

Creating Effective

Power Point

Presentations

- SIMPLICITY
- CONSISTENCY
- PURPOSE

for **EXAMPLE**

This is too much text:

Microsoft PowerPoint is a proprietary presentation program developed by Microsoft. It is part of the Microsoft Office system, and runs on Microsoft Windows and the Mac OS computer operating systems. The Windows version can run in Linux operating system, under the Wine compatibility layer. PowerPoint is widely used by business people, educators, students, and trainers and is among the most prevalent forms of persuasion technology. Beginning with Microsoft Office 2003, Microsoft revised the branding to emphasize PowerPoint's place within the office suite, calling it Microsoft Office PowerPoint instead of just Microsoft PowerPoint. The current versions are Microsoft Office PowerPoint 2007 for Windows and 2008 for Mac. As a part of the Microsoft Office suite, PowerPoint has become the world's most widely used presentation program.

Fancy Backgrounds don't help

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Bullet Points don't help

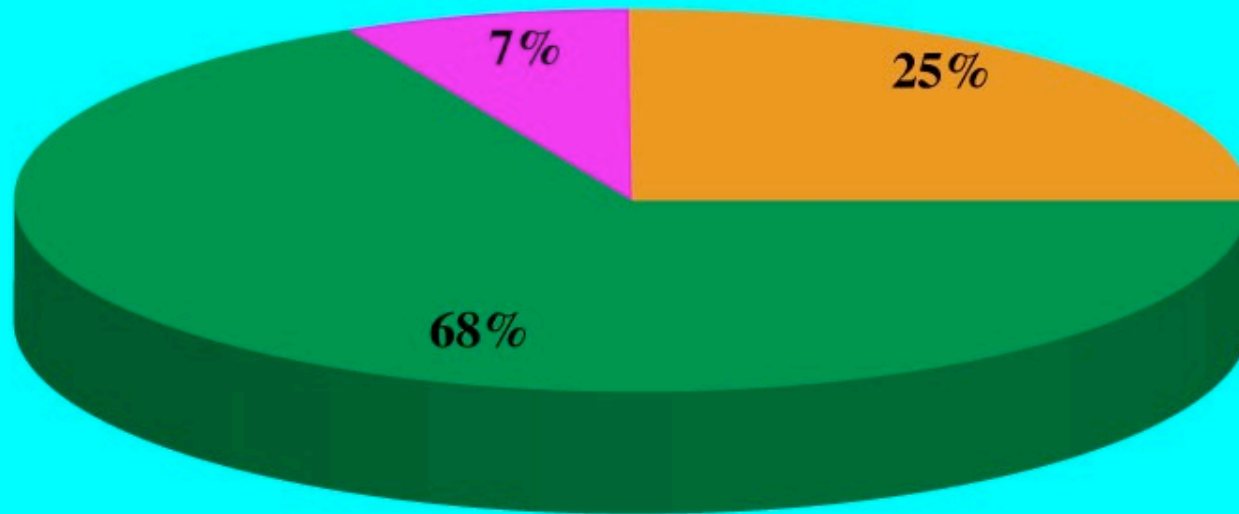
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Microsoft Power Point

- Made by Microsoft
- Can run on PC, Mac OS, and Linux
- Used by Business People, Educators, Students and Trainers
- Part of the Microsoft Office Suite
- Most widely used presentation software

