



Tips for PowerPoint Presentations

Looking to make your presentations easy? We have you covered!

10/20/30 Rule

10 Slides.

- It can be difficult for audiences to understand more than ten concepts during a presentation.

20 Minutes or less.

(depending on the presentation, this may vary)

- Plan your time according to how much time you will need on each slide. 20 minutes is suggested, as it leaves enough time for discussion and Q&A. For longer presentations – plan to stop every 20 minutes for Q&A over the covered material.

30–point size type.

- The average and recommended type size for accessibility purposes is size 16 type. By using a larger font type the author can make it easier for audiences to read the slides.

Make it Engaging

Visual Bullets.

- Use different lines, shapes and spacing to separate content.

Columns.

- Create two columns of text for slides with lots of text.

Chunking.

- Organize content into groups – show this visually within the slides.

Picturization.

- Images allow the audience to connect an idea with the text.

Iconify.

- Icons take up less space and minimize clutter.

Backgrounding. (using images and slide designs)

- A great way to set the scene of the content.

Use Tables & Columns to Split Content.

- Create a clean and organized space.

Use Central Figures.

- A visual element that summarizes the main idea.

Layout Shaping.

- Use graphics to show content as a whole.

Roadmapping.

- Show direction, flow, and order through a journey.

555 Rule

5 words on a single line.

- Ensure the text is clear and concise and that the audience can be more focused on the speaker than the slide.

5 lines of text on a single slide.

- Stick to one idea per slide to help the viewers internalize more of the shared information.

5 slides that apply to the first two rules. (no more than)

- Look for ways to vary the content on the slides

Top Tips

Don't let PowerPoint scare you.

- Microsoft PowerPoint has many tools – use them.

Create custom slides BUT keep it simple.

- Slides shouldn't be the star of the show – presentations are to be supportive with visual information, graphics, and supplemental points.

Write text with the audience members in mind.

- Type can show brand personality and professionalism. Simple serif and sans-serif fonts work best.

Use “Format Object” to better control designs.

- Formatting menus allow adjustments to slides.

Take advantage of what PowerPoint has to offer.

- PowerPoint tools have advanced – make your presentation unique and visually appealing.

Try using GIFs.

- GIFs are animated images that can communicate moods, ideas, information, and more. They are also a way to add some humor to a presentation.

Use presenter view.

- Within presenter view there is an area for notes, a timer, and a presentation display of what the audience is seeing.

References:

[PowerPoint Best Practices](#)

[The 555 Rule](#)

[PowerPoint Design Tricks](#)

[Transform PowerPoint Slides into Engaging Presentations](#)