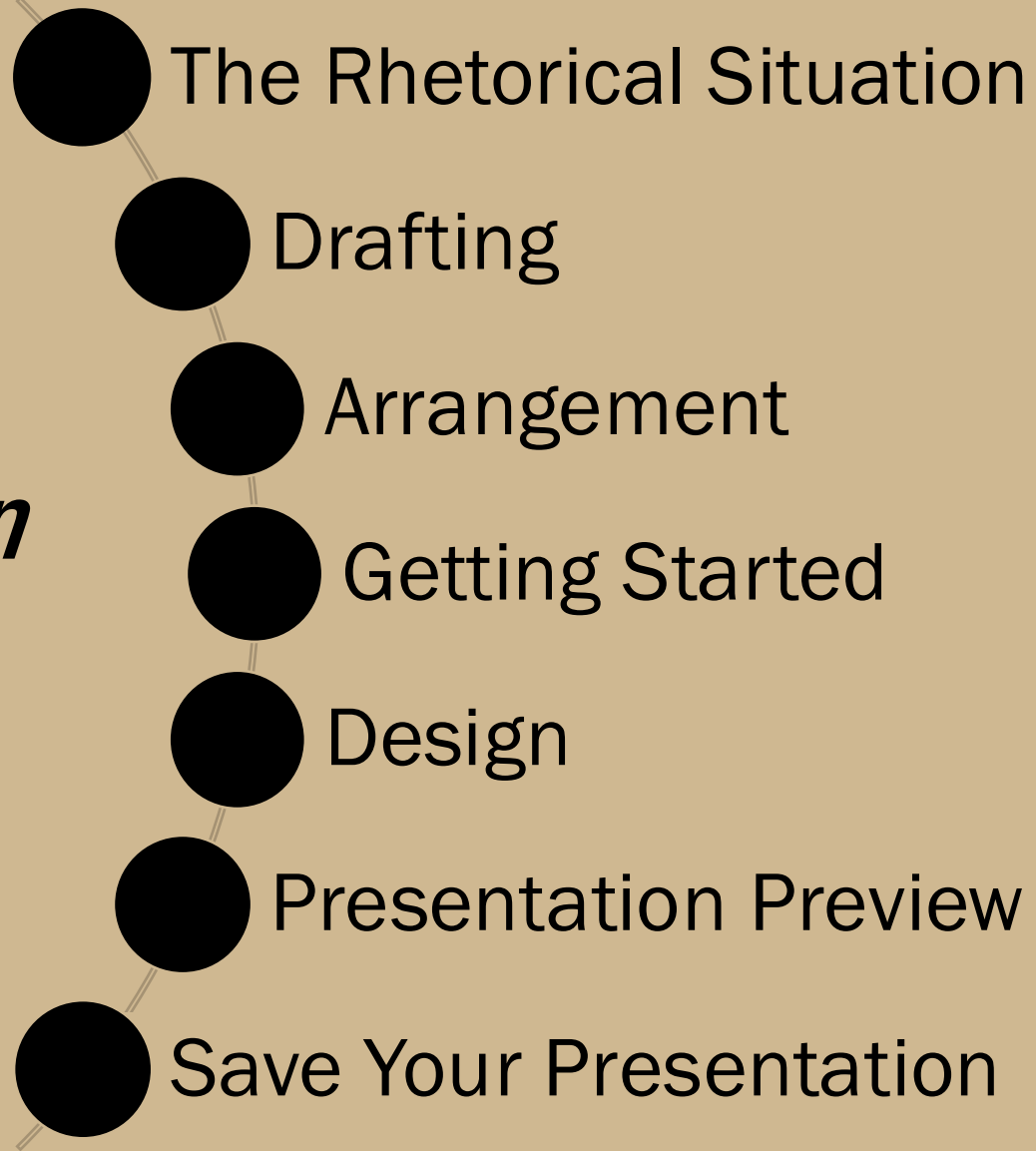


# *Designing Effective PowerPoint Presentations*

## A Quick Guide

# *Presentation Overview*



# *The Rhetorical Situation*

**When designing a PowerPoint, consider the project.**

1. Topic
  - What do you want to inform your audience about?
2. Purpose
  - What are the goals for this presentation?
  - what do you want to inform your audience?
3. Audience
  - Are they well versed in the content?
  - Do they understand the terminology you will use?
  - Do you need to explain?
4. Presentation length
  - How much time do you have?