PROBLEM: **Noisy Slides**

Widget Consumption



7% - South America



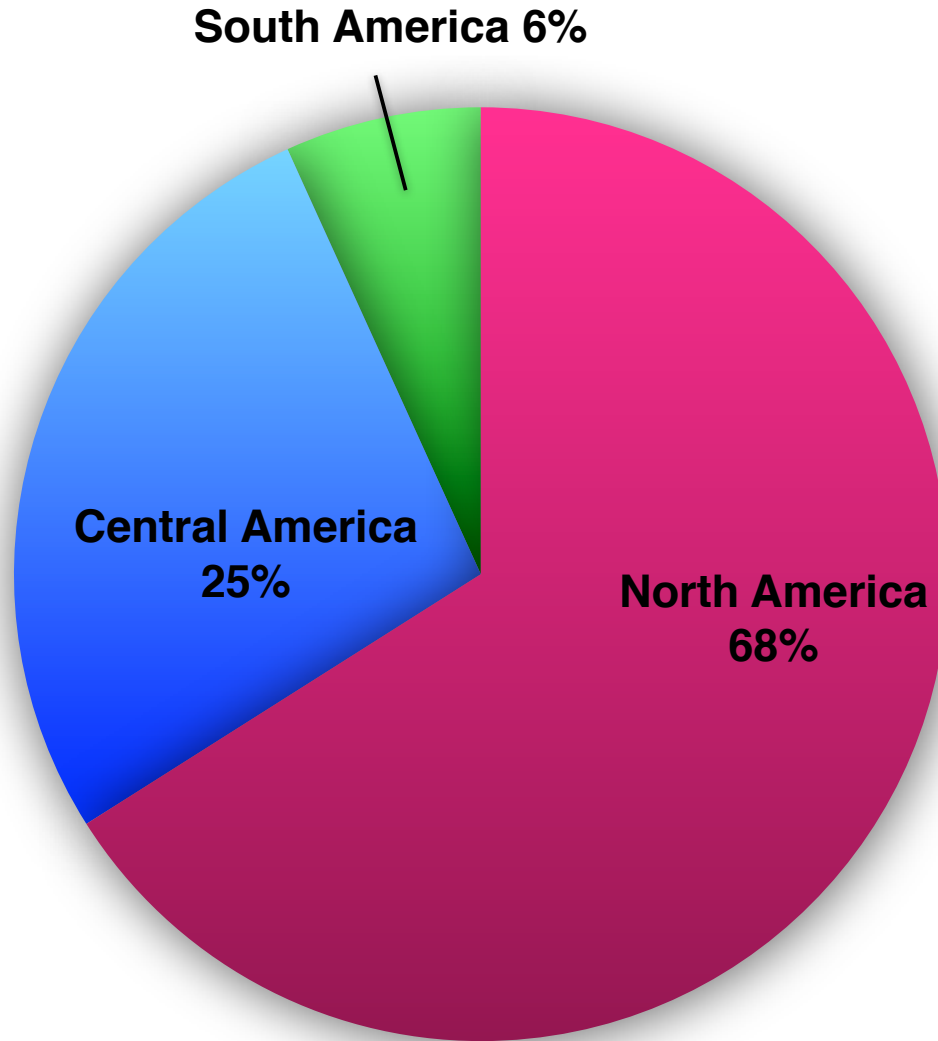
25% - Central America



68% - North America

Source: Wikipedia.org

Widget Consumption

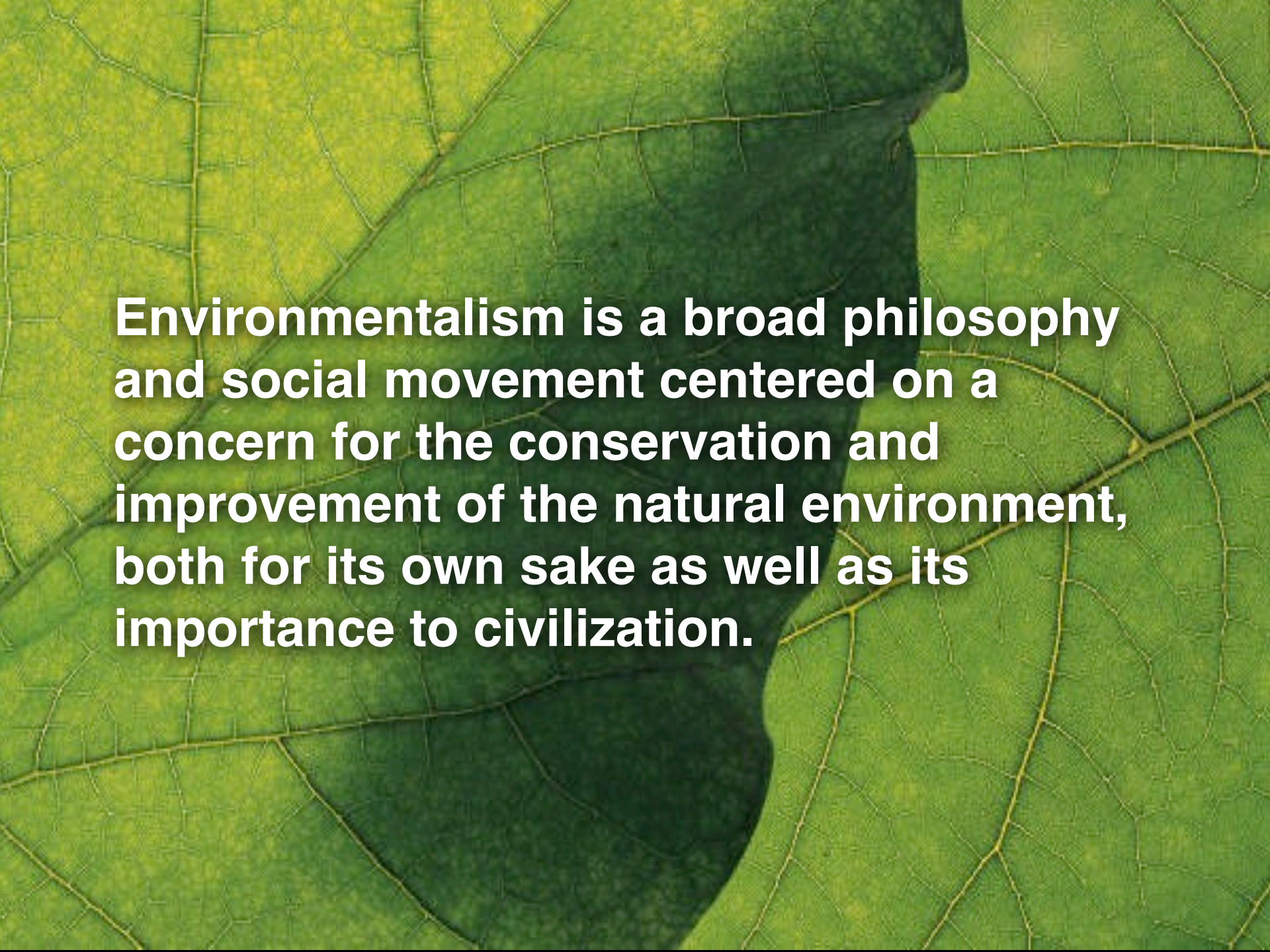


PROBLEM: Useless Imagery

Environmentalism:

Environmentalism is a broad philosophy and social movement centered on a concern for the conservation and improvement of the natural environment, both for its own sake as well as its importance to civilization.



A close-up photograph of a green leaf with a dark silhouette of a person's head and profile overlaid on it. The leaf's veins are clearly visible, and the silhouette is positioned on the right side of the frame, facing left. The text is centered on the leaf, overlaid on the dark silhouette.

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PROBLEM: Promiscuous Fonts

Popular American Holidays

Independence Day: July 4

Christmas: December 25

New Years Day: January 1st

Halloween: October 31st

Labor Day: first Monday in September

Thanksgiving: Fourth Thursday in November

Popular American Holidays

- Independence Day: July 4th
- Christmas: December 25th
- New Years Day: January 1st
- Halloween: October 31st
- Labor Day: first Monday in September
- Thanksgiving: Fourth Thursday in November

PROBLEM: Lack of Empty Space

Lionfish

- A Lionfish is any of several species of venomous marine fish in the genera *Pterois*, *Parapterois*, *Brachypterois*, *Ebosia* or *Dendrochirus*, of the family *Scorpaenidae*.
- The lionfish is also known as the Turkey Fish or Dragon Fish.
- They are notable for their extremely long and separated spines, and have a generally striped appearance, red, brown, orange, yellow, black, maroon, or white.





