Effective PowerPoint Presentations

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McGraw-Page Library
Effective PowerPoint

- **Understandable**
  - Simple sentences; no jargon

- **Memorable**
  - Chunks of three
  - Relevance

- **Emotional**
  (calling for actions)
Presentation purpose

- Establish it early on.
  - “Hook-up”: a dramatic question
- Make it simple & memorable.
  - “1,000 songs in your pocket” (Steve Jobs, 2001)
- Connect with the audience.
  - Their interests
  - Prior knowledge
  - Motivation
Support What You Say

Don’t include
- too many slides
- too much text and data
Support What You Say

Do

• focus on the content (vs. effects)

• use **visuals**
  – relevant, good-quality images
  – short media clips
  – charts & graphs
Slide Design: Lean & Clean

👍 Text sizes 24+; **bold** for emphasis

👍 Bulleted text with consistent style

🚫 No busy background

🚫 No all-caps or special fonts

🚫 No excessive special effects
Before Your Presentation

• “Sorter” view for structure
  - purpose, details & summary
Before Your Presentation

• Media clip playback
  – File organization
  – Speakers and players
• Internet
• Projection
• Plan B (What if technology fails?)
Delivering Your Presentation

- Lots of practice
- Open posture
- Energy
- Interacting with the audience
  - Facing them & eye contact
  - Pacing
  - Encouraging questions
Common Design Issues

Examples of poor design and solutions in next few slides ...
Example of Busy Background

- Colorful background
- Dark background
- Image as background
Rx:

- The text must stand out against the background.
- White background works in most cases.
- When using an image as background, be sure to lighten it up:
  - Clicking on the image
  - Selecting “Picture tools” tab
  - Selecting “Color”
“FORMER SURF PARTICIPANTS WHO GO ON TO GRADUATE SCHOOL FIND THEMSELVES PARTICULARLY WELL PREPARED FOR THE RIGORS AND INTELLECTUAL CHALLENGE OF INDEPENDENT RESEARCH, WHICH MANY OF THEIR GRADUATE-STUDENT PEERS ARE ENCOUNTERING FOR THE FIRST TIME.”

“Former SURF participants who go on to graduate school find themselves particularly well prepared for the rigors and intellectual challenge of independent research, which many of their graduate-student peers are encountering for the first time.”

The text above is from http://www.rmc.edu/why-rmc/surf.aspx
Rx : Avoid all-caps and serif fonts:

“Former SURF participants who go on to graduate school find themselves particularly well prepared for the rigors and intellectual challenge of independent research, which many of their graduate-student peers are encountering for the first time.”
The Flipped Classroom is …

… a form of blended learning which encompasses the use of technology to deliver learning content outside of the physical classroom, so a teacher can spend more time interacting with students in the classroom (in place of lecturing extensively). This is most commonly done using teacher-created videos that students view outside of class, but there are many other ways to provide digital learning content. It is also known as flipped teaching, flipped instruction, reverse instruction, and other terms …

Source:
The Flipped Classroom is …

**Before Class:**
- Instructor records the lecture
- Students view the recording & content, and take the pre-test

**During Class,** the focus is on:
- Difficult concepts
- Hands on practice
- Multiple perspectives
- Applications
R-MC Logo and Branding
Resources

• Slideshare.net
  http://www.slideshare.net/satyajeet_02/how-to-make-effective-presentation

• Chemical & Engineering News
  http://pubs.acs.org/cen/email/html/cen_email_cen_employment_86_8613employment.html

• The Three Basic Secrets of All Successful Presentations
  http://www.forbes.com/sites/carminegallo/2013/02/22/the-three-basic-secrets-of-all-successful-presentations/
Questions?

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