

## TIPS FOR CREATING CLEAR AND CONCISE PRESENTATIONS

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The following tips will assist you in creating clear and concise presentations that will help to keep the audience's attention.

- ❖ Know as much as possible about the audience before you start creating the presentation.
- ❖ Each slide should convey only one main idea.
- ❖ The main idea should be able to be interpreted at a glance.
- ❖ Tailor the tone, graphics, and words to meet the needs of the audience.
- ❖ Use an overall theme that can be reinforced throughout the presentation.
- ❖ Every presentation should have a title slide that relates to the theme of the presentation.
- ❖ Maintain a consistent color scheme throughout the presentation.
- ❖ Avoid using small text.
  - Text on slides should be no smaller than 24 points.
  - Text for overheads should be no smaller than 18 points.
- ❖ Never have more than six bulleted items on a single slide.
- ❖ Make sure that your punctuation and capitalization are consistent throughout the whole presentation.
- ❖ Don't mix complete and partial sentences on any one slide.
- ❖ Use consistent wording in bulleted text.
- ❖ Use clipart that relates to the content of the presentation; don't use clipart that will distract from the presentation.
- ❖ Keep graphs simple. The most effective graphs are pie charts and column charts with three or four columns.
- ❖ Provide some form of handout so the audience can keep track of the presentation.
- ❖ The final slide should provide a recommendation or a summary of the presentation.

This information was taken from:

- Power Point 7: A Professional Approach by Sharon Fisher-Larson and Margaret Marple.
- Microsoft Office 2000: Quick Course by Jim Brown, Publisher for Microsoft Press