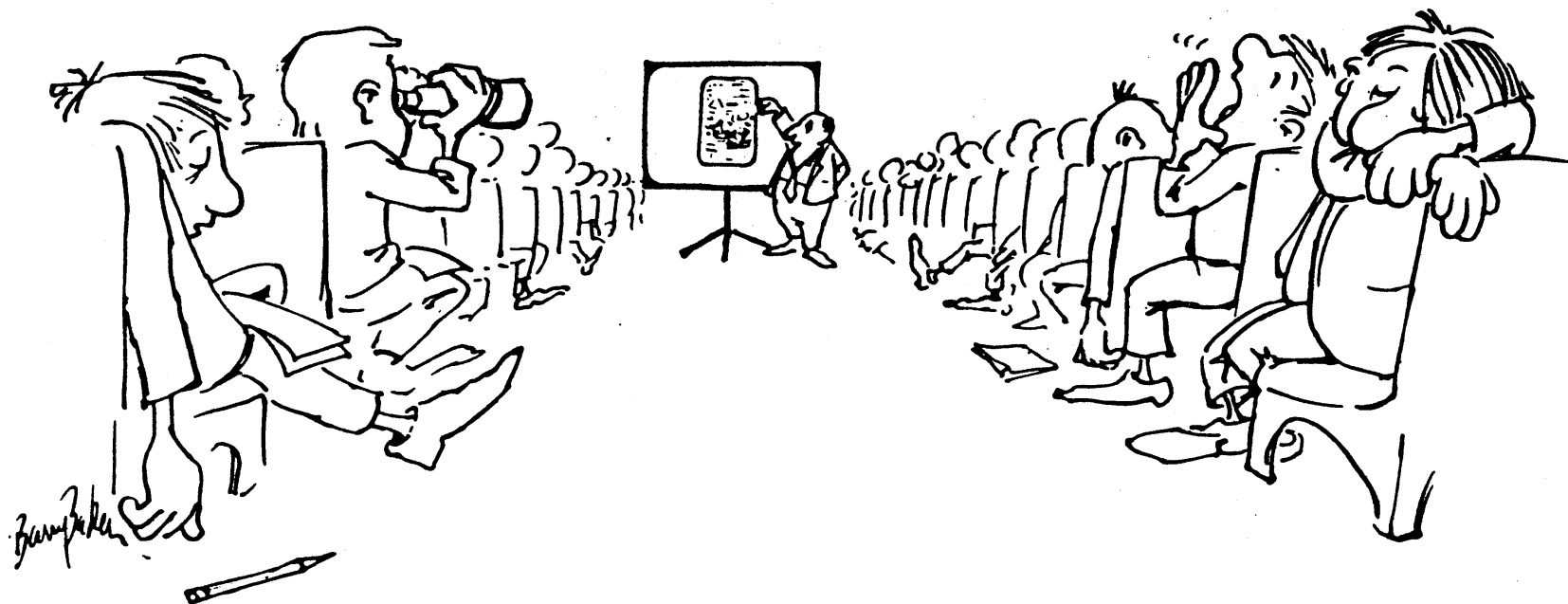
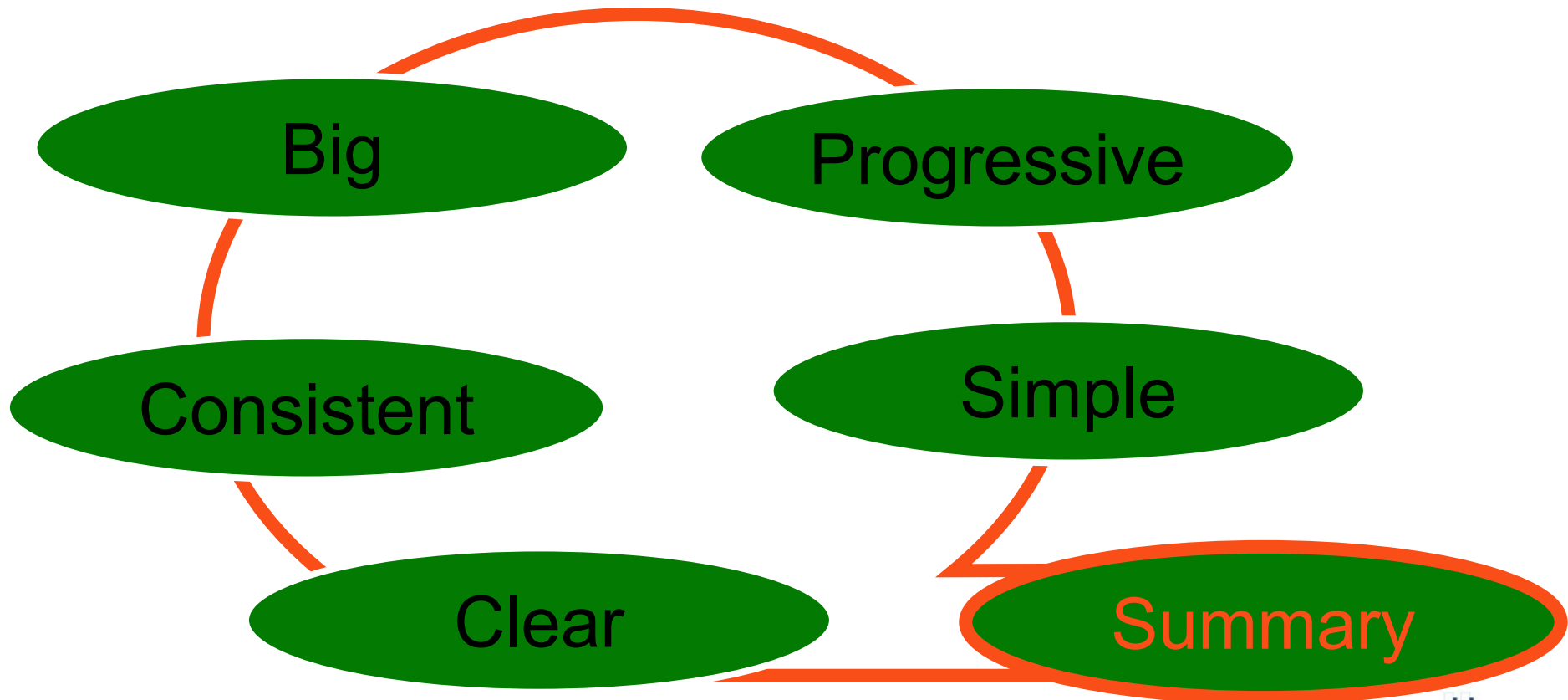


