CREATING A POWERPOINT PRESENTATION

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Why a Presentation?

- A presentation is your opportunity to
  - make a point → loudly and clearly
  - stimulate interest and discussion
  - receive feedback on research

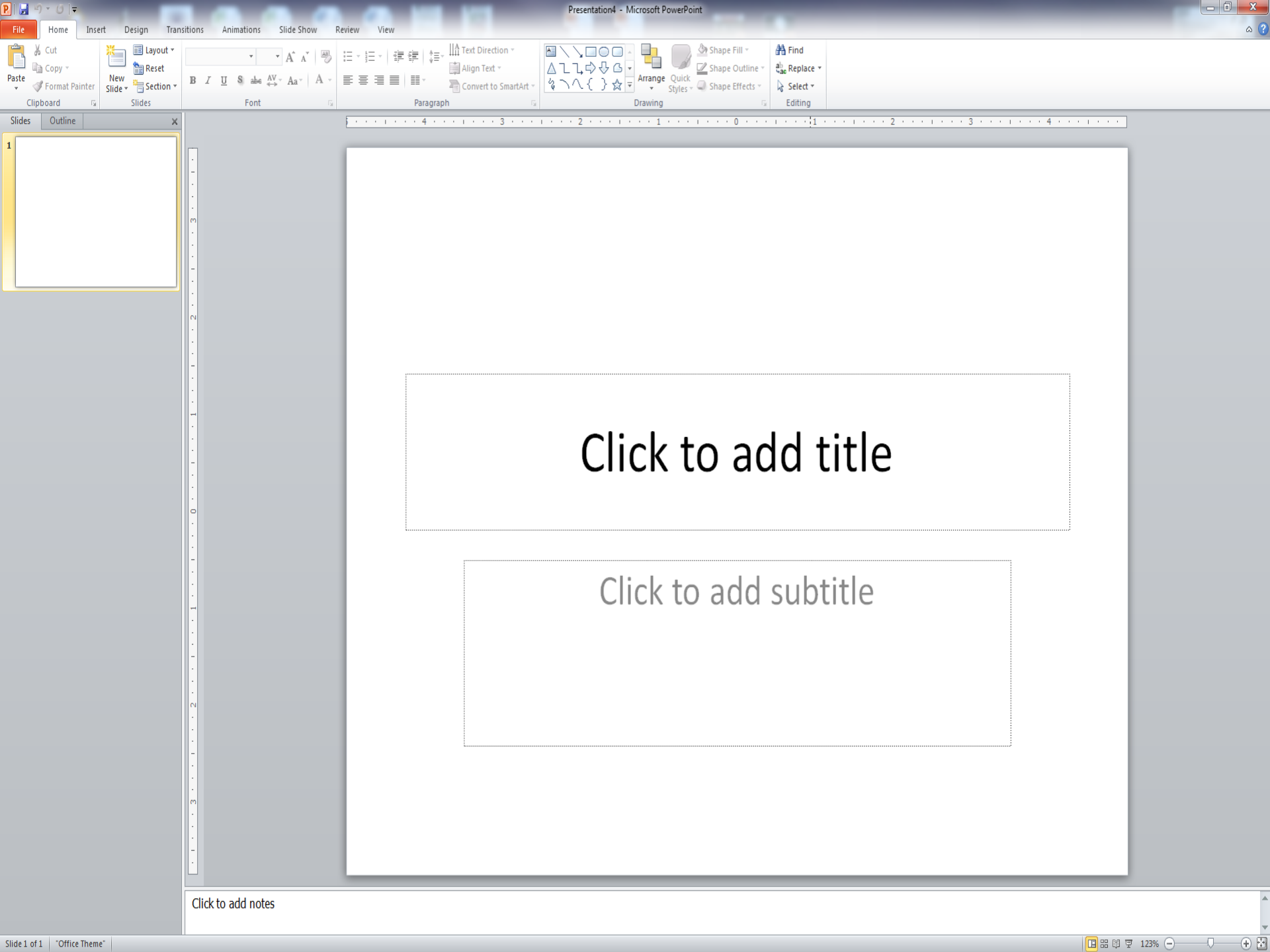
- A presentation is not
  - a research paper copied to a bunch of slides

Overview

- Getting Started
  - text, text boxes and images
- Themes & Backgrounds
  - what works and what doesn't
- Special Effects
  - animating your presentation

Getting Started

- Allow lots of time to create
  - a good presentation takes time
- Start Powerpoint
  - by default, blank with 2 text boxes


