# 10 TIPS FOR
# CREATING POWERFUL POWERPOINT PRESENTATIONS

1. **Create an eye-catching title page.** First impressions count so feel free to get creative. Your title page should have a consistent look and feel with the rest of your presentation but doesn't have to be identical. Be sure to include the presentation title and presenter information (e.g., name, title, contact).

2. **Be consistent.** Create a PowerPoint style guide so that your slides can be easily reused. This goes beyond just the template master; decide on fonts, capitalization of key words in titles and first word of sub-bullets, and whether or not you will have a period at the end of all bullets, only the last bullet, or none at all.

3. **Consider presentation structure and flow.** Ensure a logical flow from one slide to the next. Title each slide and avoid too much text. Use sub-title slides to introduce new sections.

4. **Ensure readability.** Use a minimum of 24 font size with the exception of citations or other "fine print," which could be 20. Choose one size and stick to it; adjust amount of content per slide rather than using an automatic resizing feature. Consider using columns for short bullets, to maximize available space.

5. **Use bullets effectively.** Bullets help structure your content; sub-bullets are for related concepts.Avoid long sentences and paragraphs on slides; ideally each line would start with a new point. To avoid wrapping onto the next line, omit words like "the" and "a" where possible.

6. **Avoid redundancy.** If you can use a sentence stem or title to avoid repeating content, do it. Strive for a clear and concise message on the slide.

7. **Use graphics wisely.** Graphics help create interest in a PowerPoint; however, if using a picture as a background, ensure your font is readable (i.e., you may have to use white font on a dark background or the shadow feature on a background that shifts from dark to light; another option is to "wash out" your background image). For design consistency, considering using all cartoons/ clip art or all photos. If using a video, ensure the file is embedded if you need it to function off your computer without Internet access.

8. **Credit your source.** If you're using real art (i.e., not clip art or a commercial image from iStock), credit it by providing a source. Also be sure to clearly indicate and credit any direct quotes.

9. **Balance white space and content.** Using PowerPoint templates is great, but ensure you leave enough white space on the slide. Too much text or an overuse of graphics creates a distracting and unfocused slide.

10. **Proofread carefully.** Just like any other document, proofread your work. An error on a PowerPoint presentation jumps out when it's projected onto a large screen at the front of a room.

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604.856.2386
info@lifestrategies.ca
www.lifestrategies.ca