Effective presentations



... and this diagram clearly explains the principle underlying this very important concept.
Next slide please ...

Designing Effective PowerPoint Presentation

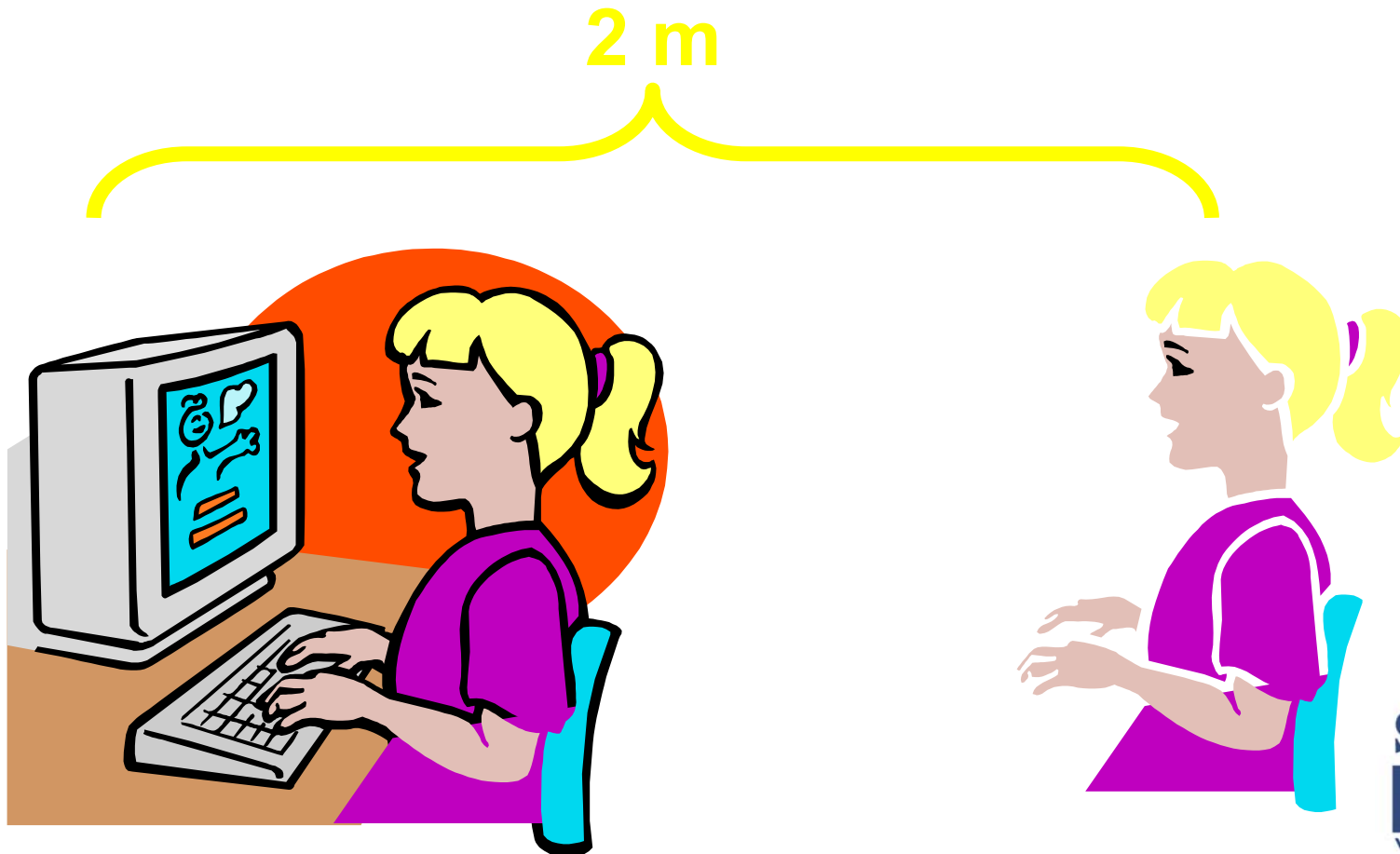


Make it Big (Text)

- **This is Arial 12**
- **This is Arial 18**
- **This is Arial 24**
- **This is Arial 32**
- **This is Arial 36**
- **This is Arial 44**

Make It Big (How to Estimate)

- Look at it from 2 metres away



Keep It Simple (Text)

- **Too many colours**
- **Too *Many* Fonts and Styles**
- **The 6 x 7 rule**
 - △ No more than 6 lines per slide
 - △ No more than 7 words per line

Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing solutions to those problems in situations in which learning is required (HMRS 5th ed.)

Too detailed !

Keep It Simple (Text)

Instructional Technology:

A process

involving people, procedures & tools

for solution

to problems

(HMRS 5th ed.)

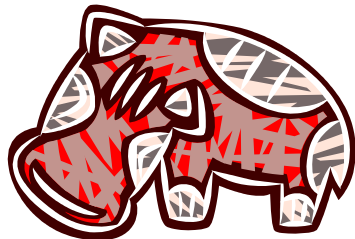