Presentation4 - Microsoft PowerPoint
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1
Click to add title
Click to add subtitle
Click to add notes
Slide 1 of 1
"Office Theme"
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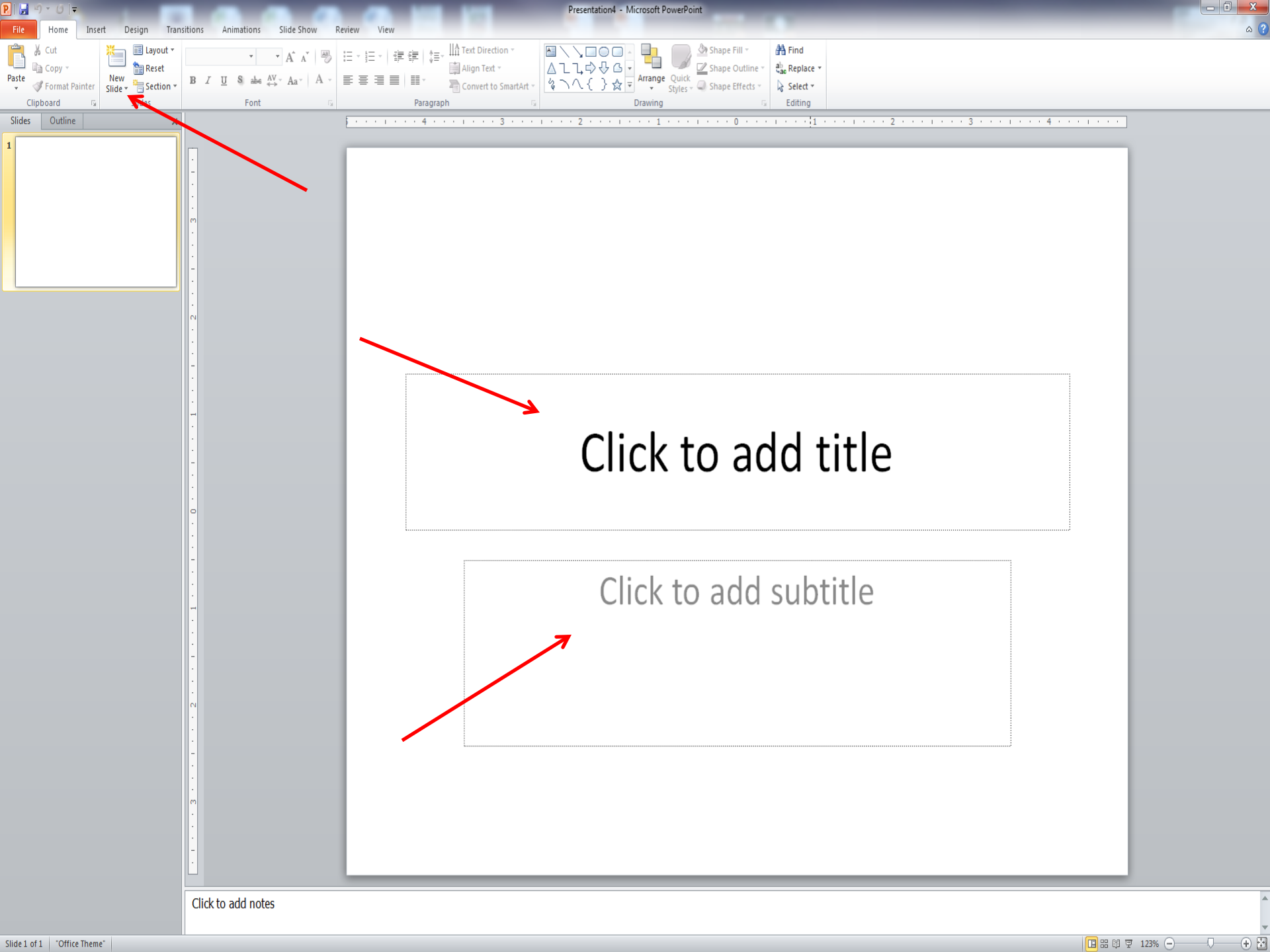
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Text

- Text should already exist
  - don't try to edit and compose at the same time
  - several small text boxes are better than a single large one
  - can be resized
  - can be justified
- Always acknowledge your sources

Text (cont.)

- Why text boxes?
  - easy to place anywhere on the slide
  - can be animated
  - can be time delayed

- To create a text box
  - Office 2010:
    - click on Insert, and select “Text Box”

