15.280 Communication for Managers
Fall 2008

Tips for Effective PowerPoint Projection

(1)   **Text:** Keep it clear and consistent
- ✓ Use a style appropriate for your "image"
- ✓ Don't mix fonts; no more than two per slide
- ✓ Keep size consistent; stay above 24 point

(2)   **Color:** Use it to emphasize content
- ✓ Contrast improves readability
- ✓ Avoid overly colorful or ornate background
- ✓ Recognize that lighting affects contrast

(3)   **Transitions:** Strive for consistency and simplicity
- ✓ Use transitions to build and focus audience attention
- ✓ Sweeps from left to right work better
- ✓ Avoid mixing animation effects

(4)   **Graphics:** Go for relevance, not clutter
- ✓ Graphics emphasize and enliven your material
- ✓ Avoid clip-art clutter
- ✓ Effective placement and design focus the audience
- ✓ Recurring graphics are effective (e.g., logo)

(5)   **Video:** Use for education, not entertainment
- ✓ Video can be powerful for boosting retention, emphasizing points, and explaining difficult concepts visually
- ✓ Video is complex to incorporate as it is slow to load and may produce unexpected technical difficulties

(6)   **Sound:** Produce harmony with the message
- ✓ Sound can make a substantial impact
- ✓ It should enhance, not belittle, the message
- ✓ Sound requires good audio equipment

One final recommendation: Always have backup transparencies.