

General Tips

- Plan the whole presentation before you start to compose slides. Your goal is to cultivate interest and spark curiosity. Choose your content selectively.
- Set objectives for your talk and state them visually in one of the first few slides.
- Provide an outline so that your audience knows where you are going and what the important points are.
- End your presentation with conclusions.
- Use one slide per minute as a rough guide when creating your PowerPoint.

Stylistic Tips

- Many templates provided within the PowerPoint package distract from a presentation and use up much of the projected real estate. It is often better to create your own minimal master and style including a small logo.
- Create high contrast slides by using either dark text on a light background or light on a dark background.
- Use fonts that are commonly found on all computers such as Arial (sans serif) or Times New Roman (with serifs). Use a serif font for paragraphs of text but sans serif for headlines and short bullets.
- Font sizes should be judged in relationship with the projection screen but for large audiences, larger fonts are preferable. Text with all capitals is hard to read.
- Decide if you want to use stepped bullet points or 'all text at once' slides.
- Be consistent throughout all slides with text style and form.
- Use *italics* and **bold** for emphasis only.

Content Tips

- In general, use a 7x7 maximum rule – 7 words on 7 lines of text with a 25-word maximum per slide. Your slides should show key points from your paper and not be copied directly out of your paper.
- If abbreviations or jargon are used, these should be explained.
- Inclusion of video clips (make sure that the clip is in the same file location as the overall PowerPoint presentation), animation (such as using motion paths creatively) can keep an audience interested. Mix graphics and pictures with text.
- Humor is an important part of any presentation but should be used appropriately.
- Always attribute quotations used.
- In general, too much of anything will tend to attract boredom.
- Graphs captured directly from Excel will not likely be best for projection. It is often better to create simpler, bolder versions in PowerPoint.
- Make sure that you have a title, your name, and affiliation on the first slide and your contact information at the end of the presentation.