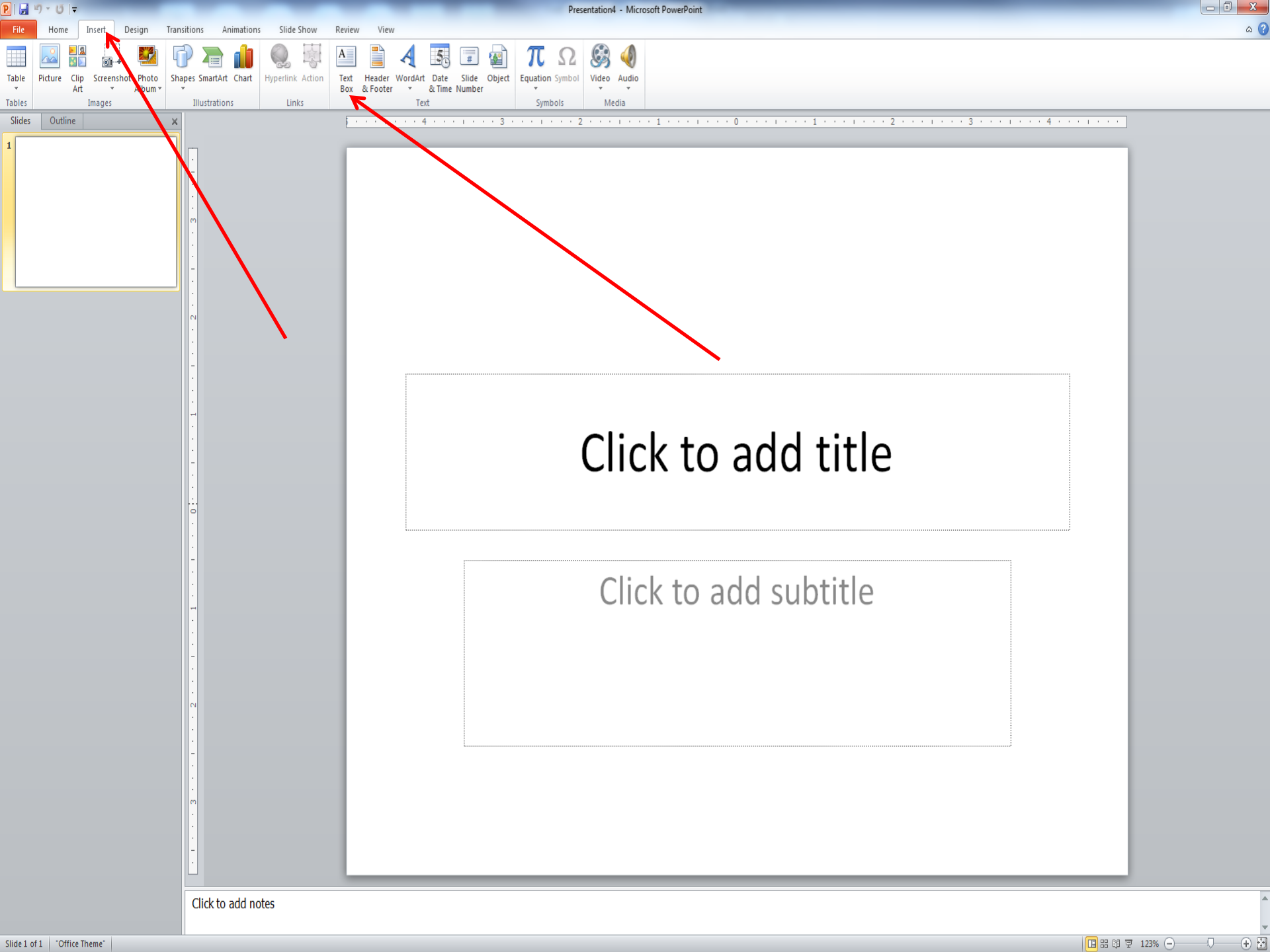
Text (cont.)

This text box is at the top left

This text box is at the top right

And you can't do any of that using the default text area!

This text box is at the bottom middle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Hyperlink
Action
Text Box
Header & Footer
WordArt
Date & Time
Slide Number
Object
Equation
Symbol
Video
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Images
Illustrations
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Text
Symbols
Media
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Images

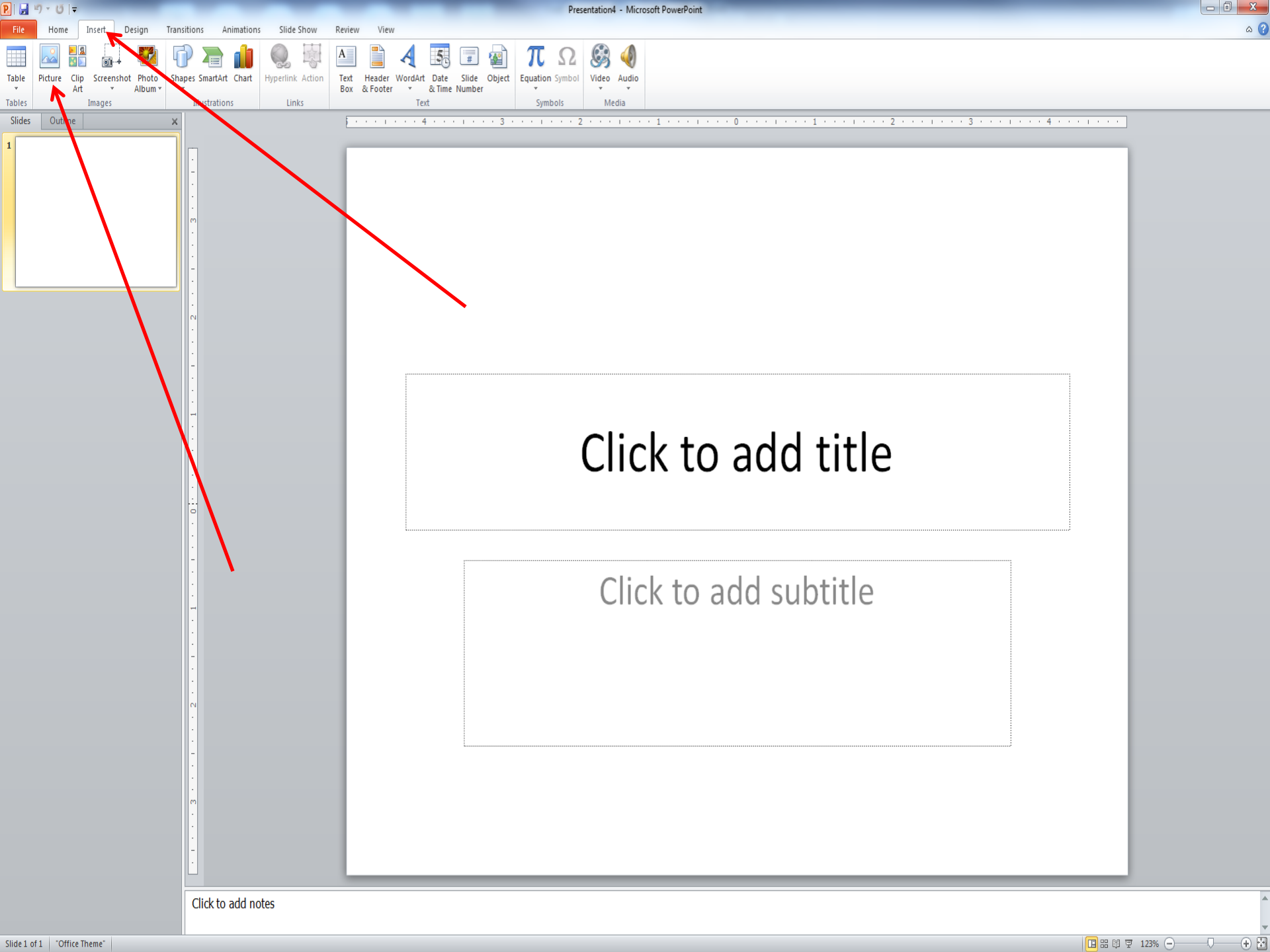
- GIFs or TIFFs
  - uncompressed
  - even low quality images look good when large
- JPGs
  - compressed
  - low quality images look pixilated when enlarged
  - high resolution images may be okay

