

## Prepare in Advance

### *Proofread the content! Practice with a tutor!*

**Rehearse the presentation:** Just like rereading a paper aloud, standing up and giving your presentation with your PowerPoint will help you tweak it. Don't let all of your work be in vain because you fumble around with the equipment or what you'll actually say. If you want to point to something on the screen, use a laser pointer. If you can't get one, then use the many functions of the mouse in its right-click menu. You can show the mouse by pressing "A", then hide it by pressing "A" again. If you only want to display the projection from time to time, for instance if you were just using it for multimedia, you can clear the screen to black by pressing "B" or to white by pressing "W". Just press either key again to reveal your presentation.

**Print a copy:** The more you look at the screen, the less your voice is projecting and the less it seems that you know your material. Have a copy of your slides in front of you to refer to. During Q&A, you might want to refer back to a slide. Instead of taking forever to surf through all of your slides, just type in the number of the slide and hit "Enter" to be taken to it right away. If you have notes, type them up so they are easier to read and follow. Better yet, below each slide there is a box that says, "Click to add notes". You can print notes on the same page as your slides and have everything together. Number all your pages for quick recovery in case you drop the sheets or they are knocked over.

**Package the files:** If you're not sure that the computer you'll use for the presentation has the same software, fonts, etc., package the files using the following steps: Select File>Package for CD. Type a file name, then click "Options". Choose the first box if you're unsure if the computer you'll be using has PowerPoint installed. Check the second box if you have any multimedia files. Check the third box to make sure you keep the same fonts. Click "OK". Select "Copy to Folder" if you're going to save it on your campus network space or a jump drive; select "Copy to CD" if you prefer to burn a CD.

**Check all technology:** (computer, software, outlets, cords, projector, screen, multimedia, sound system) This should be done the day before, and then again in plenty of time before your presentation.

**Adjust the projection:** It should be completely on the screen, as big as possible, level (not crooked), in focus, and proper color, brightness, and contrast.

**Disable interruptions:** Disable your screensaver, power management savers (e.g. sleep, hibernate, standby) and other programs, as they could slow or disrupt activity in PowerPoint.

## Center for Teaching and Learning



Location: Briggs Hall 139 Phone: x6767  
E-mail: [ctl@lawrence.edu](mailto:ctl@lawrence.edu)

### **CTL Hours:**

Monday –Thursday	1:00 pm - 11:00 pm
Friday	1:00 pm - 5:00 pm
Sunday	7:00 pm - 11:00 pm

**The CTL offers one-on-one tutoring assistance with presentation skills. You can request an appointment by contacting the CTL by phone or e-mail.**

### Self-Presentation

**Your appearance:** No matter how good a PowerPoint is, if you look unkempt, that is what the audience will remember. Dress the part: match the presentation and look professional.

**Your position:** You should be positioned close to center but to one side or the other of the PowerPoint. The audience should be able to see both you and the PowerPoint clearly. Never stand or move to where part of the image is projected on you. Stay close to the audience to engage them. The farther away you stand, the further removed you seem and the easier it is for the audience to lose interest and not pay attention.

**Your posture:** Stand up straight, legs a shoulder's-width apart to counter the urge to shift your weight. Don't lean on anything or hunch over a podium or notes.

**Your movement:** Your movement should be natural. It isn't theatre, so gestures should not be overly large or dramatic.

**Your speech:** Speak slowly at a good volume, articulating clearly with expression.

### More Information

[http://bcs.bedfordstmartins.com/techcomm/content/cat\\_030/preparingpresentationslides/index.html](http://bcs.bedfordstmartins.com/techcomm/content/cat_030/preparingpresentationslides/index.html)  
<http://www.acden.com/pp/index.htm>  
<http://www.fcgu.edu/support/office2000/pp/index.html>  
[http://www.ellenfinkestein.com/powerpoint\\_tip.html](http://www.ellenfinkestein.com/powerpoint_tip.html)

### LV Honor Code

It is the responsibility of each student to understand what type/degree of assistance with coursework and assignments (if any) is appropriate in relation to the Lawrence University Honor Code.

# Center for Teaching and Learning

Lawrence University

## PowerPoint Presentations

### Why a PowerPoint Presentation?

**Organize your information** through a linear platform and subdivision of topics. **Illustrate your ideas** by breaking down complex concepts and displaying processes in steps. Show, don't just tell! **Capitalize the audience's attention** by engaging them through interaction, grabbing and holding their attention, and aiding visual—in addition to auditory—learners. **Impress your audience** by looking professional and appearing knowledgeable about your material.

### CTL

### Oral Communication Assistance Series

[www.lawrence.edu/dept/student\\_acad/CTL/](http://www.lawrence.edu/dept/student_acad/CTL/)

## plan

**Define your objectives:** Determine the purpose of the presentation, what the audience should know at the end, and why they should know this.

**Choose information:** Decide what will get the audience to the objectives and which information is relevant to your goals

**Question its inclusion:** How will each item contribute to the presentation and move closer to the objectives? How will this fit in with the other content and where? You must talk about everything you put in, whether it be a fact, quotation, photo, graph, etc. Never include new or different information in the PowerPoint than that which you will address.

**Outline points:** Break down information into small bits. Before configuring display properties, enter the content. This can be done easily by clicking the "Outline" tab (on the left of the screen, behind the "Slides" thumbnail panel).

