

Do's and Don'ts to Create a More Effective PowerPoint Presentation

Wording

Do	Don't
<ul style="list-style-type: none">• Summarize and abbreviate your message• Follow the 6 x 6 rule: Format slides with 6 words across and 6 lines down• Use sans serif fonts such as Arial, Calibri, Tahoma, Veranda• Use both upper and lower case• Spell Check	<ul style="list-style-type: none">• Use complete sentences• Read directly from your slides• Use Times New Roman: This font can be difficult to read when projected• Use fancy fonts as they distract from your message• Avoid all-caps (denotes shouting) unless the word normally appears in all caps.

Design

Do	Don't
<ul style="list-style-type: none">• Use colors sparingly; two or three at most• Be consistent with slide design• For large audiences a dark background with a light text works best (for example: blue or purple with white or yellow text)• For small audiences a muted, lighter background with a dark text works (for example: light brown or blue with black or green text)• Graduated backgrounds can be more interesting than plain backgrounds• Use the PowerPoint templates, however, do simplify them• Use bullet points• Use simple and consistent slide transitions	<ul style="list-style-type: none">• Avoid black as a background• Avoid white as a background• Use red in any fonts or backgrounds as it can be difficult to see• Clutter your presentation with images and pictures

Images, Charts and Graphs

Do	Don't
<ul style="list-style-type: none">• Use graphics, images, illustrations and charts• Simplify graphs• Simplify x and y axis scales• Label charts and graphs outside of the data	<ul style="list-style-type: none">• Use large images—images larger than 2MB may slow down your show• Use tables of data—these may be hard for the audience to understand quickly• Use more than 30 numbers on a page