digitalblasphemy.com

http://www.timetoast.com/timelines/modern-canada--12

Images (cont.)

- Images must already exist
  - beware of copyright issues
  - can be resized, rotated
  - high quality images
- Always acknowledge your sources
- Office 2010:
  - click: Insert → Picture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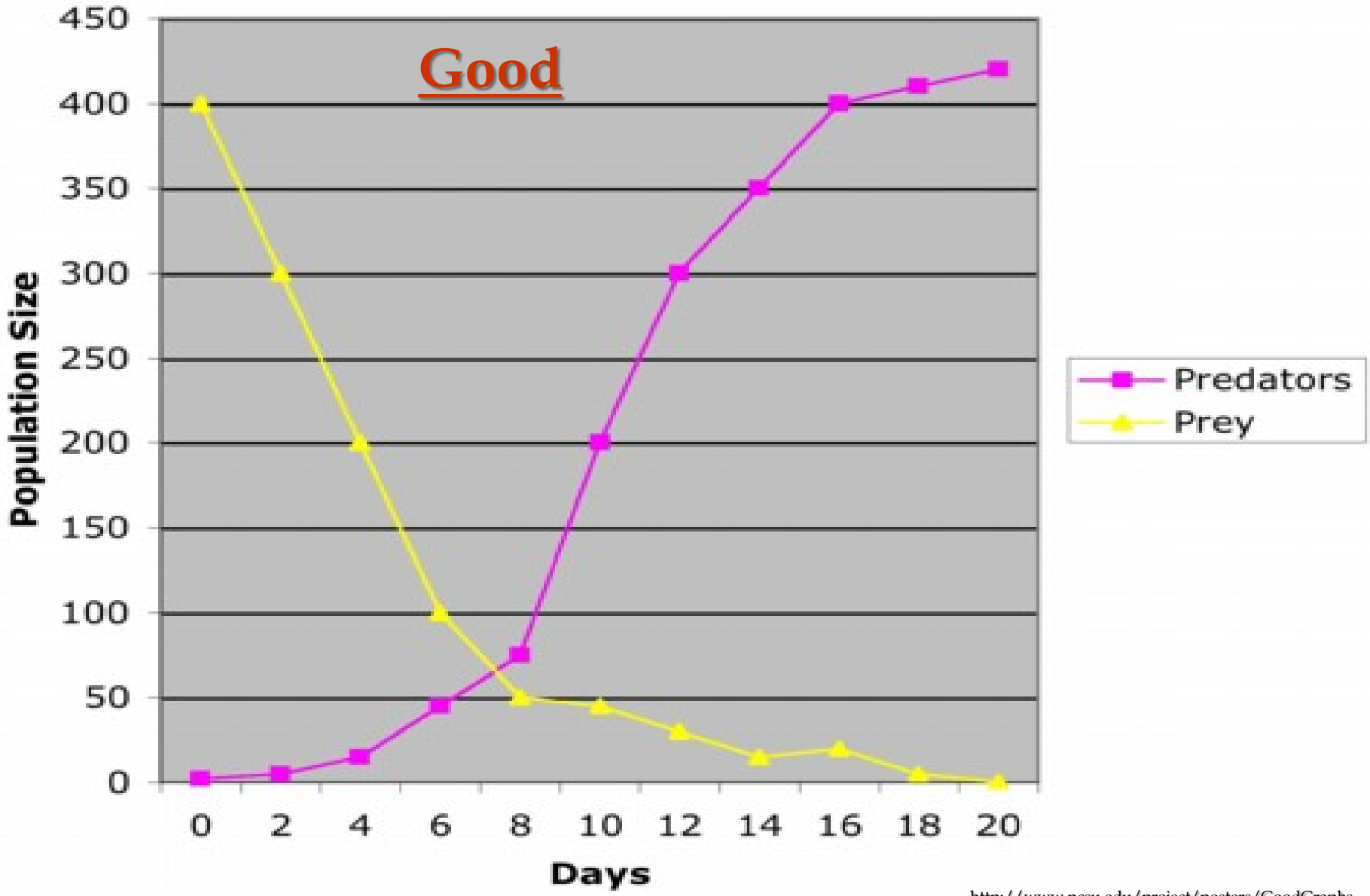
Graphs

