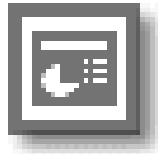


Communicating with PowerPoint



The purpose of using PowerPoint to communicate information is just that: **COMMUNICATE INFORMATION**. When PowerPoint is used as a tool for communication, it is not meant to entertain the audience with lots of sound, colors, fonts, or animations.

There are two very important rules to remember when creating a PowerPoint presentation:

1. Just because you **can** do something with PowerPoint doesn't mean you **should** do it.
2. **K*I*S*S** – **Keep It Short & Simple**

Design Guidelines

- Use bullet points instead of sentences
- The bullets are key phrases – you fill in the rest as you speak
- Don't use hyphens
- Follow the 6X6 rule:
 - No more than 6 words per bullet
 - No more than 6 bullets per page
- Pick fonts from the same family (use variations of the same font)
- Avoid ornate or "decorative" fonts
 - Verdana, Tahoma, Georgia are made for presentations
 - Times New Roman is a good font for a serious message, Comic Sans is a good font for an informal presentation

- Font colors should contrast sharply with the background color
- Use *italics* and **bold** sparingly – for emphasis only
- Titles should be 36 – 44 points
- Text should no less than 28 points
- Use the same bullets on all slides
- Warm colors (red, yellow, orange) command attention. Cool colors (blues, greens) are not as noticeable. Cool colors are better for backgrounds because they contrast with the text.
- Use a simple background
- Use the same background on all slides
- Use the same colors on all slides
- Transitions should help focus the audience, not distract them from what you are saying. The best transitions are those that drop down or come in from the left. Use the same transition for each slide.
- Sounds are seldom needed in an informational presentation.
- Graphics should help make a point. One graphic per slide is enough.
- Always run spell check

Really Important To Remember:

- **CONTENT** matters the most – it doesn't matter how pretty or flashy the slide is if you are not saying anything worthwhile.
- It doesn't matter how good the presentation is if nobody can read it.