**Consider the presentation:** Decide which movement structure will be the best strategy for your presentation (e.g. a linear history, cause and effect, forward building concept, backward deconstructing theory). Group similar items into logical subtopics, which then become slides.

**Think of the audience:** Consider what they definitely already know. Decide what they need to know. Figure out what they will want to know. Could it be more interesting? Why do I care about this (in general, and about each point)? What questions do I have at the beginning, as I present information, and at the end?

## Content

**Quality of points:** Each point should say something of substance and move closer to the objectives. Its contribution should be obvious—if not, it needs to be explained or cut out. Use simple language, and explain that which is not. Whether in lists or short points, keep each structure parallel if at all possible (e.g. nouns, imperative clauses). Highlight what you will say, but never state verbatim what you will say. A PowerPoint is not a script, so it should never appear word-for-word as you will present the information.

**Length of points:** Make it easy to read. Cut the fat, but not too much. Don't make it so you have to click to advance the PowerPoint for every sentence you say. Summarize the point you'll make when talking. Make it flow! Make your points concise, three lines or a paragraph for a single point is obtrusive and often intimidating.

**Quantity of points:** Put only a handful of points on each slide. Keep it digestible, and make it visually appealing. Too

much info will look sloppy or intimidating, and probably require the font size to be too small for optimal legibility. Too few will make the slide seem pointless or inadvertently overemphasize minor points.

**Order of points:** Make it conducive to comprehension with a logical organization. Keep it flowing and not choppy. This makes it easier to follow, understand, and remember.

## Design Elements

*background, colors, sizes, fonts, alignment, bullet designs*

**Harmony:** Elements should not clash but instead should be visual pleasing. This means matching, tasteful, and not too bright/offensive colors (like bright reds, yellows). PowerPoint includes many preformatted color schemes. Elements should match both the purpose and tone of the presentation.

**Contrast:** The selections of color and design should be contrastive for optimal reading ease. In most cases colors should not be adjacent on the color wheel. Type should be a dark shade, and the background a light tint. When using multiple fonts, choosing one "serif" (like Times New Roman) and one "sans serif" (like Arial) sets the fonts apart more. One plainer font for body text distinguishes this text from a font with a little more embellishment used for headings.

**Simplicity:** Cutesy fonts are not cute, and busy fonts are too busy to read. You should use only a couple of colors, fonts, etc. in your presentation. The more there are, the more it will appear visually distracting. It will also look disorganized and just thrown together. On the other hand, using just one font and color, and a plain white background with plain black text will look boring and like you don't care. PowerPoint includes many backgrounds, and there are many more available on their website.

**Uniformity:** Through repetition of the elements, meaning is encoded. If you always put a definition in the same color, viewers will recognize it every time they see it. If you put a certain kind of graph in the same corner of every slide, they'll think they are related and should be compared. Uniformity looks more professional.

## Layout

**Plan:** Inventory the types of objects used, like photos, charts, etc. So you know everything you'll be arranging. Consider all the space on the slides. PowerPoint comes with basic, pre-made layouts.

**Balance:** When using different types of objects, try to intermingle them throughout the presentation to keep it interesting, rather than separate them into categorical sections. On a slide,

arrange the elements to be evenly dispersed, possible symmetrical. Leave margins, borders, and other blank space—don't try to fit too much on the slide! Marketing teaches us that the eye is attracted to empty space, and the more information present, the less will be retained.

**Stay uniform:** Stick with an arrangement or two from slide to slide. The pre-made layouts of PowerPoint can be easily applied to slides. Uniformity encodes meaning and looks organized.

**Use some variety:** Bits of variety hold interest, though too much will obviously cease to be uniform. You might want to try the option (offered in PowerPoint) of mirroring the layout.

## Multimedia

**Only if interesting, pertinent, and value adding!** If it isn't all three, it will take away from the objectives. If it isn't obvious that it meets all three, explain how it does.

**Images:** (photos, charts, tables, graphs, diagrams, drawings) Beware of clip art—some consider it tacky and unprofessional! Adding a picture is as easy as: *Insert>Picture>From file or From scanner or camera.*

**Audio:** (quotes, interviews, sound, music) Computers come with basic sound recording, importing, and editing software; free software and databases of audio material are available at various internet sites. But use only clips! Edit them to include only that which is interesting, pertinent, and value adding. Adding a clip is as easy as: *Insert>Movies and sounds>Sound from file.*

**Video:** (demonstrations, movies, animations, performances) Free editing software is available at various internet sites. There are also various databases on the internet for finding material. As with audio, use only very selectively edited clips. Adding a video clip is as easy as: *Insert>Movies and sounds>Movie from file.*

**Handouts:** They should never simply replicate your slides. If the audience can follow a set of slides without you there, then the slideshow is ineffective. Handouts should be given at the end of the presentation if at all possible to prevent them from distracting the audience.

**Object animations:** These should be used to enhance meaning and should not distract (as in using too many) or be cutesy. Though the category titles cannot be used as rule, in general "Exciting" should not be used and "Moderate" approached with caution.

**Slide transitions:** They should be used to enhance the presentation and should not distract (for example, using too many different types) or be cutesy. They should not be used too much. Try using them just for major section divisions.