

7 TIPS for BETTER SLIDE PRESENTATIONS



1. YOU ARE THE PRESENTATION



The presentation should support the presenter and engage the audience.

2. DEFINE YOUR TARGET AUDIENCE



Double check that the format and layout of the presentation achieves your objective and speaks to your target audience.

3. SIZE YOUR FONTS

Use 1 inch for every 10 feet of distance as a guide for font size when presenting. If you are projecting on a screen and the last row of seats is 30 feet from the screen, text should be a minimum of 3" high. If your venue seats further back, font size will need to be even larger. Avoid using fonts smaller than 30 point in a presentation.

4. HIGH CONTRAST COLORS FOR TEXT ARE PREFERRED

What looks good on the monitor doesn't always translate to the screen. Choose fonts that are easily read. "Script" type fonts can be difficult to read from a distance or on screen. Also, consider color-blind individuals and use complimentary colors, and colors other than green or red when accentuating differences on a slide.



5. USE GRAPHICS AND PHOTOS

Not every slide needs a title and bullets. Just because presentation apps includes title slides and then bullets in a master layout, doesn't mean you have to use them. Consider making the entire slide a graphic or photo with little to no text at all. A picture does say a thousand words. Be sure to get permission and credit your source.



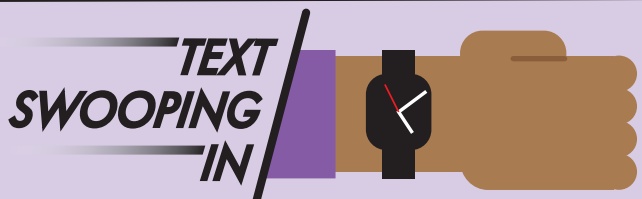
Illustration by Alec Sarkas © 2017 University of Pittsburgh

6. 10/TWENTY/30 Rule

SLIDES SECONDS PER SLIDE POINT FONTS

Slides should introduce high points of your topic. A good guide is 10-20-30; 10 slides, minimum 20 seconds per slide, 30 point fonts. This will vary with audience and topic! Students don't want to be read to, especially if you give them a copy of the presentation.

7. ANIMATE WITH CARE



Apply animations sparingly. If every slide is animated, it may be distracting and take up more time than necessary.

References and Recommended Resources

- Atkinson, C. (2008). Beyond Bullet Points. Redmond, WA: Microsoft Press.
 Few, S. (2004). Show Me the Numbers: Designing Tables and Graphs to Enlighten. Oakland, CA: Analytics Press.
 Harrington, M., Carr, R., & Exchange, A. D. (2010). Twelve Tips for Creating Effective Presentations.
 Mayer, R. (2009). Multimedia Learning. New York, NY: Cambridge University Press.
 Paivio, A. (2007). Mind and its Evolution: A Dual Coding Theoretical Approach. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.