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10 Tips for Creating Awesome PowerPoint Presentations

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10 Tips for Creating Awesome PowerPoint Presentations

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Introduction

PowerPoint is a visual tool that should **enhance** the topic of the presentation – not be the main focus of the presentation. PowerPoint can be used effectively to **illustrate a point** by showing a photo, a graphic, a chart, or a map.

The first question to ask as a faculty member or presenter is *WHY should a PowerPoint presentation be used?* Reasons to use PowerPoint may include:

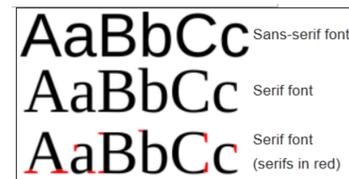
- Content can be better explained using graphics, charts, or multimedia
- Content has procedures or steps that can be clarified with visual reinforcement.

Follow these 10 tips to create awesome PowerPoint presentations.

#3 Select Two Fonts

Select two fonts to use throughout your presentation, one for the header text and one for the body text. The header font should be bold and eye-catching, and the body text should be simple and easy to read. Franklin preferred fonts include Myriad, Minion, and Arial.

A serif is the feature at the end of strokes of the font. A sans-serif font means it does not have those extra features, so is typically easier to read.



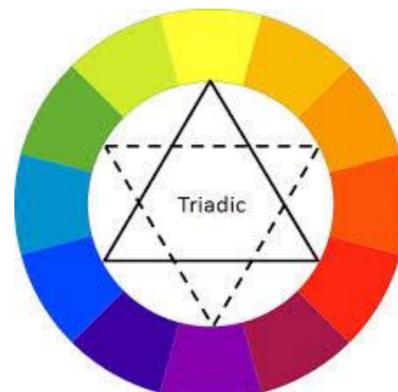
Source: google.com

#4 Font Size Matters!

Use a minimum font size of 44 for header text and font size of 32 for body text. You want everyone to be able to read the text from any location in the room. Plus, this will help you adhere to the 6x6 rule (tip #6)!

#5 Color Counts!

Colors set the tone of the presentation. One of the best color combination wheels you can use is the triadic color scheme. This simply means that you select three colors located 120° from each other on the color wheel. Our Creative Services & Brand Management staff can provide detailed information about color conversions for each college.



Source: google.com

#6 Follow the 6x6 Rule

Each slide should be clearly visible to everyone in the room. To ensure that, follow the 6x6 rule. A good rule of thumb is to put no more than six lines of text on a slide, with no more than six words per line. This leads right into the next tip...

#7 Highlights Only Please

Your slides should enhance the presentation material. Each slide should have a specific purpose. How and why does the information on that slide enhance your topic and presentation?

Your audience can read material. Do not place all of your information on the slides and then read it to your audience! Therefore, only highlights, visuals, or information that adds to what you are saying should be shown on a slide.

#8 Use Quality Images

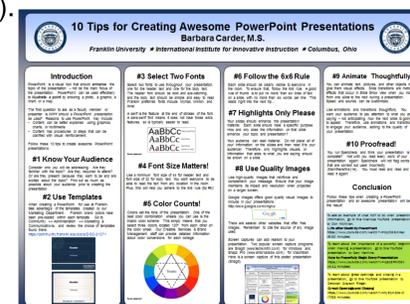
Use high-quality images that reinforce and complement your message. Ensure that your image maintains its impact and resolution when projected on a larger screen.

Google images offers good quality visual images to include in your presentations:
<http://www.google.com/imghp>



There are several other websites that offer free images. Remember to cite the source of any image used.

Screen captures can add realism to your presentation. Two popular screen capture programs are Snagit (www.techsmith.com) for Windows and Snapz Pro (www.ambrosiasw.com) for Macintosh. Here is a screen capture of this poster presentation (Snagit).



#9 Animate Thoughtfully

You can animate text, pictures, and other objects to give them visual effects. Slide transitions are motion effects that occur in Slide Show view when you move from one slide to the next during a presentation. Speed and sounds can be customized.

Use animations and transitions thoughtfully. You want your audience to pay attention to what you are *saying* – not anticipating how the next slide is going to appear. Therefore, use animations and transitions to engage your audience, adding to the quality of your presentation.

#10 Proofread!

You run Spellcheck and think your presentation is complete? Not until you read every word of your presentation again! Spellcheck will not flag words that are correct but used incorrectly (*their/there/they're*). You must read and read and read it again!

Conclusion

Follow these tips when creating a PowerPoint presentation and an awesome presentation will be the result!

To see an example of what NOT to do when presenting information, go to this hilarious YouTube presentation by Don McMillan.

Life after Death by PowerPoint:
<https://www.youtube.com/watch?v=MjcO2ExtHso>
(9:30 minutes)

To learn about the importance of a powerful beginning when making a presentation, go to this YouTube presentation by Gary Hankins.

How to Powerfully Begin Every Presentation
<https://www.youtube.com/watch?v=iq2oZRNIOZk>
(4:11 minutes)

To learn about great openings and closing in a presentation, go to this YouTube presentation by Deborah Grayson Riegel.

Great Openings and Closing
<https://www.youtube.com/watch?v=NyE1KzOe-0>
(7:58 minutes)

#1 Know Your Audience

Consider who you will be addressing. Are they familiar with the topic? Are they required to attend? Or are they present because they want to be and are excited about the topic? Find out as much as possible about your audience prior to creating the presentation.

#2 Use Templates

When creating a PowerPoint for use at Franklin, take advantage of the templates created by our Marketing Department. Franklin brand colors have been pre-loaded within each template. Go to Community >> Administration >> Marketing & Communications, and review the choice of templates found there:

<https://community.franklin.edu/docs/DOC-21371>