- Focus on your data
  - keep graphs clean and simple
- Being exact and specific has its place
  - but it's better to get the message across
- No distractions
  - your message will come through loud and clear

Population Sizes Through Time

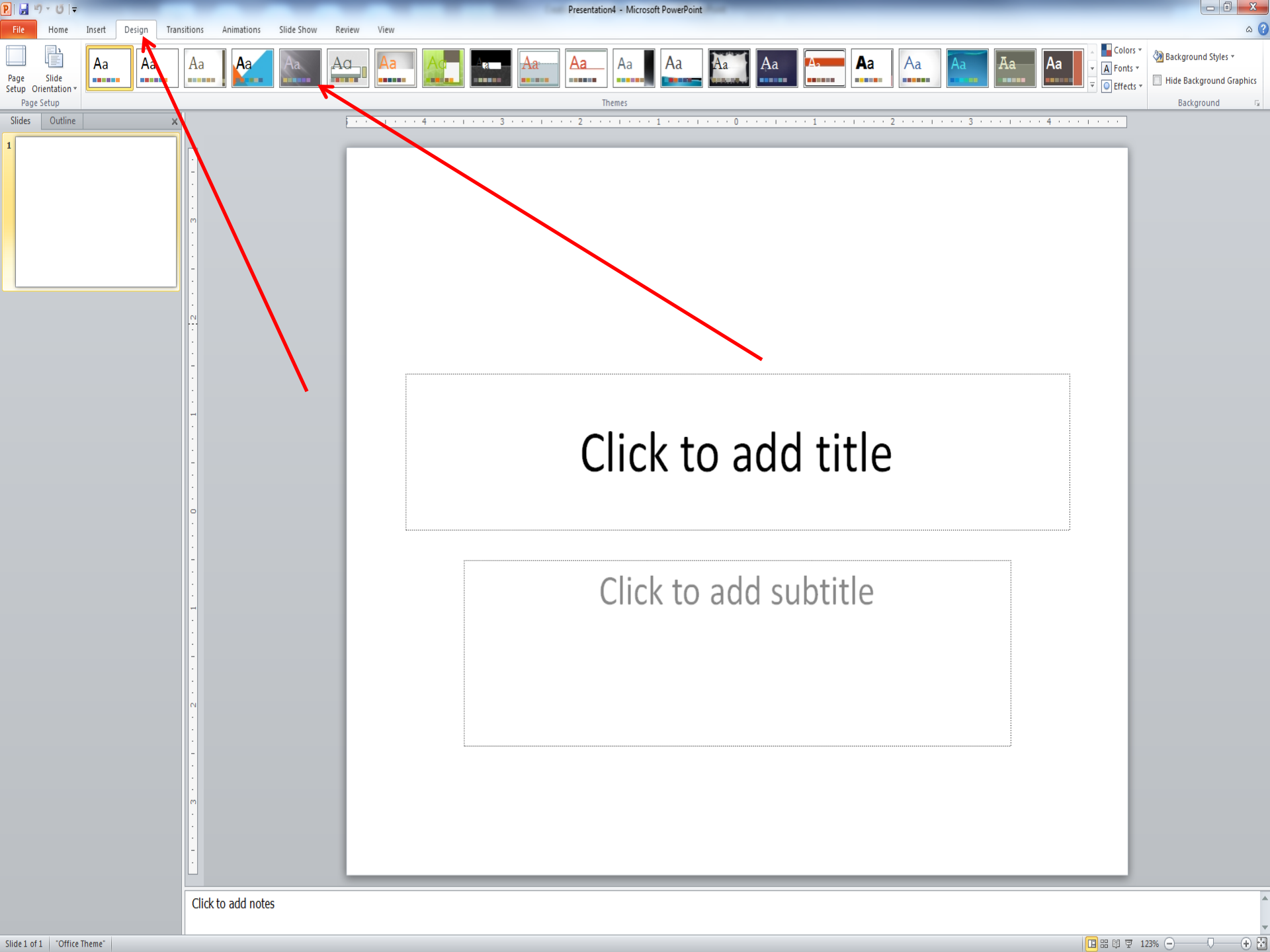


http://www.ncsu.edu/project/posters/GoodGraphs

Population Sizes Through Time
Better
Population Size
450
400
350
300
250
200
150
100
50
0
0
2
4
6
8
10
12
14
16
18
20
Days
Predators
Prey
http://www.ncsu.edu/project/posters/GoodGraphs

