

PowerPoint, not PowerPointLESS

Instructional Technology
12 Strategies for Effective PowerPoint

1. Plan

- Success requires good planning
- Use a **story board** to determine content, font, graphics, and design
- Content makes PowerPoint PowerFul



Story Board

Title Slide Slide Layout Slide Design (Entire Presentation) Font Style (Entire Presentation) Transition (Entire Presentation) Image or Graphic Text	Slide # Slide Layout Image or Graphics Text
Slide # Slide Layout Image or Graphic Text	Slide # Slide Layout Image or Graphic Text

2. Contrast: Seeing is Believing

- ❶ Preview the facility
 - ❶ Contrast a dark room with a white background and dark text
 - ❶ Use a dark background with mauve text in natural light.
- ❶ Use the **shadow** feature



3. The 6X6 Rule

- ❶ 6 bullets per slide, 6 words per bullet
- ❶ PowerPoint is a presentation, not *Documentation*
- ❶ Audience listens, rather than reads
- ❶ Text is a reference point
- ❶ Keep the hierarchy simple
- ❶ Essential facts & information on slide

4. Rules are Made to be Broken

- ❶ At times quotes or complete sentences are necessary
- ❶ Content matters!

5. Remember the Audience

- 1 Provide handouts BEFORE presentation
- 2 Reference & explain images, charts, tables
- 3 Provide non-attendees with documentation through **Notes**
- 4 Save in PDF format if emailing



Notes

Remember the Audience

- Clearly, not quantify
- Images, charts & tables with clear explanations
- Provide handouts BEFORE presentation
- Provide non-attendees with the same documentation
- Use one [Google](#) version

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PowerPoint is the presentation, not documentation

- Important documentation, quotes, charts or tables should accompany the presentation in the form of handouts.
- If the presentation is going to be posted on the Internet or sent by email, send all the documentation, and create a Word document that contains all of the information in the PowerPoint in complete sentences. Use as much detail as possible.
- Remember, those receiving the email may not have been at your lecture, and they need all of the information that was presented. Provide non-attendees with the same information in the attending audience format that allows them to understand the substance of the lecture.
- The Notes section of your PowerPoint is a great place to store documentation related to the PowerPoint. You can print both the notes

6. Every Picture Tells a Story

- 1 Concepts in words and pictures - essential to learning
- 2 Images/graphics/charts should illustrate concept
- 3 If video tells the story, no need for text
- 4 Use fewer over many images

<http://globalthinktech.wordpress.com/2008/06/14/sharing-the-cognitive-load-with-educators/>
<http://tip.psychology.org/sweller.html>

7. Get , Attention, Keep Attention

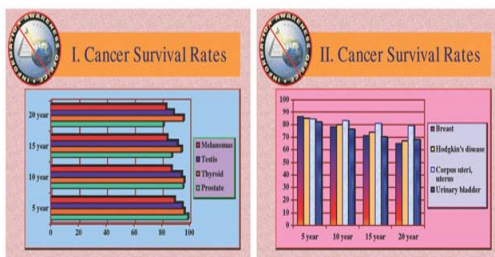
- ① 1 Presentation, 1 Design, 1 Transition
 - ① One design template/background per presentation
 - ① One slide to slide transition per presentation
 - ① Reveal all bullet points at once
- ① Personalize the presentation for the audience

8. Tables and Charts

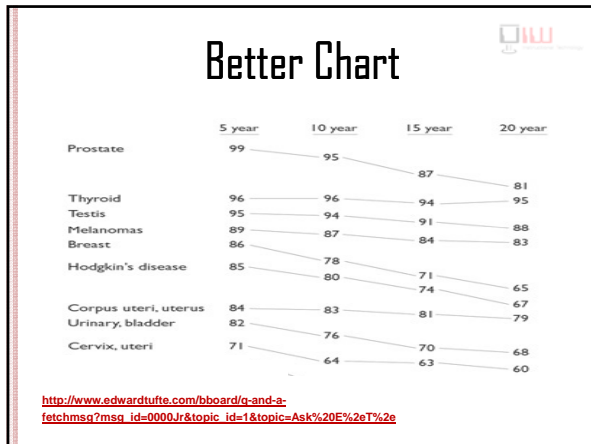
- ① Avoid Chart Wizard, Data is easily compromised
- ① Use Excel instead
- ① Print the chart, give it to the audience
- ① Reference chart as you speak
- ① Use an chart, if possible



Bad Chart



http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=0000Jr&topic_id=1&topic=Ask%20E%2eT%2e



Why?

- ❶ Is text is a reference point?
- ❷ Give handouts BEFORE presentation?
- ❸ Reference & explain images, charts, tables?
- ❹ Present concepts in words and pictures?

❺ *Because everyone learns and retains information differently*

8. Phluff

❶ *“Phluff allows speakers to pretend that they are giving a great talk, and the audience to pretend they are listening”*

❷ What is PHLUFF?

- ❸ Animated GIFs
- ❹ Sound effects
- ❺ Unnecessary transitions
- ❻ Poor color choices
- ❼ Excessive text or images

Edward Tufte <http://www.edwardtufte.com>

PHLUFF

- ❑ Avoid non-essential Clip Art, sound, graphics, transitions
- ❑ Use transitions to move from slide
- ❑ Use the same background on every slide.
- ❑ Noise!!!!
- ❑ Effects are rarely necessary.
 - ❑ One clip art for every three slides.
 - ❑ The only sound should come from the presenter.




9. A Word About Fonts

- ❑ Title fonts convey "Mood"


Shakespeare
Ireland
TECHNOLOGY
Classic Television

- ❑ Title font must be loaded on to presentation computer
- ❑ Use sans-serif fonts (Arial, Calibri, or Verdana) in body




10. Use Synonyms when Possible

- ❑ Adjectives can have the same meaning but different context
- ❑ Use synonyms when possible
- ❑ Use the built-in Thesaurus



Thesaurus

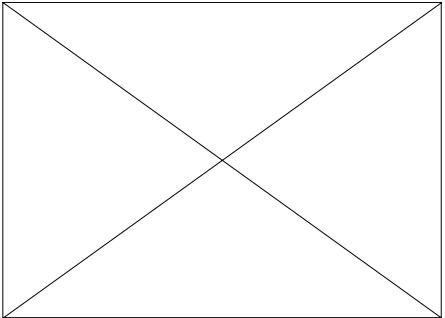


Right-click on a word
Mouse over **Synonyms**
Click the word that fits your needs.

12. Rehearse

- ❶ Do not read directly from slide
- ❷ Practice, practice, practice!
- ❸ Add depth, comfort, authority
- ❹ Focus & emphasis or re-organize
- ❺ Have someone listen.

A Second Opinion



Helpful Links



- ④ <http://www.edwardtufte.com/>
- ④ <http://www.garreynolds.com/Presentation/index.html>
- ④ <http://www.dafont.com/> Free fonts
- ④ <http://cooltext.com/> Free graphics generator
- ④ How to misapply the 6x6 rule:
<http://www.norvig.com/Gettysburg/sld001.htm>
- ④ Embed PowerPoint in YouTube:
<http://www.youtube.com/watch?v=hChg5drjQl4>

Questions?



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<http://www.youtube.com/watch?v=olizH7ri9No>
