Power Point Pointers

Use colors that are easy to read.
White and black, blue and yellow, etc.

Use special effects sparingly.

*Graphics:* Graphics (pictures, charts, graphs) are often necessary and excellent ways of emphasizing the information you are presenting. However, too many pictures can be distracting.

*Motion:* Keep motion to a minimum. This can be distracting; practice good judgment before you use it.

Use your space wisely.
Use the entire slide, not just the top section.

Use the PowerPoint as an aid or outline.
Its purpose is to keep speaker and audience on track.

Do not put all of your information on your slides.
You will be too tempted to read directly off the screen.
Also, this generally makes the slides look too crowded.
Use as few words as possible; use bullets to highlight the main ideas.

Watch your punctuation.
Since bullets are not complete sentences, you should not use periods.
Your goal is for the reader to read quickly so they can listen to the speaker.
Punctuation is still necessary if you use quotes. Remember: cite your sources!
Remember, if you borrowed the idea/work, give credit!

Some of the above material was adapted from [www.studio.eku.edu](http://www.studio.eku.edu)

Additional guidelines on back
More Power Point Pointers

Follow content guidelines.

- 95% of text should be bullets
- Provide “headline” style bullets (use effective bullets; dashes look like negatives to money people)
- Summarize concepts of story in bullets (speaker elaborates)
- Follow the 4 X 4 formula: four lines down; four words across (maximum 6 X 4)
- Include opening slide, agenda slide (main points), “break out” slides (if necessary), blank slides, Q & A slide, closing slide.

Consider design guidelines.

- Make decisions instead of relying on what’s on a template
- Layout: Left to right
- Colors: Sharp contrasts (light text on dark background), maximum three colors
- Bullet style (fit subject and context; don’t use a dash (-) when referring to $$)
- Graphics (photos, clipart, graphs, tables, etc.): very useful but must fit subject & context
- Font
  - Consistent
  - San serif
  - Titles: 32 point; 30 point for content (24 point as the very minimum)
    Don’t rely on templates to set the font size
- Animation: minimal: when relevant to content
- Templates: choose wisely, if at all…

Include slide “Must Haves”—unless instructed otherwise.

- Title slide
  - Title, who developed for, presenters’ names and date
  - Make it look good
- Agenda slide
- Body slide(s)
- Closing slide

[material developed by HCoB Communication Center consultants]