

Eight Rules for Better PowerPoint/Keynote Presentations.

1. **Remember that you are the presenter, not PowerPoint.** Use your slides to emphasize a point, keep yourself on track, and illustrate a point with a graphic or photo. Don't read the slides.
2. Don't make your audience **read the slides either**. Keep text to a minimum. **The bullet points should be headlines**, not news articles. Write in sentence fragments using key words,
3. **Make sure your presentation is easy on the eyes. Stay away from weird colors and busy backgrounds.** Use easy-to-read fonts such as Arial and Times New Roman for the bulk of your text, and, if you have to use a funky font, use it sparingly.
4. **USE LARGE READABLE FONTS**....30 points or bigger. Never include anything that makes you announce, "I don't know if everyone can read this, but...."
5. **Leave out the sound effects and background music**, unless it's related to the content being presented.
6. **Stick with simple animations or use none of them at all.** Sure you can make the words boomerang onto the slide, but you don't have to. Remember that some of your audience may have learning disabilities such as dyslexia, and swirling words can be a tough challenge. These animations will not be functional in the webcast version.
7. **Proofread, proofread, proofread.** You'd hate to discover that you misspelled any words
8. **Practice, practice, practice your presentation.** The more times you go through the presentation, the less you'll have to rely on the slides for cues and the smoother your presentation will be. PowerPoint software allows you to make notes on each slide.

How NOT to create an AWESOME PPT

- Start with having a lot of words on one slide... I mean a lot
- Shoot for the moon and have a lot of bullets
- Read everything on your slide
- Jam all of your important points onto one slide so your main points are watered down
- Add cheezy clip art graphics (we like cheese)
- Don't care if your text size makes front row attendees squint
- Use poor resolution images and then tell your audience what that pixilated image is... then apologize to them
- Did I mention you should read your slides?
- Add a complex chart or table that no one can read then again apologize for sharing a blurred grid
- *Use a lot of italic font (the worst style for reading)*
- **Emphasize everything** on YOUR slide.
- Use faint text colors, then complain when talking that the lighting is poor
- Use a lot of animated transitions ... and do this with "medium" speed so your audience doesn't miss out on your awesomeness design talents
- Use a really distracting PPT template that includes your logo and other colors because the KISS rule your grandfather taught you doesn't apply to your slides.