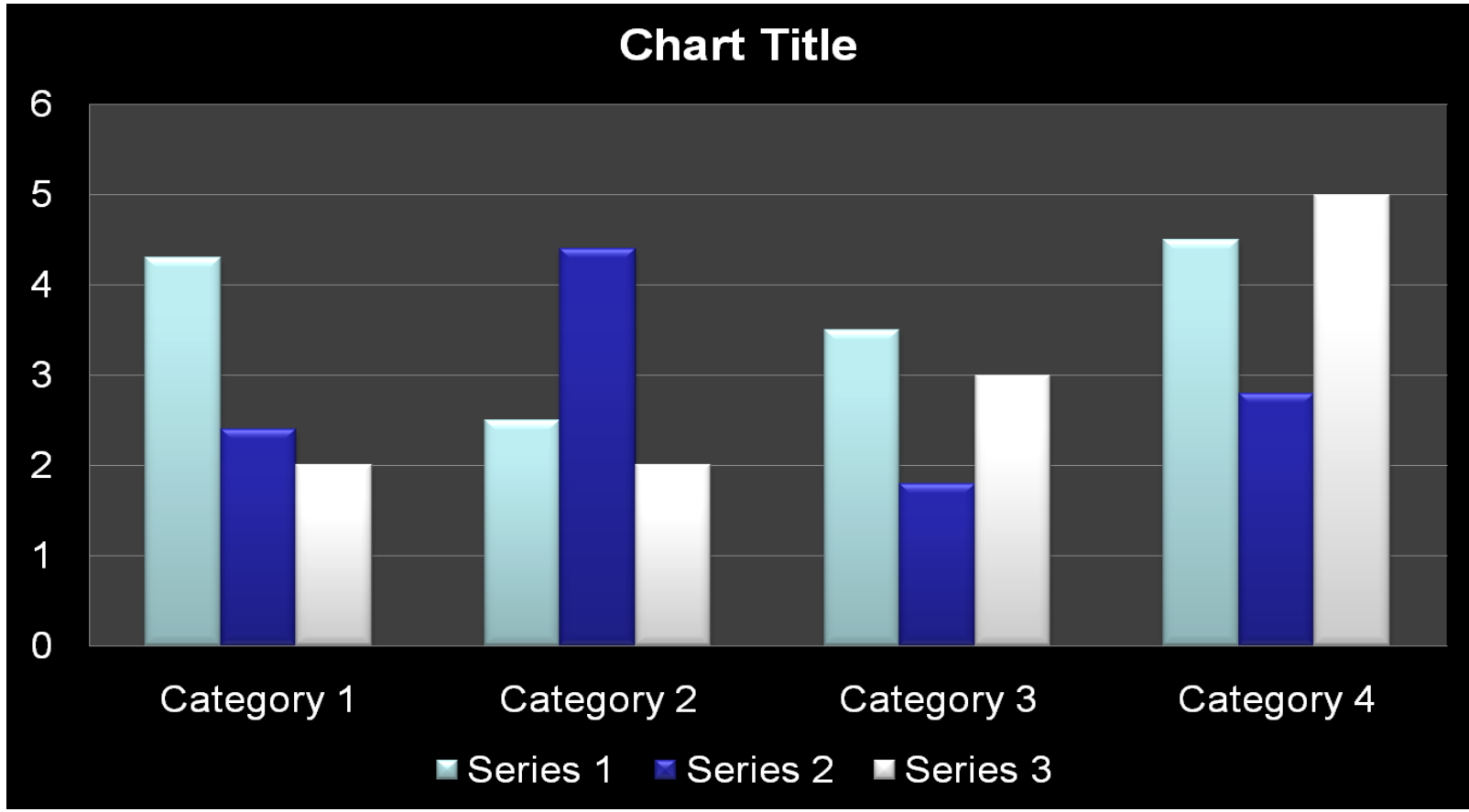
Actual NICMOS Cooldown, Compared to Model Prediction



Too Much Information



Don't!



Tips for Preparing PowerPoint Presentations



Points To Remember: **Limit each slide to one idea.**

Use the same background for each slide. Presentations do not flow as smoothly if the slide background changes throughout.

Limit animation. Too much animation can be distracting. (Be consistent with animation and have all text and photos appear on the screen the same way each time. There are many animation modes to choose from, but it is best to use just one throughout.)

In large hall events, dark slides with light colored text work the best. Especially avoid white backgrounds or PowerPoint templates that have too many graphics that may make the text unclear.

Don't !

Use Contrasting Colors:

Yellow on Black	White on Black
Yellow on Blue	White on Green
Orange on Black	White on Blue
Orange on Blue	White on Red

Font Size And Selection: Standardize the font throughout and use bold face characters. As a rule, never use smaller than a 28 font; the bigger, the better.

Don't use all capitals, as lower case letters are more legible.

Make sure you choose a font style that is readable from a distance. Don't sacrifice readability for style.

Avoid the “All Word” Slide

Another thing to avoid is the use of a large block paragraph to introduce your information. Attendees **do not like** to have what is on the screen, **read to them** verbatim. So, please use short, bulleted statements and avoid typing out your whole presentation on to the slides. Also, it is difficult for some to listen and read a large amount of text at the same time.

Transitions and Animations

- Transitions
 - Use them to have slides enter in view mode
 - Wipe (from left) works well for most presentations
- Animations
 - Use for emphasis

Do not use “random choice” for transitions or animations



**For some great time saving tips on
PowerPoint 2010 check out this**

Quick Reference Card

cheatsheet.customguide.com

