

TIPS FOR CREATING CLEAR AND CONCISE PRESENTATIONS

The following tips will assist you in creating clear and concise presentations that will help to keep the audience's attention.

- ✦ Know as much as possible about the audience before you start creating the presentation.
- ✦ Each slide should convey only one main idea.
- ✦ The main idea should be able to be interpreted at a glance.
- ✦ Tailor the tone, graphics, and words to meet the needs of the audience.
- ✦ Use an overall theme that can be reinforced throughout the presentation. You should not use one theme on some of the slides and another one on the other slides.
- ✦ Every presentation should have a title slide that relates to the theme of the presentation.
- ✦ Maintain a consistent color scheme throughout the presentation.
 - ✦ You should not use one color scheme on some of the slides and another one on the other slides.
 - ✦ The same color should be used for the font, graphics, charts, and other elements throughout the presentation.
- ✦ Avoid using small text. Text should be no smaller than 24 points; some publications save 32 points.
- ✦ Never have more than six bulleted items on a single slide and no more than six words per bullet. This is known as the six-by-six rule.
- ✦ Don't mix complete and partial sentences on any one slide.
 - ✦ Complete sentences should be avoided as much as possible. Remember, the six by six rule.
 - ✦ Bullet points with partial sentences are the best option.
- ✦ Make sure that your punctuation and capitalization are consistent throughout the whole presentation.
- ✦ Use consistent wording in bulleted text.
- ✦ Use images that relate to the content of the presentation; don't use images that will distract from the presentation.
- ✦ Keep graphs simple. The most effective graphs are pie charts and column charts with three or four columns or slices.
- ✦ Provide some form of handout so the audience can keep track of the presentation. Several different handouts are provided, such as 2 slides per page, 4 slides per page, 6 slides per page, 9 slides per page, outline, and notes page.
- ✦ The final slide should provide a recommendation, conclusion, or a summary of the presentation.