

Guidelines to PowerPoint Presentations

1. Open PowerPoint. Click on File-New (CTRL-N).
2. Add another slide. Insert-New Slide. (Note duplicate slide: That's really helpful when you have a individual slide format that you want to use again.)
3. Go back to the first slide. Click on View-Master. A small menu opens up on the side. The second icon from the left is "insert Title Master". Click on that icon.
4. The first page by default in a new file is the title page, subsequent pages have internal slide properties. This distinction has implications for setting formats that affect the entire file, not just one slide, or a section of one slide. In other words, there is a title slide format, and a rest of the slides format.
5. Click on format-slide design. You will see all kinds of colorful designs, that you can start with and then modify. In general, unless you know that your presentation will NEVER be printed, and will only be viewed on a projector with an audience, use white background and black letters, with a colorful framing trim on the side. The colors should be compatible with either your company's design, or with your clients'. The design should never dominate the slide. Background colors and texture are distracting and often make the slide difficult to read. Keep it simple but attractive.
6. Play around with several formats and look at what happens to the title slide and the internal slide.
7. An effective slide format has:
 - a. A consistent font throughout (e.g., always Arial, in text and in charts, tables, figures).
 - b. Each text section of the slide (title, bullets, notes) has a consistent font size and color for that section.
 - c. Regardless of placement and use on the slide, the font is large enough to be readable for the audience.
 - d. It is not overly cluttered or overly sparse.
8. Each slide has:
 - a. A title for the slide content (e.g., "Data and Methods").
 - b. The main focus of the slide (e.g., a chart, a set of bullets)
 - c. Explanation for that main focal area, usually in another set of bullets at the top.
 - d. Some slides have 'call-outs' to bring attention to something on the chart or figure that is noteworthy. A call-out can be found in the drawings toolbar, Other Shapes-Callouts.
 - e. Any necessary footers (name of project, researcher, date). To make a footer, on the internal slide, click on View-Header/Footer. Click on page number, and title, and exclude from title page. Another way to make a footer is to create a text box with that information and put on each slide.
9. Each figure, chart or table must have a descriptive, concise title.
10. You can insert a chart or figure, and then insert the numbers in the chart yourself. Once you like the formatting, you can make duplicate slides and just change the numbers and labels (see #2).
11. You can also copy and paste charts, etc. from Excel, and tables from Word. Sometimes it makes sense to paste these as pictures because they hold their formatting better, unless you want to be able to edit them once they are in PowerPoint.
12. To edit charts, click on the chart and it will open up like the Excel charts.
13. A highly recommended book on the subject is *Presentation Zen*, by Garr Reynolds. Visit his website for some good ideas: <http://www.garreynolds.com/Presentation/prep.html>