# *Drafting*

**Write a to-do list before you get started.**

1. Decide what you are going to include in the PowerPoint.
2. In a Word file, draft the titles of each section/slide.
3. Pick images / table / charts you are going to use and save them in a separate folder or file.
4. Consider the time it would take to present each slide; pick only the most important information.

# *Arrangement*

Decide how you want to organize your PowerPoint.

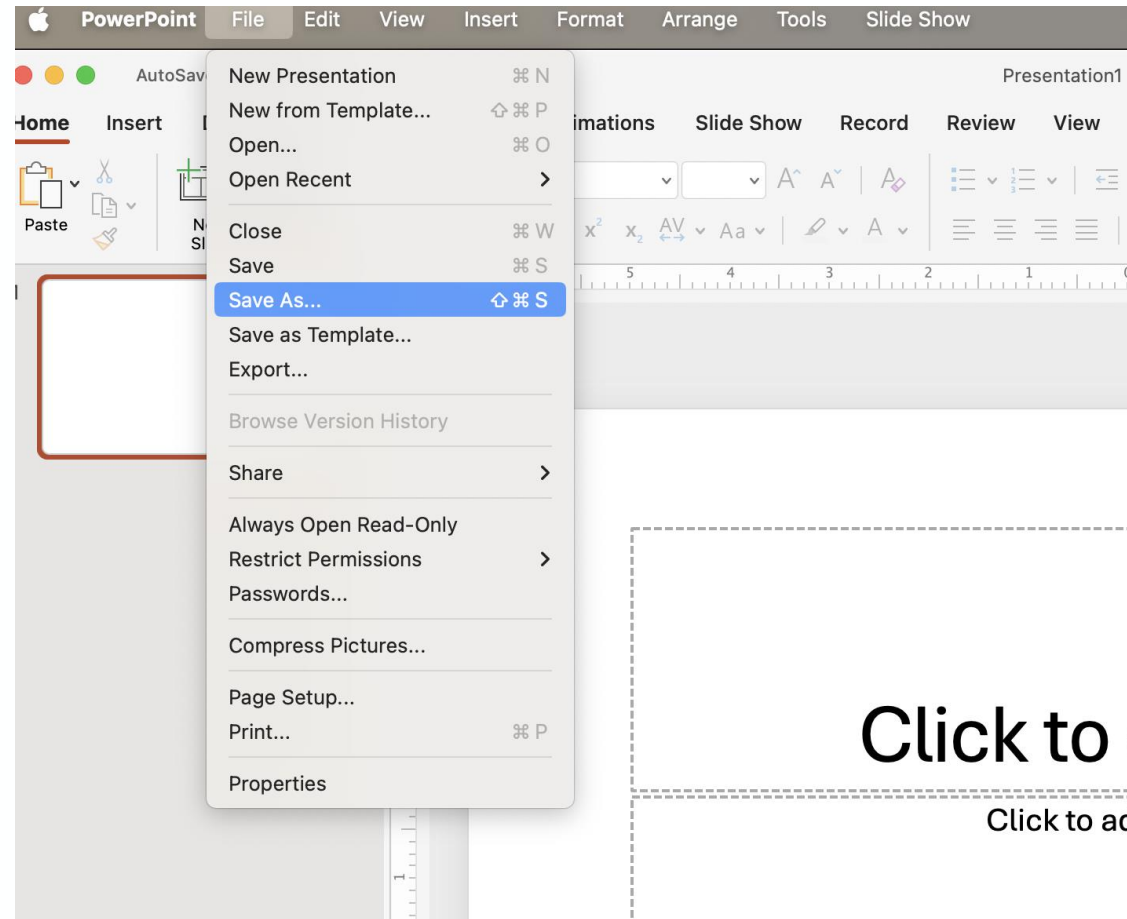
Slide order should make sense

Possible organization strategies:

- Overview, body, conclusion
- Anecdote, content, conclusion
- Plan, benefits, anecdote
- Chronological

# Getting Started: Save your New Presentation

1. Open Microsoft PowerPoint
2. Save your file:  
**File → Save as**
3. Later save your progress by clicking “save” or press  
**Ctrl + S**
4. A new file will automatically have a “title” slide



# Getting Started: Add New Slides

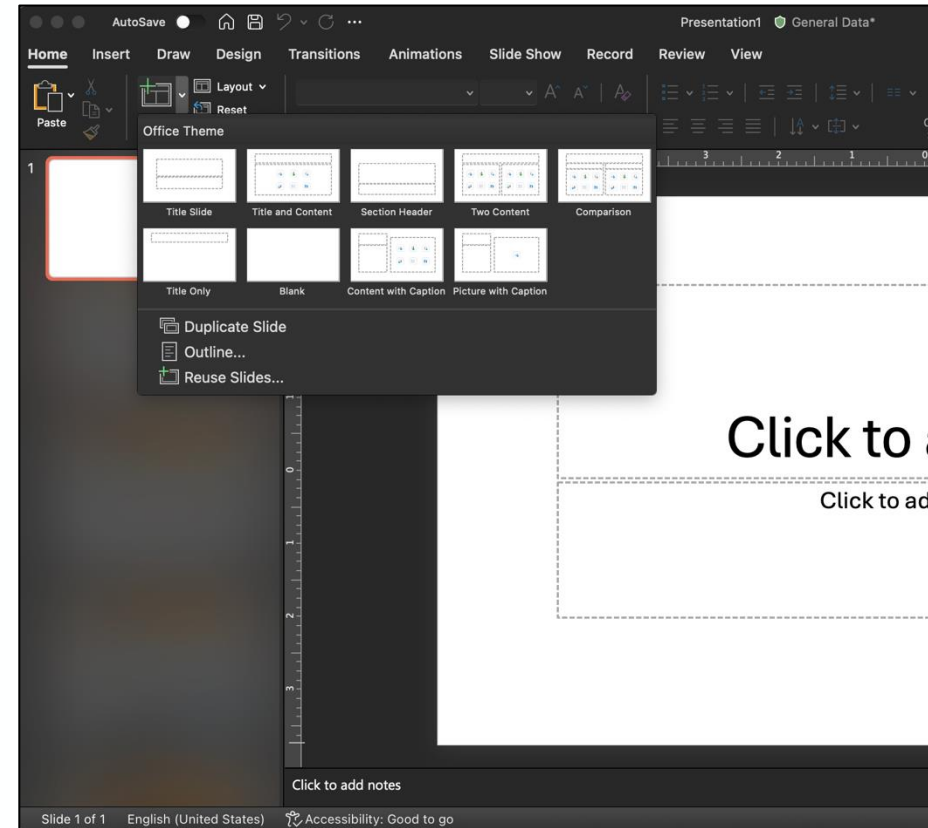
5. Next, add new slides:

**Home** → **New slide**

Pick the type of slide you need

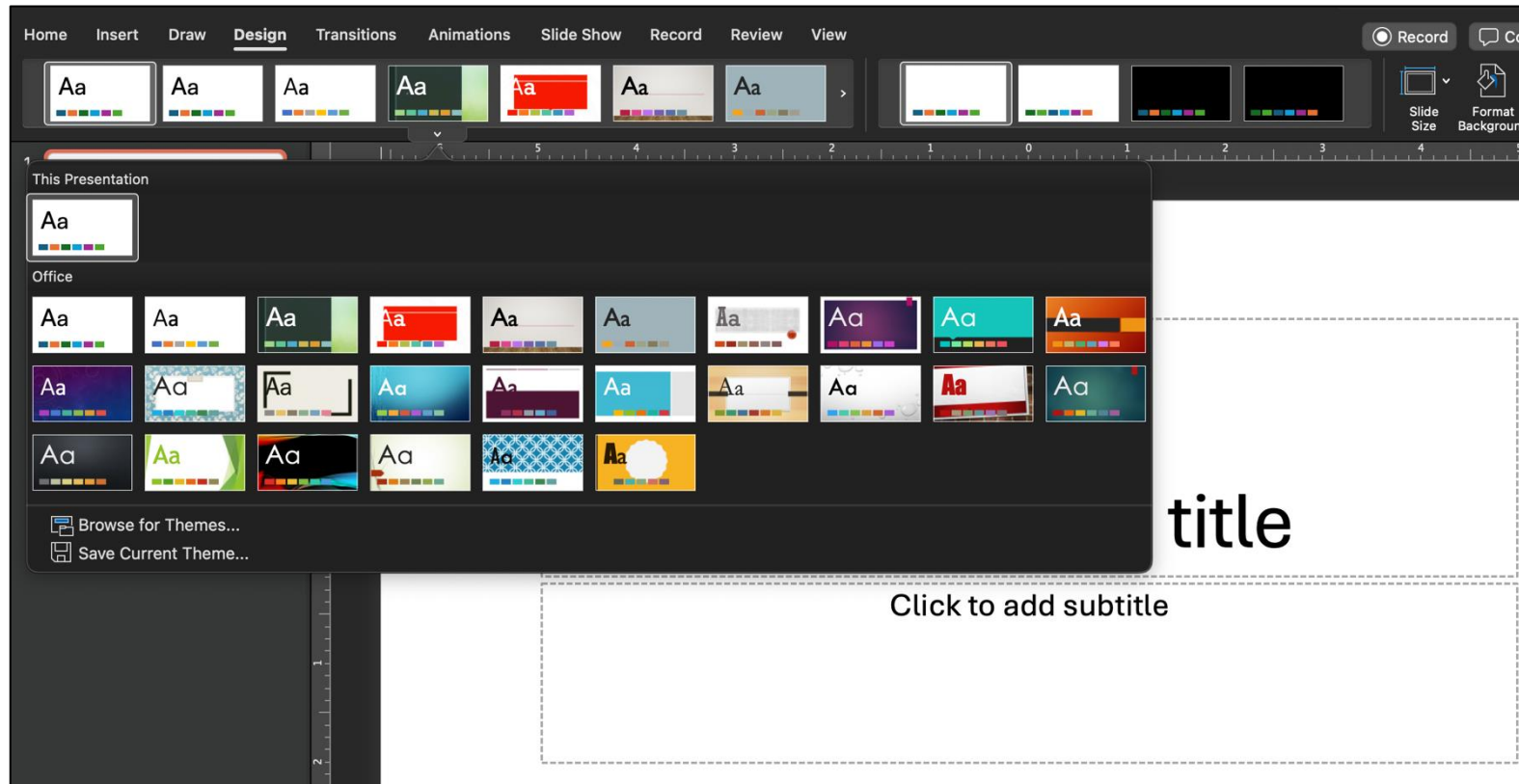
6. If you want to, you can modify the chosen template to fit your content.

7. Use an empty slide or the PowerPoint “**Insert**” tab to add tables, graphics, charts, diagrams, or formulas. This will make formatting your PowerPoint easier.



# Design

Chose an appropriate theme for your presentation in the **Design tab** or browse the Microsoft Office website for more themes.



