

# PowerPoint Presentations

## DO'S & DON'TS



### KEEP IT SHORT

Less words get more engagement, think of twitter. Use more relevant images.



### PROOFREAD

Always check your spelling and data. Typos will reduce your effectiveness and credibility. Accuracy is vital.



### BE CREATIVE

Connect with your audience visually in a creative, yet professional way.



### ENHANCE

Use PowerPoint to enhance your message. It should not replace your message. Hence the term *visual aid*.



### PREPARE

Practice your presentation using your PowerPoint. Know the room and the equipment and be able to use it ahead of time.



### OVERCROWD

Too many bullet points or images can be distracting. Less clutter = more effectiveness.



### SPEAK TO THE SCREEN

Keep your audience engaged with direct eye contact. Reading from and facing your PowerPoint will result in disconnection.



### ANIMATION

Err on the side of caution with animation. Too much movement and sound can work against you.



### FANCY FONT

Use a consistent, engaging, and readable font throughout your presentation. Be deliberate in your choice. Contrast should also be considered.



### CLIP ART

Use high-quality graphics. Low-resolution images will not display well. Graphics must be meaningful and enhance understanding.