



# Successful Presentations

## PowerPoint Design Tips

(or How to Prevent “Death by PowerPoint”)

- Remember PowerPoint is a visual aid to reinforce and underline your message. PowerPoint is **not** a handout, reference sheet or teleprompter.
- Don't make your slide deck the primary focus of your presentation; your message and connection with the audience is.
- Simplicity is key; avoid clutter and keep the design simple.
- Avoid complicated graphs and bar charts; these belong in your handout.
- The font size should be at minimum 24 point and the font type should be consistent throughout. The easiest fonts to read are sans serif such as Arial, Helvetica or Calibri; use decorative fonts only for slide headers.
- Use a dark font color on a light background where possible and avoid yellow or grey. If using a dark background, use a light font and increase the font size.
- Avoid centering your text; align it either right or left
- There's no need for complete sentences and paragraphs belong in your script not on your slides; attendees should focus on you and not be reading chunks of text.
- Use imagery instead of text and photographs instead of out-of-date clip art (remember to check images for copyright protection).
- Don't use animation or flashy slide transitions; they take the focus away from the presenter.
- Check for grammar and spelling mistakes.
- Check the aspect ratio of the screen in the room in which you are presenting and design your presentation accordingly; a slide deck created in 4:3 ratio will look different on a 16:9 screen and vice versa.
- Don't read from your slides.
- Control the flow of information; reveal bullet points one by one to allow you and the audience to focus on one point at a time
- Prepare a handout if you want the audience to take home more background information, references or notes from your presentation.