Prepping Effective PowerPoints
UCAN: UChicago Communications & Networking
UChicagoGRAD
Prepping Effective PowerPoints

UChicagoGRAD
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“The Worst Communication Medium in Human History”

PowerPoint Quadranscentennial Reunion, 8 May 2012
From left: Dennis Austin, Jan Austin, Leanna Gaskins, Jann Rudkin, Bob Gaskins, Tom Rudkin
When are PowerPoints at their worst?
When are PowerPoints at their...best?
Agenda:
- Narrative
- Content
- Design (form)
- Delivery
1) When narrative fails

...or, The worst Slide in History”
Introduction
U.S. as World's Telecommunications Backbone

- Much of the world's communications flow through the U.S.
- A target's phone call, e-mail or chat will take the cheapest path, not the physically most direct path - you can't always predict the path.
- Your target's communications could easily be flowing into and through the U.S.

International Internet Regional Bandwidth Capacity in 2011
Source: Tele geography Research
Cardinal Sins

- Unclear Content
- Useless Graphics
- Amorphous Focus

Much of the world's communications flow through the U.S. A target's call, email, or chat will take the cheapest path, not the physically nearest path - you can't always predict the path.

Your target's communications could easily be flowing into and through the U.S.
How can we monitor everything?

Most of the world’s communications are flowing through the U.S.

So is your targets’ data.
The best slides tell a story.
...make stories that matter

- Stakes, So What?
- Pull in Audience
- Discernible Arc
2) Content
## Presentation Shape

<table>
<thead>
<tr>
<th>Question, Frame, Drama</th>
<th>One Slide Per Big Idea</th>
<th>Conclude</th>
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<tbody>
<tr>
<td>~ Draw in the audience. Make them want to listen</td>
<td>~ Don’t overload. Keep the narrative moving.</td>
<td>~ Answer the question. Recap. Build in time for questions.</td>
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Big Idea Slides

A paragraph of text should be no more than a few lines long. Avoid reading long blocks of text off the slide.

- Bullets should be brief
- Respect the audience
- Ease of MEMORY
- Generally 3 mis/slide
Drive home points with TEXT-ONLY interruption slides.
Motion helps
But it takes practice
Images and charts demand attention.

A show in itself! The Kodak Carousel projector
Amazing performer, this color-slide projector. It won't jam, won't damage your slides. (It has no metal prongs to push your slides around.) Slides drop gently into place. You put on a dazzling 80-slide show automatically, starting with any slide. Or manually, by touching a button on the console panel or remote control unit. Remote focus, remote forward and reverse, too. Surprisingly, the Kodak Carousel projector is less than $150! See your Kodak dealer.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.
Price subject to change without notice.
3) Aesthetics
The Frame

Keep focus on the center

Contact info / website

Marker of Affiliation
Fonts

- Use only one or two
- No Cambria or Times
- Limited Serifs
- Size 30+

Color and caps should be used only to maximize VISIBILITY
Minimal Animations

- The Reveal
- Reordering, Re-arranging
- Use Exit Animations to leave important text on Screen

Animations that vary slightly can, similarly, **HIGHLIGHT** a point.
Animation Crash Course

Order

Effect Options

Timing
Avoid “The Star Wipe”
Full Screen Image

- Don’t shift anything
- Arrange image to back
- Text overlay (image unifies)
Shifting Image Layer
Questions so far?
4) Delivery
Practice:

- Time your slides
- Mirror
- Rehearse function
- Video record
- Get an audience
Delivery Tips

- Slow Down
- Water/Pen/Paper
- Engage audience
- Humor can work
Follow-Up

- Send slides
- Compress
- Link to Google Drive
Questions (slide)?
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