Themes

- Every slide uses the theme
- Do:
  - keep it simple
  - use native PPT themes
- Don't:
  - use a theme that is distracting
- Office 2010:
  - click: Design → Themes
  - select non-distracting theme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Fonts
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Hide Background Graphics
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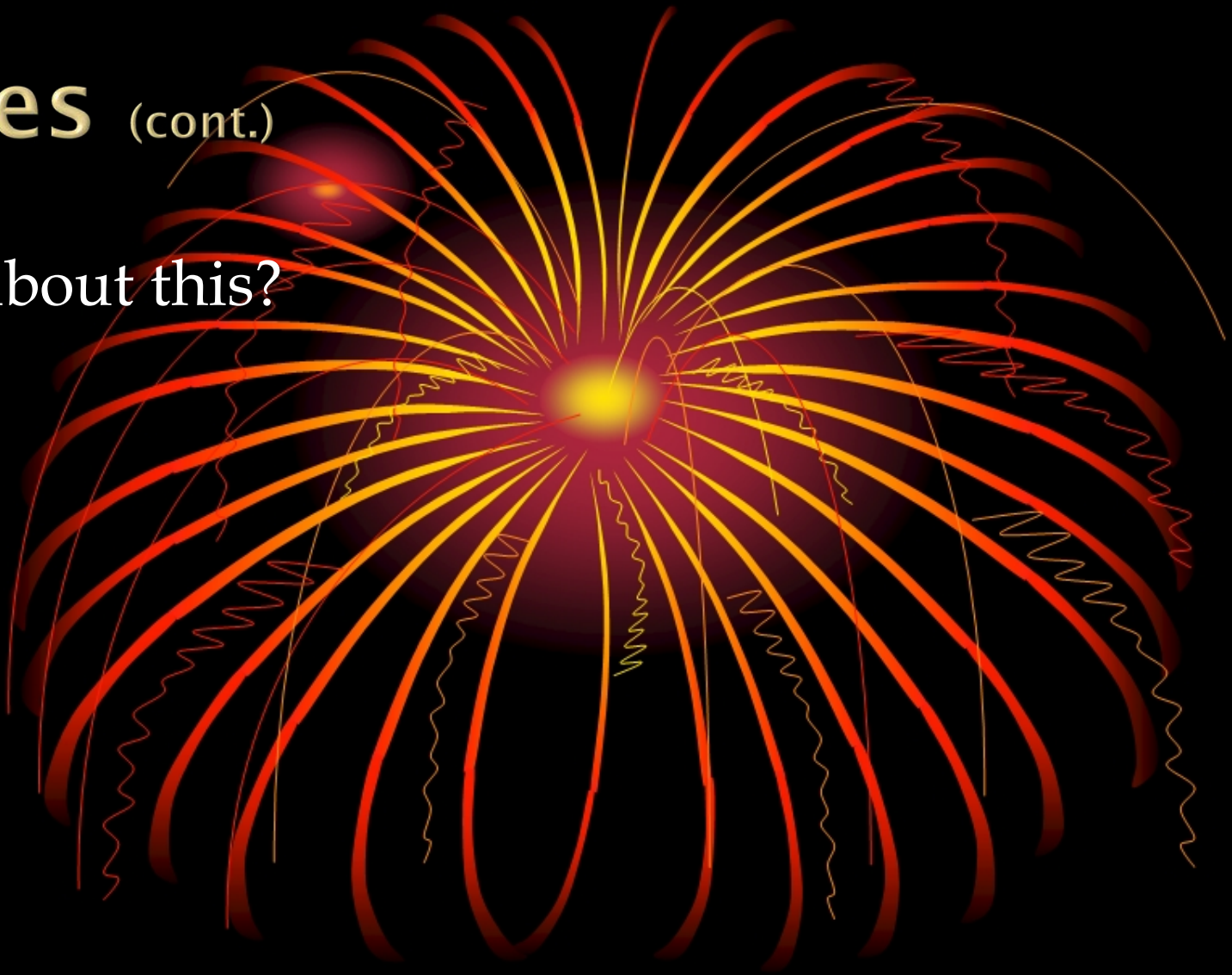
Themes (cont.)

- So, is this a distracting background?

