

Presentation Basics

Session Goals:

This section is to remind you of the principles in creating the best presentation that is possible. We'll also go over tips and techniques for creating effective presentation/visual aids.

Outline for this section:

- Presentation Preparation
- Guidelines for the effective use of presentation/visual aids
- Creating effective slides

Where do you start? Things to think about as you begin...

- What are you going to say? What does your audience want to hear? What do you want to tell them?
- What props/equipment do you need to convey your message? Visuals? Sounds? Handouts?
- How are you going to deliver your presentation? How dark/big is the room?
- Will you have to wear a microphone? Can a presenter operate a computer and talk at the same time?
- How do you structure and proportion your presentation e.g., introduction, results, discussion?
- What color text and background? How big should the text be? How much on a slide?
- What information from your 'speech' should you put on each slide?
- How many slides should you use?

Creating an Effective Presentation: Tips and Techniques

Planning a Presentation

1. Define your purpose or objectives

What is the purpose of your presentation, and what is the point you wish to make?
Have a realistic definition of the results expected.

2. Analyze your audience

Is your audience expecting data, concepts, or personal reminiscence?
Identify objectives for this audience.
Select appropriate information and techniques.

3. Prepare a preliminary plan

Identify specific objectives for the presentation.
Identify the specific audience.
Select the main ideas or concepts.
Identify the necessary factual information.

4. Select resource material

What is the object or purpose of the presentation?
What should be covered? What can be eliminated?
What amount of detail is necessary?
What must be said if the presentation objectives are to be reached?
What is the best way to say it?
What kind of audience action or response is required if the objectives are to be met?
What material should be withheld from the presentation but be available for reference?
Submit all resource material to the “Why use this?” test.

5. Organize material for effective delivery

Introduction

- Sell the audience on listening
- Introduce the subject matter
- Establish personal credibility

Body

- Follows the main ideas listed in the preliminary plan
- Use examples, reiteration, statistics, comparisons, and analogies

Conclusion

- Summary of the main ideas
- Review of the purpose

Guidelines for the Effective Use of Presentation Aids

1. Always rehearse with the presentation aid before the actual presentation.
2. Make certain the aid is a help rather than a hindrance to communication.

Design aids that are simple, clear, and represent facts accurately.
Demonstrate only one key concept per visual.
Keep the use of text to a minimum.

3. Don't waste the audience's time with your presentation aids.

Be sure all necessary equipment is available and set up at the start of your presentation.
Arrange the components of your presentation aid in the proper sequence prior to the session.
Adjust the equipment as necessary before the audience arrives.
Be prepared with a backup plan in case of equipment failure.

4. Speak with more volume than is normally required.

Remember that the listener's attention is divided between you and the presentation aid.
In a darkened room, more volume is required to hold attention.

5. Don't stand between your listeners and the visual aid.

6. Don't let the visual aids distract you.

Face and talk to the audience, not the presentation aid.
Don't interrupt your talk when you change slides.
Use the presentation to support your message. Avoid modifying your message to support the aid.

7. Don't let the visual aids distract the audience.

Don't show a presentation aid until you are ready to use it.
When you are through, turn it off, return to a title/final slide.

Creating Effective Slides

1. Slide Format

Slides have a 2:3 aspect ratio (luckily, slidemaking packages have preset templates).
Keep the slide orientation consistent; landscape is recommended.
Leave ample margins.

2. Text Tips

Title your slides; it helps establish a reference point.
Keep the title in a general location.
Use your slide to outline your speaking points.
Create brief, attention-getting headers.
Use one concept per slide.
Use bullets to separate ideas.
Keep each slide to six words per line, and six lines per slide.
Empty space is essential to balance the amount of information. Create open space and avoid crowding.
Maintain parallel sentence structures on each slide.
Clip art, animation, sound or movies should add to the content.
Use a spell-checker to correct typos.
Use one slide for every one to two minutes you'll speak.

3. Design Tips

- Choosing your look

Keep it simple.
Be consistent from slide to slide.
Create a high contrast between the background and the text.
Create low contrast in the background shading.
Use appropriate clip art.

- Fonts

Choose a plain font and stick to it.
Choose fonts that are easy to read. Keep to one family of fonts.
If you need more fonts, use no more than 2-3 fonts, one serif, one sans serif.
Times Roman is a good serif font; Helvetica is an example of a sans serif font.
Use italics, bold or variations of font size for emphasis.
Use upper and lower case lettering compared to all caps.
Lines and rules should be thick or bold.
Use font sizes large enough to view from anywhere in the room.
Try not to use fonts smaller than 28pt (anything less than 18pt will be illegible to an audience).

- Backgrounds/Color

Use care when selecting pre-made slide templates; they can be too busy.

Select a fancy slide for title; content slides should be plain with less “bells and whistles.”

Choose a consistent background and keep it throughout the presentation.

If you want a different background, it should be to used to bring attention to ONE slide.

Use a dark background with light text.

Keep the color palette to 2 –3 colors at most.

Use a color scheme with good contrast (complementary colors).

Avoid color schemes that are too close in hue (dark blue background with medium-range blue type).

Avoid color schemes that are too close in contrast although they may be a different color (dark blue background with dark purple type).

Avoid red/green combinations since colorblind people may not be able to distinguish the colors.

Be careful of the use of red—the eye will go there first.

- Clip Art

Choose clip art from the same family and same color palette as your slides.

- Animation

Be consistent with animation throughout the presentation.

- Charts, Graphs

Use no more than five colors for charts and graphs

4. Test Everything

Look at your slides in black & white. Good design should look as good in black and white as it does in color.

Experiment in the final location before the audience arrives (lights, outlets, modem, network, general environment).