



# Four principles for making a good Powerpoint presentation

## IMPORTANT TO REMEMBER:

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- I** Powerpoint is just a tool. People need to listen to *you*.
- You should be the centre of attention.
  - Don't hide behind Powerpoint.
  - Powerpoint is there to help your audience, not you.
  - Don't read full paragraphs from the screen. Use your own words.
  - Keep your presentation simple. Do not over-design.
  - Think of what your target audience needs and knows.
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- II** Focus on your core message. Everything else is a distraction.
- Tell you audience what you expect from them.
  - Design should serve your message.
  - Adjust your presentation to the length of time you have.
  - Do not add noise by using unnecessary colors and animations.
  - Each color should signify something different, and something important. Use high contrast colors.
  - A consistent design helps to tell a consistent story.
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- III** Tell your story in an order that makes sense.
- Start strong to draw people in.
  - Introduce yourself, but don't linger.
  - Get to the point as quickly as possible, then elaborate.
  - Mix it up every now and then to keep the attention of your audience.
  - End by reinforcing your main point.
  - Too many slides with bullet points make a presentation predictable.
  - If you have a series of text-based slides, surprise your audience with an image slide (or vice versa).
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- IV** One idea or message per slide.
- Minimise text on screen.
  - Use the 1-6-6 rule: one idea per slide, maximum of six lines of text or bullet points, maximum of 6 words per line.
  - Images > text.
  - Use real world examples. Make the abstract tangible.
  - There's nothing wrong with breaking up one idea into multiple slides.
  - Avoid jargon and abbreviations.
  - Use imagery relevant to your point.
  - Low resolution (pixelated) images are a distraction, and the point is to remove all distractions.
  - Useful links for images: [beeldbank.uu.nl](https://beeldbank.uu.nl), [unsplash.com](https://unsplash.com), [pixabay.com](https://pixabay.com), [istockphoto.com](https://istockphoto.com).
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