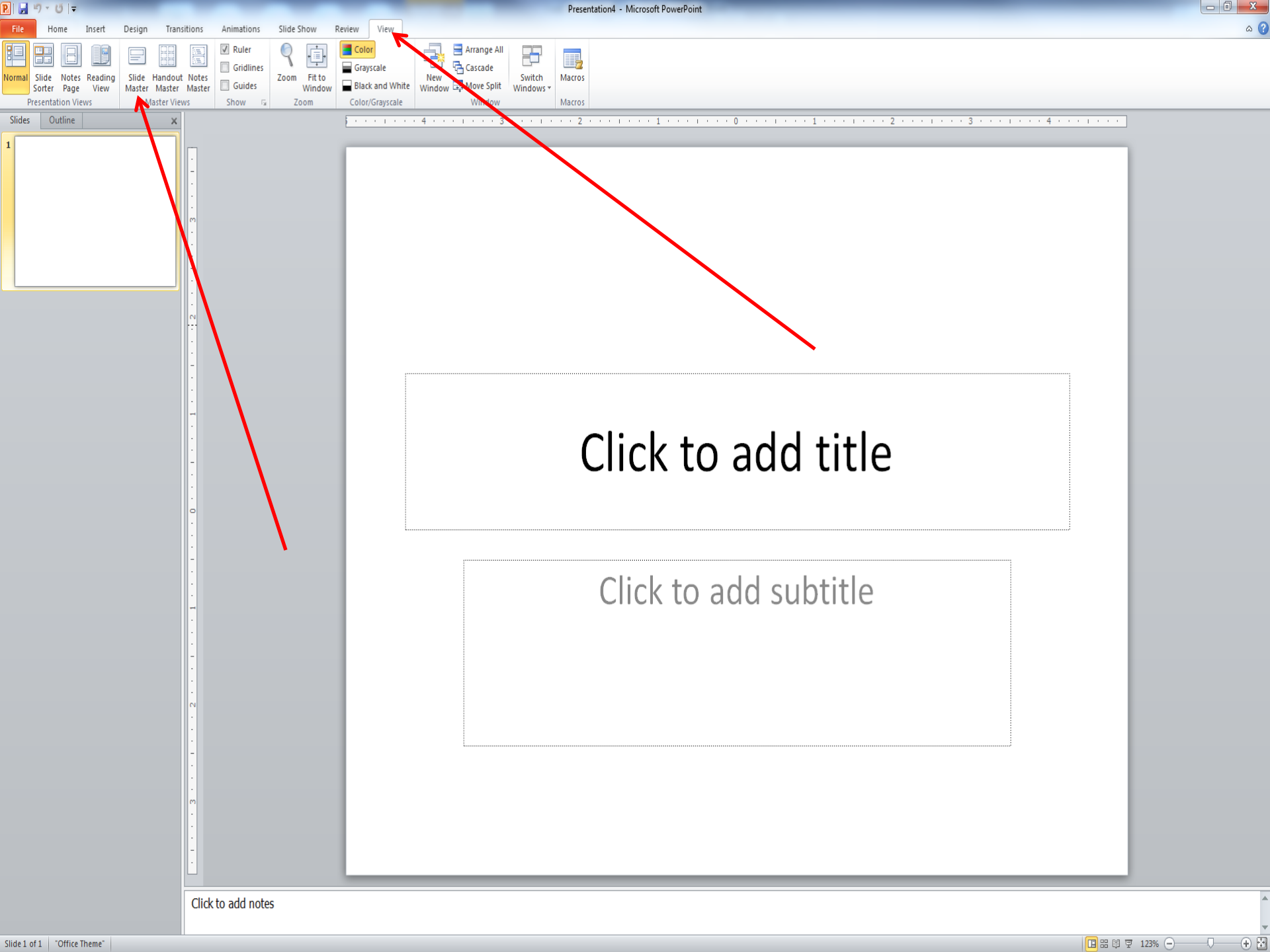
Themes (cont.)

- How about this?



Master Slide

- Embedded images on each slide
  - Office 2010
    - Click: View → Slide Master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Slide Sorter
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Reading View
Presentation Views
Slide Master
Handout Master
Notes Master
Master Views
Ruler
Gridlines
Guides
Show
Zoom
Fit to Window
Zoom
Color
Grayscale
Black and White
Color/Grayscale
New Window
Arrange All
Cascade
Move Split
Switch Windows
Window
Macros
Macros
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Backgrounds

- Only one slide uses the background
- Do:
  - keep it simple
  - use native PPT backgrounds
- Don't:
  - use a photo

Backgrounds (cont.)

- Avoid:
  - burst images

Backgrounds (cont.)

- Avoid:
  - burst images
  - strongly mottled images

Backgrounds (cont.)

- Avoid:
  - burst images
  - strongly mottled images
  - wild colors

Backgrounds (cont.)

- Avoid:
  - burst images
  - strongly mottled images
  - wild colors
- Remember: simple can be striking!

Effective Slides

- Slides should be self-explanatory
  - remove all non-essential information
  - use verbal explanations to fill in details
- Attract visual attention
  - use graphics, but sparingly

Effective Slides (cont.)

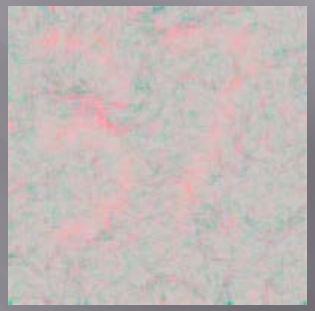
- Consider viewer impact
  - make it easy to read
  - make it easy to understand
  - people only have a few minutes per slide
- Keep it short, simple, and to the point

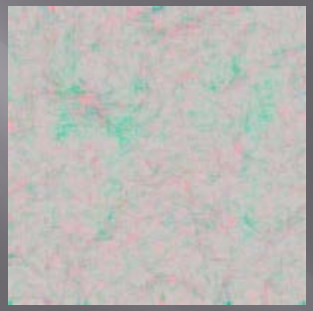
Effective Slides (cont.)

- Pick one font and stick to it
  - use larger or bold font for emphasis
- Use bullet points rather than paragraphs

Effective Slides (cont.)

- Avoid red/green combinations
  - red/green color blindness is common





- Biggest mistake: too much text
  - the most effective slides provide minimal text

http://en.wikipedia.org/wiki/Color_blindness

Effective Slides (cont.)