# *Contrast*

To highlight important information in your presentation

1. Try using different font formats to create **contrast**.
2. Use visible colors and a big enough font

## Size

**Color** Contrast

**Type** Contrast

3. Remember to be consistent.
4. Unify slides
5. Control the white space

# *Transitions and Animations*

**Transition** – an effect that determines how slides progressively show up on the screen.

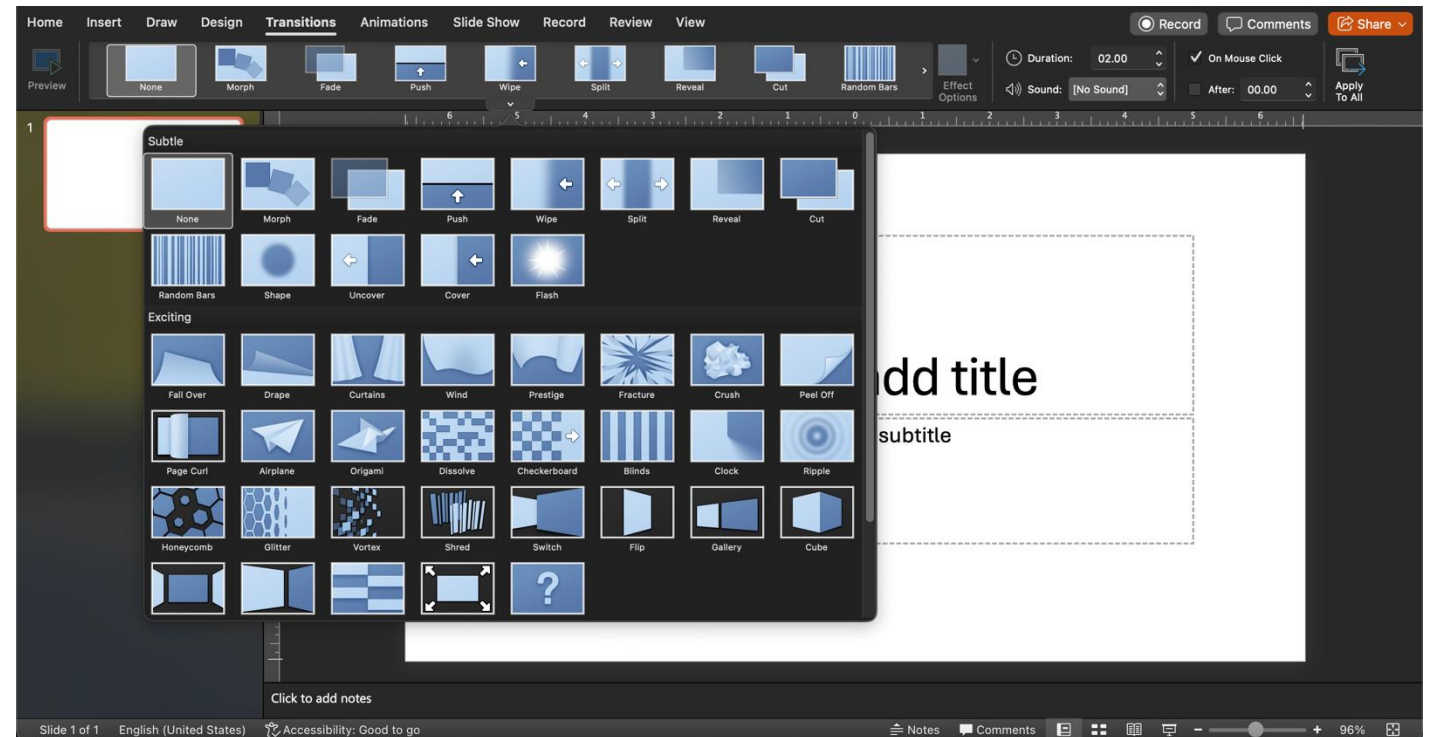
- Example: Cut, fade, push, wipe, etc.

**Animation** – an effect that determines in which order and how elements of a slide appear on the screen.

- Example: Appear, fade, fly in, float in, etc.

