

Tips for creating an effective presentation

1. Minimize the number of slides
To maintain a clear message and to keep your audience attentive and interested, keep the number of slides in your presentation to a minimum.
2. Choose an audience-friendly font size
Choosing the best font size helps communicate your message. Remember that the audience must be able to read your slides from a distance. Generally speaking a font size smaller than 30 might be too difficult for the audience to see.
3. Keep your slide text simple
The goal is for the audience to listen to the information presented, instead of reading the screen. Use bullets or short sentences, and try to keep each to one line; that is, without text wrapping. Some projectors crop slides at the edges, so that long sentences might be cropped.
4. Use visuals to help express your message
Pictures, charts, graphs, and SmartArt graphics provide visual cues for the audience to remember. Add meaningful art to complement the text and messaging on the slides. As with text, however, avoid including too many visual aids on the slides. Make labels for charts and graphs understandable. Use only enough text to make label elements in a chart or graph comprehensible.
5. Apply subtle, consistent slide backgrounds
Choose an appealing, consistent template or theme that is not too eye-catching. The background or design should not detract from the message. However, there should be a contrast between the background color and text color. The built-in themes in PowerPoint 2010 set the contrast between a light background with dark colored text or dark background with light colored text. For more information about how to use themes, see [Apply a theme to add color and style to your presentation](#).
6. Check the spelling and grammar
To earn and maintain the respect of the audience, always check the spelling and grammar in every presentation.