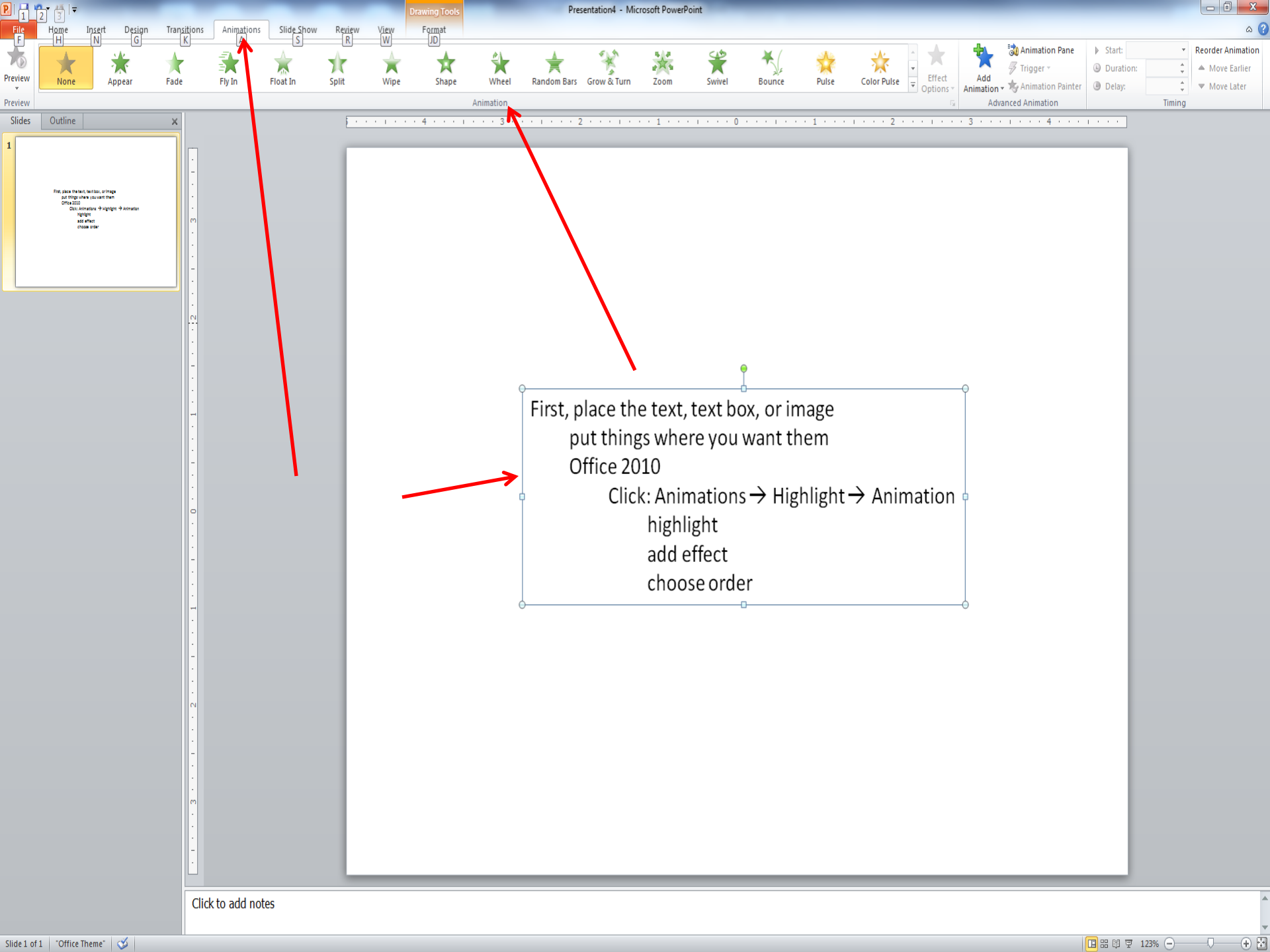
- A presentation is not
  - a research paper copied to a bunch of slides
    - avoid visual chaos
    - avoid shadowed text…
      - … unless it actually enhances the presentation
    - make text easy to read

Common Mistakes

- Too much text
  - use bullet points
- Reading from your slide
  - trust the technology
  - don't insult your audience
- Irritating animation
  - simple is better

Simple Animation

- First, place the text or image
  - put things where you want them
- Office 2010
  - Click: Animations → Highlight → Animation
    - highlight
    - add effect
    - choose order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Shape
Wheel
Random Bars
Grow & Turn
Zoom
Swivel
Bounce
Pulse
Color Pulse
Effect Options
Add Animation
Animation Pane
Trigger
Animation Painter
Start:
Duration:
Delay:
Reorder Animation
Move Earlier
Move Later
Animation
Advanced Animation
Timing
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Outline
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put things where you want them
Office 2010
Click: Animations → Highlight → Animation
highlight
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http://www.digitalblasphemy.com

http://apod.nasa.gov/apod/ap090707.html

Put stuff where you want it, then animate it

Dual Projectors

- Special considerations
  - when in doubt, plan for dual projectors
  - be aware of your audience
  - pointers don't work

- build animation into your presentation
  - arrows
  - circles

Good Stuff to Remember

- Never:
  - use a laser pointer
  - jiggle the mouse
  - look bored, nervous, or scared
  - talk down to the audience
  - turn your back to the audience
  - give a presentation without rehearsing it

More Good Stuff

- Never:
  - use capital letters incorrectly
    - I Don't Ever Want To See Text Looking Like This
  - use the word "utilize"
  - try to memorize your presentation
  - gloss over a slide… it's there for a reason
    - "… and here are my results!"
  - sigh so loudly that you can be heard
    - My Cousin Vinny videos

Even More Good Stuff

- Always:
  - have a bottle of water
  - use the restroom beforehand
  - thank the person who introduces you
  - introduce yourself to the audience
- Avoid:
  - turning your head so far as to induce mic fade
  - animated advertising links

Questions?

Life after Death by Powerpoint

http://www.youtube.com/watch?v=KbSPPFYxx3o

http://www.dvwgroup.com/DVW_Group_Overview.htm