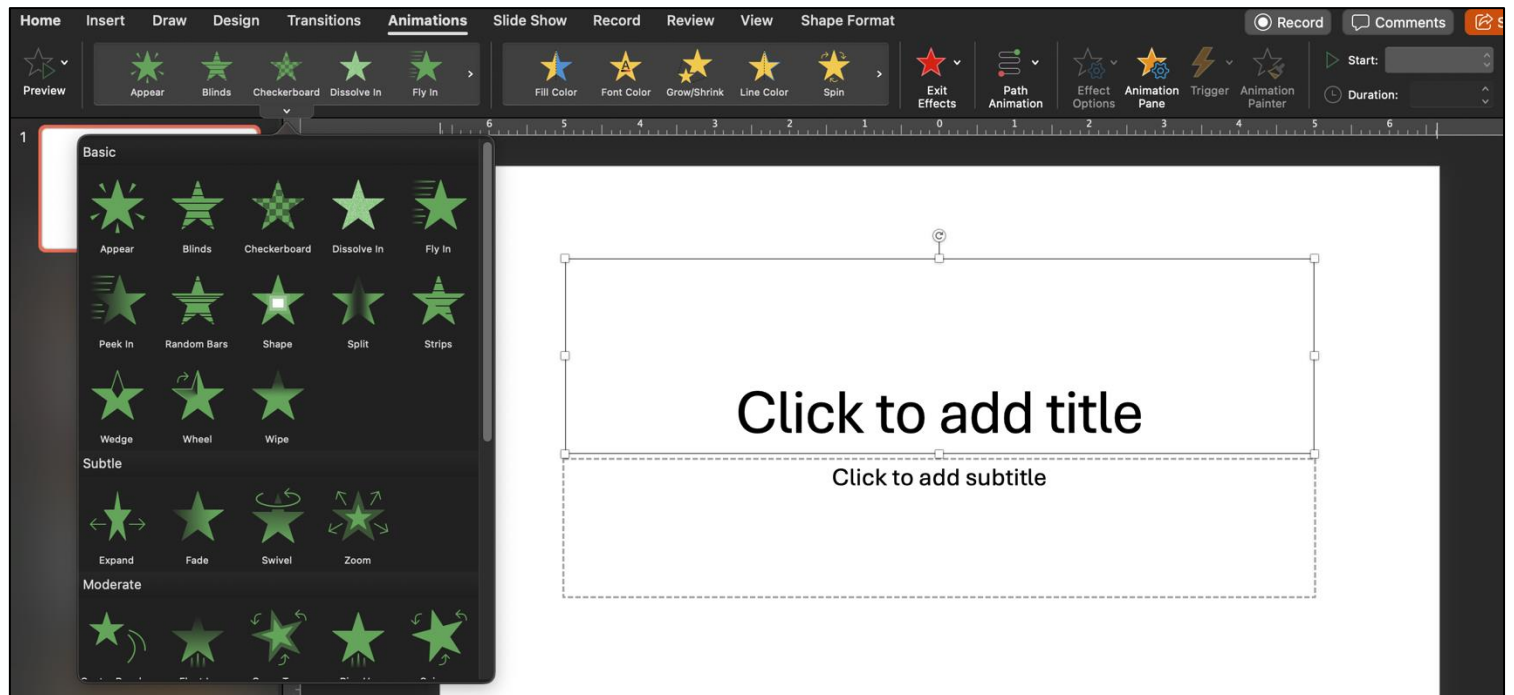
# Creating Transitions

- Select the slide you wish to edit.
- Go to **"transitions,"** select a transition from the drop-down menu; adjust duration time if needed.



# Creating Animations

- Select a slide element (title, graph, paragraph, word).
- Go to "**Animations**," animation from the drop-down menu or click "**add animation.**"
- Open the animation pane for more settings.