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PROBLEM: Lack of Balance

Golden Retrievers



**Description / Appearance / Temperament / Care / History /
Health / Activities**

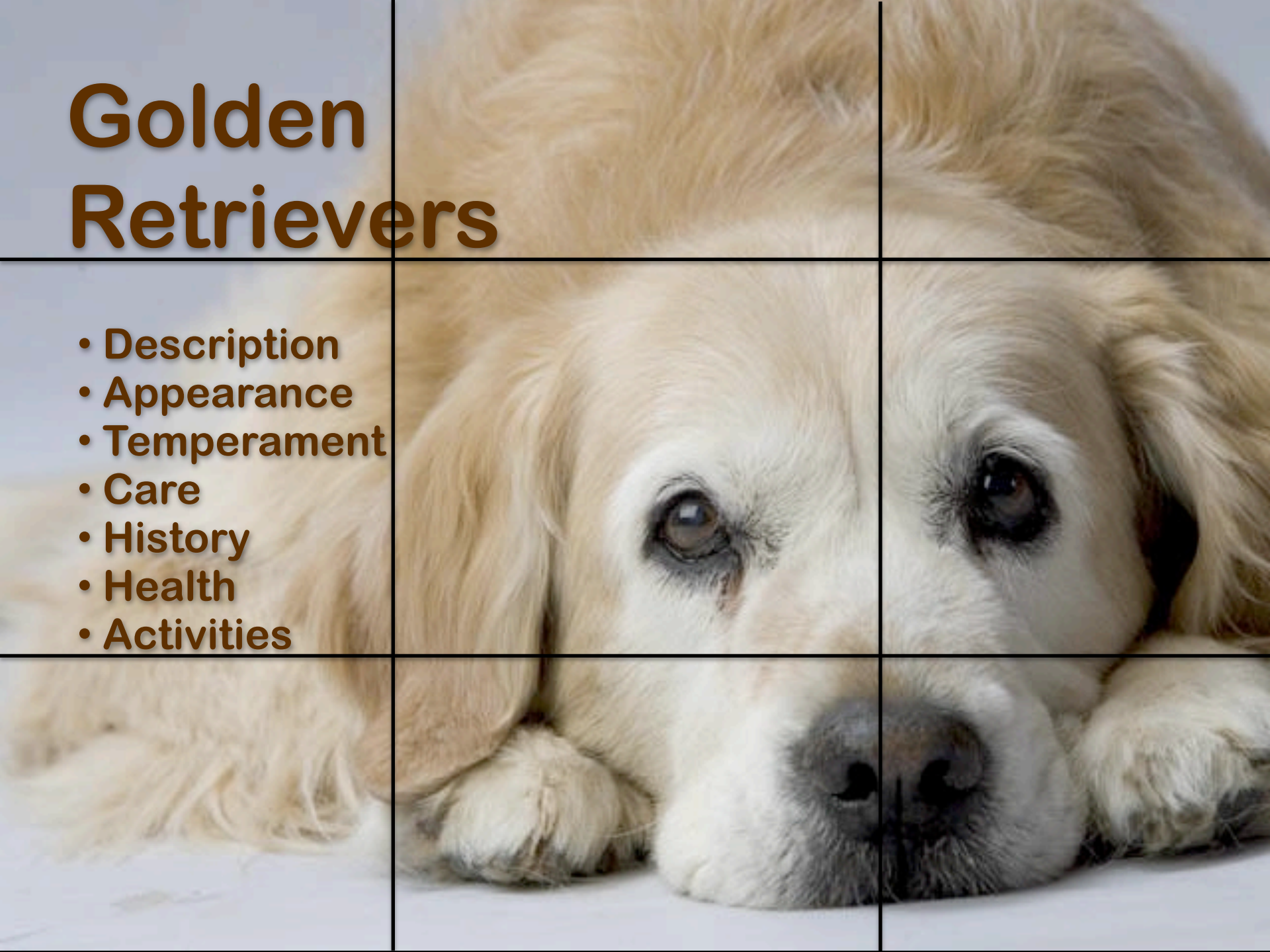
Golden Retrievers

- Description
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PROBLEM: Poor text &
image combinations

**54% of all doctors
are Women**



**54% of all doctors
are women**



PROBLEM: Animation & Transitions

It distracts from the message

PROBLEM: Decorating Slides

DachisGroup Social Business Power Map ²⁰¹⁰ for

Mapping the interest, adoption, and maturity for the business aspects of social media across the spectrum.



TIPS

- Keep themes simple and consistent
- Use simple fonts
- Use a remote
- Keep bullets to a minimum (6-8)
- Test your font size
- Never trust technology

THANK YOU

