



# focus on

# Perfect Powerpoint



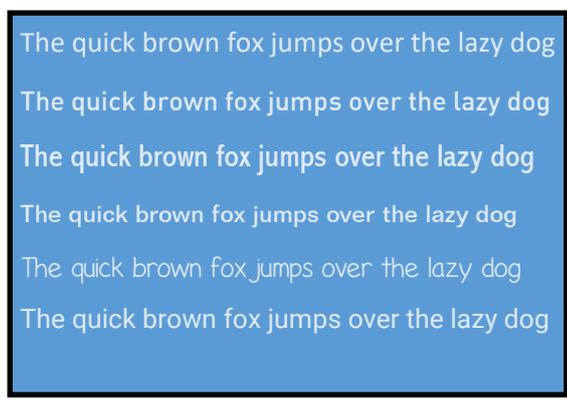
## STAGE 1 : DESIGN A TEMPLATE

Start by designing a master template on which all of your slides will be based. This adds continuity to your presentation. Try to avoid using the pre-formatted Microsoft templates if you want your presentation to stand out from the crowd. Go to **VIEW** then **MASTER TEMPLATE** and include any images you wish to appear on all your slides e.g. your logo.



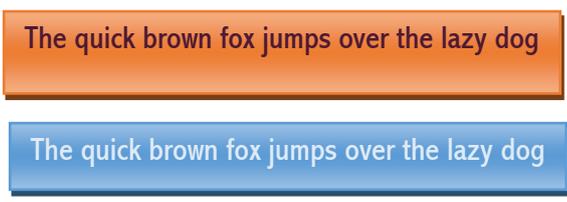
## STAGE 2 : CHOOSE A FONT

Choose a suitable font—your company may have a particular font you must use. Use a clear font, sans serif fonts (e.g. arial, helvetica, calibri) are easier to read at a distance. Use only 2 or 3 fonts max. Choose one for headings and one for body copy. Keep the font size (point size) such that your slide is readable from the back of the room (e.g. 48pt for headings, 28pt for body text). Make sure that the font is installed on the computer you are planning to use for playing back your powerpoint, if not then the slide formatting will alter as the computer uses a substitute font.



## STAGE 3 : CHOOSE A COLOUR SCHEME

Use colour sparingly. Choose a maximum of 2-3 colours. Maybe your company has a brand guide which will dictate the colours you must use. Keep the colours easy on the eye making the slide easy to read from the back of the room. As a general rule use dark font colours on light backgrounds and light font colours on dark backgrounds.



## STAGE 4 : DECIDE ON THE TEXT

Keep text short and simple. Don't write a script—Powerpoint should be used to augment your presentation NOT replace it. Preferably, just use prompt words or phrases. As a rule of thumb display a maximum of 6 bullet points, and no greater than 6 words per line. It's more interesting if you gradually build up the slides showing point by point. This keeps your audience's interest focussed.

1. Short & Simple
2. Not a script
3. Use as a prompt
4. Max 6 bullet points
5. 6 words per line
6. Build up the slide



## STAGE 5 : KEEP YOUR TEXT ALIGNED

Turn on the guides to help with aligning your text.  
 Click **VIEW** then tick **RULER** or **GRIDLINES** or **GUIDES**.  
 You can add guidelines by placing your mouse over a guide and left click whilst holding down **Ctrl** and dragging the guide.  
 You can also use tools to align your text by selecting all the text you wish to align then **HOME**, **ARRANGE** then **ALIGN** from the drop down menu choose the function required.



## STAGE 6 : GRAPHIC ELEMENTS

Use graphic elements and pictures whenever possible.  
 NEVER use clip art—it looks cheap and amateurish.  
 Photo libraries are a good source of images at reasonable prices.  
 Images from Google searches are copyrighted leaving you open to prosecution for copyright infringement.  
 Where possible, take your own picture using your phone camera.  
 These are then free and the copyright is yours.



## STAGE 7 : ANIMATION & TRANSITIONS

Animation adds movement to your slides .  
 Transitions animate from one slide to the next.  
 Whichever you choose to use keep it consistent throughout your presentation.  
 Use sparingly, to add emphasis to your show—words flying in from every direction is simply distracting and unnecessary.  
 Using wipe effect to build up complicated charts or graphs can be extremely effective and add impact to the presentation.

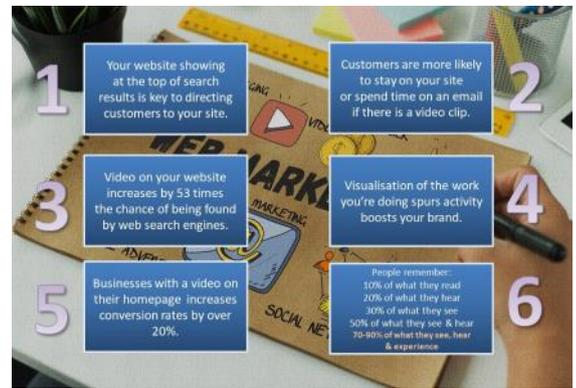


## STAGE 8 : INTERACTIVITY

You can make your presentation interactive by adding hyperlinks.  
 A hyperlink will action another application such as play a video or link to a web page outside the powerpoint. It can also jump immediately to another slide in your show or even to another powerpoint show.  
 Select the object you wish to add a hyperlink to (**INSERT**, **LINKS** **HYPERLINK** or **ACTION**).

## STAGE 9 : SUMMARISE

Use a summary slide when moving from one topic to another. This helps to consolidate the information with your audience. Ask “what do I need my audience to remember?” and include these point on your summary slide.



## STAGE 10 : HOLDING SLIDES

Use a 'holding slide' at the beginning of your show and again at the end or as a placeholder where you wish to direct your audience's attention away from the show and back to you. This could be your company logo or your title slide or a cute picture of your cat. It's good practice to copy this slide 3 times at the end of your show to prevent displaying a black frame if you over-click.



## STAGE 11 : SCREEN DRAWING

If you wish to draw on a slide to emphasise a particular point you can use the pen. **Ctrl + P** you can then draw using the mouse. To erase the drawing press **E**. You can change the colour and type of pen by a right mouse click. To avoid distraction you can hide the mouse pointer during a show by using **Ctrl + H**.



## STAGE 12 : SPELLING

Finally, save any embarrassment by getting a colleague to check your spelling before presenting a show. It's so easy to misread what you've typed and a member of the audience will take great delight in pointing out any typographical errors in your presentation much to their amusement and at your expense. Use spell check and consider any possible grammatical errors in your text.

