

PowerPoint Notes

Unity:

- Single style of picture throughout
- Single colour scheme throughout
- Single font throughout

You are using a computer not a typewriter:

1. No underlining.
2. Sans-serif fonts.
3. No Comic Sans. Don't insult your highly educated audience.
4. No PowerPoint standard backgrounds. They are ugly.
5. All caps, Small caps – Don't. They reduce readability.
6. Adjust your table column dimensions – it should fit the data in the table; change the widths.
7. Use the math formulas as needed.
8. Leading – space between lines, never a full line space between paragraphs.
9. Alignment – don't fully justify, it makes the spaces between words irregular.
10. Orphans – no single word by itself on a line.
11. One space after a period.
12. Use the correct symbols – no 1/2 instead: ½, no -> instead: →, no * instead °

Limit content:

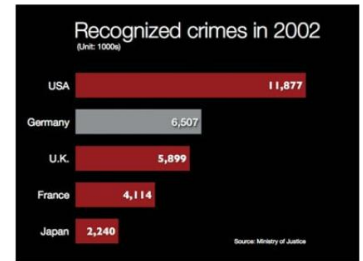
- No bullets: each bullet gets its own slide
- Make it big. GIANT writing. GIANT pictures. GIANT graphs.
- Omit needless words.

Placement & Prettiness:

- Dynamic thirds or Centering
- No pixelation. It's yucky.
- No messing with scaling to squish pictures. They look weird.

Mechanics:

- Build a slide, cut and paste to bring it in slowly
- Bubbles to animate, don't use animations. They are pointless.
- Bringing in colours from Excel - scroll in, screen snap
- Omit needless words - make friends with phrases, omit repetitive adjectives, move the verb up, chop two words



The 1-7-7 rule: What is it?

- Have only one main idea per slide
- Insert only seven lines of text maximum.
- Use only seven words per line maximum.
- The question is though: does this work?
- Is this method really good advice?
- Is this really an appropriate, effective "visual"?
- This slide has just seven bullet points!