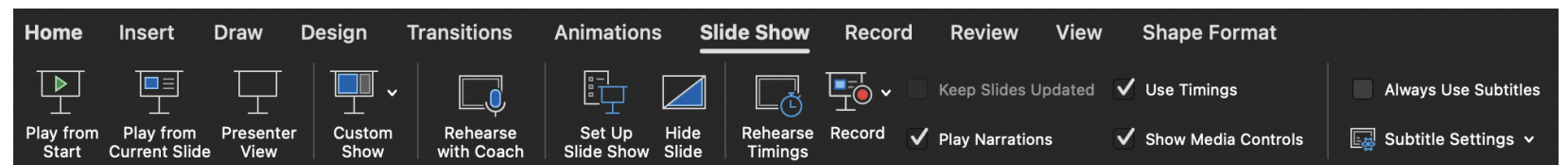
# Presentation Preview

When previewing your presentation, pay attention to:

- Text on each slide (the less text the better)
- Clarity of ideas and logical organization
- How fast the text or slides appear
- Font and format consistency
- Grammar, spelling, and punctuation

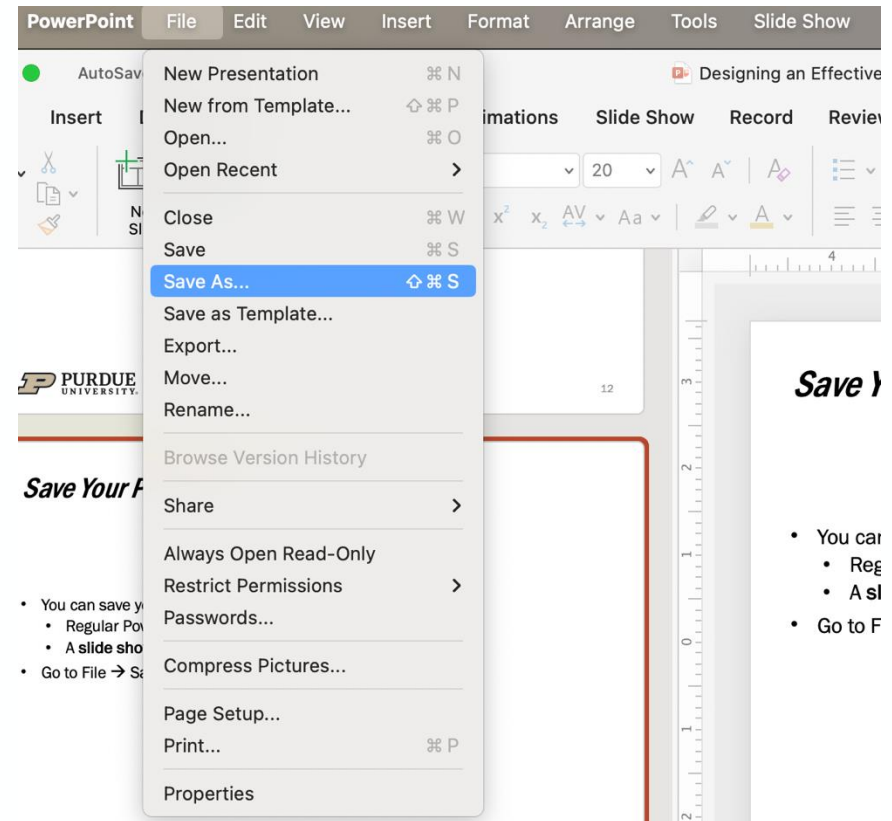
To preview and time your presentation:

- Go to Slide Show
- Click on “**Play from Start**” or “**Rehearse Timings**”



# Save Your Presentation

- You can save your file as a:
  1. A regular PowerPoint document
  2. A slide show
- Go to **File** → **Save as** → (Select save location) → **Save**



# *Exterior Content*

**Exterior Content** – Everything in your presentation other than your PowerPoint.

The best presentations include practiced hand gestures, polished verbal delivery, and some form of crowd interaction.

## **Tips**

- Use your PowerPoint as an aid to your presentation, not as your presentation.
- Be sure that your exterior content and your interior content are different.
- Know your presentation space and execute your gestures and volume accordingly.

# *Thank You*

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