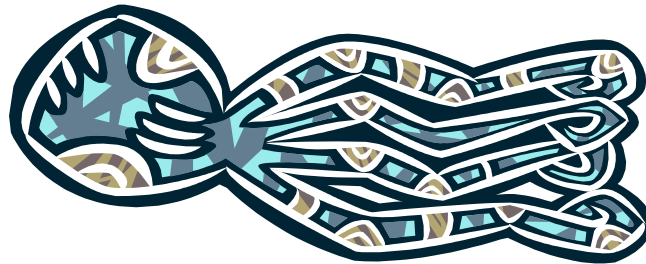
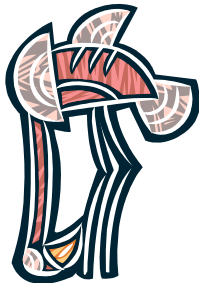
Much Simpler



Keep It Simple (Picture)

➤ **Art work may distract your audience**

- Artistry does not substitute for content

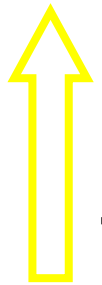


Make It Clear (Fonts)

- **Serif fonts are difficult to read on screen**
- **Sanserif fonts are clearer**
- *Italics are difficult to read on screen*
- **Normal or bold fonts are clearer**
- **Underlines may signify hyperlinks**
- **Instead, use colours to emphasise**

Be Consistent

- ✓ **Differences draw attention**
- **Differences may imply importance**
- **Use surprises to attract not distract**



These differences distract!

Be Consistent

- Differences draw **attention**
- Differences may imply **importance**
- Use **surprises** to **attract** not distract


Confusing differences!

In Summary

- **Big**
- **Simple**
- **Clear**
- **Progressive**
- **Consistent**

Source:

ERAU

Victor Chen