

Effective presentations — design principles

- Design
- Content

Design Principles

- **Appropriate to audience**
- **Create visual attraction**
- **Repeat visual elements**
- **Transitions... if used, use one type only**

- Keep the design simple;
- Colour: newspapers/websites typically use **black on white**
- Font-families, use a few and use them consistently:
 - Title / Body
- Font size, use a few and use these consistently:
 - Title / Body

ADVANCED

- Use PowerPoint's 'Slide Master' feature to ensure consistency:
 - Title slide; Outline slide; Section divider/summary slide; Standard slide

- Try and follow the “5×7 Rule”:
 - **Five** bullet points per slide
 - **Seven** words (±) per bullet point
- All main ideas to be delivered during presentation should be on slides
- Spelling and grammar to be error-free
- Images, where used, are relevant to the topic and the point being made

ADVANCED

- Use PowerPoint’s ‘Notes panel’ feature in ‘Normal’ view
 - Write all of your notes and keep a record of the sources you use in the notes panel
 - Sentences written in the notes panel can be summarised as points on the slide