Creating Effective PowerPoint Presentations

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Workshop Recording Link: http://khe2.adobeconnect.com/p36w38f8642/
Goals of Workshop

• Discuss benefits and drawbacks of using PowerPoint
• Components of effective presentations
• Using tools and features
• Tips for presenting
• Questions
What is wrong here?

**ADVERTISING IDEAS FOR 2007!!!**

We really need a good plan to target the 12-18 year old snack food market, and market research has shown the best way to do this is to incorporate new media like iPods, blogs, and podcasts. So in 2007 we are going to launch a campaign targeting blogs!!!!!
What is wrong here?

- **The Drawbacks of Using PowerPoint**
- As with any type of technology, there are also drawbacks. When deciding if you should use PowerPoint or something that is text-only, it is important to weigh the benefits versus the disadvantages to be sure it is appropriate for your situation. The potential drawbacks of PowerPoint include:
  - **Time constraints:** Unless you are relatively proficient with its features, PowerPoint can be extremely time-consuming. Keep your deadlines in mind when considering this option.
  - **File size:** The file may be too large to share with others (via email).
  - **No hard copy for the audience:** This can be overcome by providing a handout for following along and taking notes at the time of your presentation.
  - **Multiple Options:** Too many options (e.g. sound, color, animation, etc.) provide more opportunities for a poorly designed presentation. While these options may be exciting to work with, they can be distracting to the audience and make it difficult for them to focus on you rather than the presentation.
Why use PowerPoint?

• Helps the audience understand your message
• Helps you organize your thoughts
• Allows you to connect with your audience visually and dynamically
• Creates a professional look to your ideas when used correctly!
Drawbacks of Powerpoint

• Can be time consuming to create
• Large file size, especially when you use images
• Handouts may not be available
• A bit less interactive, unless you have a well designed presentation!
Questions.....

• Why do you use PowerPoint?
• What is your definition of an effective presenter?
Considerations in Effective Presentations

• Audience and Context
• Content
• Organization
• Format and Design
Audience and Context

• Who is your audience?
• What do they already know?
• How many people will be there?
• Where are you presenting this?
Content

• Slides should be informational, but not overwhelming
• Use color and tools only as a means to enhance, not to “Wow”... chances are you will not WOW, but distract
• Make sure content is accurate
• Properly cite all sources
• Include a reference page if you have outside sources
Organization

• Have an introduction, body, and conclusion
  – Introduction is usually goals or topics
  – Conclusion is usually a summary of what you covered

• Put content in a logical order

• Avoid skipping back and forth between slides

• Use bullet points

• Use titles (it helps to follow the introduction/goals slide)

• Just list main points… do not read from slides when presenting live
Design

• Use neutral colors
• At least 18 point font (larger if you are presenting in person)
• Use a few points per slide... don’t overwhelm the audience with information
• Have a consistent ‘look’
  – Font
  – Graphics
  – Background
• Use charts, graphs, images only to enhance the presentation. Otherwise, it is distracting!
Use of tools

• “Notes” field
• Use audio or video clips for further explanation
• Adding links to other sources
• Using charts and graphs
• Automatically timing presentation, but with some platforms, this may not work
• Use compressed graphics, as this will help reduce file size.
Other Presentation Tips

• Be well prepared
• Practice the timing
• Don’t just read the slides
• Use spell and grammar check!
• Always leave time for questions
• Involve the audience as much as possible
• Dress the part (even when online)
Summary

• The most effective PowerPoint presentations
  – Consider the audience and context
  – Have accurate and useful content
  – Are well organized
  – Consider others in the format and design
  – Allow for audience involvement
Additional Links for Powerpoint

• Microsoft Office Training Courses site has many excellent tutorials to choose from. It even includes tutorials to help you get started.

• The Microsoft Office PowerPoint Help and How To site offers tips and quizzes to test your knowledge.
Questions?
How to Access the Writing Center
KU Writing Center Services

• Live Tutoring
• Paper Review Service
• Writing Reference Library
• ELL Language Services
• Writing Fundamentals
Upcoming Workshops

- **Tuesday July 12th at 7:00 PM**: Leveraging Twitter for Finding Timely College-Level Research
- **Saturday July 16th at 1:00 PM**: Using Microsoft Word
Contact Information

• Workshops are recorded and recording links, with an accompanying PowerPoint or a handout, are posted on the Writing Center Workshops page 1-2 business days after a workshop has taken place.

• For information about the Writing Center workshop series, please contact Diane Martinez at dmartinez@kaplan.edu

• For information about this particular workshop, please contact ekleisch@kaplan.edu