CLT Workshops   Center for Learning and Teaching

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Creating Better Presentations and Presenting Them - 8 Take Aways

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and now, let's dim the lights, so i can show you computer slides and read the exact text of the slides to you

8 TAKE AWAYS

Creating Better Presentations & Presenting Them

Models

10/20/30 Rule

The 10/20/30 Rule of PowerPoint was created by Guy Kawasaki, an American marketing executive. This rule states that presentations should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points. Although this rule was originally intended for venture capitalist pitches, it can be applied to a variety of presentation settings. One of the main benefits of limiting the number of slides to ten and time to twenty minutes is that now there is more time available for questions, active learning, and/or discussion.

http://guykawasaki.com/the_102030_rule

Pecha Kucha

PechaKucha 20 X 20 IMAGES SECONDS

Pecha Kucha, the Japanese word for "chit chat," is a presentation style created by two architects in Tokyo who were tired of dreadful PowerPoint presentations. Using this method, 20 slides are shown for 20 seconds each, for a total of 6 minutes and 40 seconds. The slides automatically advance, forcing the speaker to prepare shorter, more creative, and more polished presentations. Because of this format, the slideshow must depend on visuals, rather than text-heavy slides.

http://www.pechakucha.org

Resources
- Atkins-Sayre, W. (n.d.). Teaching with PechaKucha Presentations [PDF]. The University of Southern Mississippi Speaking Center. Available at http://bit.ly/pkteach
- HighSpark | Visual Storytelling Agency (2014, July 12). Fix Your Really Bad PowerPoint by @slidecomet : Based on an ebook by @ThisIsSethsBlog [Slideshare]. Available at http://bit.ly/fixbadppt
- Lindsay, F. (2014, November 28). 8 Classic storytelling techniques for engaging presentations - Sparkol. Available at http://bit.ly/8storytelling
- Potter, N. (2014, October 22). The 4 Most Important PowerPoint RULES for Successful Presentations. Available at http://bit.ly/4rulesppt

References
- Reynolds, G. (2014). Top Ten Slide Tips. Retrieved February 18, 2016, from http://www.garrreynolds.com/preso-tips/design
- Tools of Engagement Project (TOEP). (n.d.). Presentations. Retrieved February 18, 2016, from https://sites.google.com/site/sunytoep/discovery/presentations

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Design Concepts

Less & Readable Text
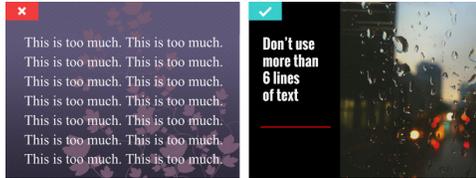
Your audience can either listen to you or read your slides, but not both. When you have too much text on your slides, your audience will try to read it all instead of listening to what you are saying. Include only the most important points on the text of the slides and leave the rest for you to talk about. Move excess information to the slide notes. In addition to having less text, make sure the text you do have is large enough that a person in the back of the room is still able to read it. Limit the number of fonts to one or two, and ensure the font choices are professional. Finally, be aware of color choice. Optimize contrast and keep in mind the emotional meaning tied to certain colors.

Big & Relevant Images

"Use high-quality graphics including photographs. You can take your own high-quality photographs with your digital camera, purchase professional stock photography, or use the plethora of high-quality images available online (be cautious of copyright issues, however). Never simply stretch a small, low-resolution photo to make it fit your layout – doing so will degrade the resolution even further. Avoid using PowerPoint Clip Art or other cartoonish line art (Garr Reynolds)." Creative Commons Search allows you to search several sites for high-quality, creative commons licensed content.

**http://search.creativecommons.org**

Limit Animations and Transitions

Use animations and slide transitions judiciously. Animations such as appearing bullet points should not be used on every slide. Minimal use of animation can be good thing, especially if it emphasizes a point you are making. Listeners will get bored and/or annoyed very quickly if they are asked to endure slide after slide of animation. In addition, many of the animation selections can be perceived as unprofessional. Avoid bouncing, flying, and rotating objects, in favor of more subtle animations, such as fades. For transitions between slides, select one transition effects and use it consistently.

Tools

Prezi
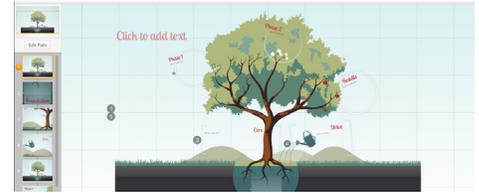
Prezi is a "zooming presentation tool" that presents information non-linearly. It is an infinite whiteboard where the audience can see and interact with an overview of a topic or zoom in to see the relationship between topics. Prezi allows presenters to provide not only the big picture, but takes it a step further to allow viewers to dissect each component. This web-based presentation tool allows you to edit, collaborate, and present online. There are a variety of non-PowerPoint type templates. In addition, you may also embed pictures, PDFs, YouTube videos, and more (TOEP).

https://prezi.com

Webinar Tools

Gone are the days of having to be in the same room with a group of people to give a presentation. Now there are a plethora of tools to conduct a web-based seminar, known as a webinar. Tools such as WebEx, Zoom, and Blackboard Collaborate allow presenters to expand their audience beyond those able to make it to a single location to anyone with access to the internet. Many webinar tools have features such as polling, live chats, whiteboards, and screen-sharing. Binghamton University supports two webinar tools - Blackboard Collaborate (contact the UCTD) and WebEx (contact Jim Scott, jlscott@binghamton.edu, at the CLT).

Sharing and Following-up

Prior to beginning your presentation, plan a way that you will follow-up with your audience, such as sending them an email or placing your presentation on your website or another shared location. When you first begin your presentation, let your audience know you will be giving them all the details, so they are not scrambling to write everything down as you are speaking. You want them focused on your words and not trying to write down everything you say.