The Effective PowerPoint Checklist

✓ Organize

- Start with the end in mind
  - Why do you exist?
  - What is your purpose today?
  - What is the meaning of life? 😊
- Know your audience
  - What do they know?
  - What don’t they know?
  - What is relevant and interesting to them?
- Give it structure
  - Start with an outline – and stick to it!
  - Start with a “hook” (visual, example, or story)

✓ Create

- Background and colours
  - Use one background only
  - Use the same colours and fonts for:
    - Titles of slides
    - Main text
    - Sub-bullets or captions
- Caution: Text Overload
  - Point for only 1-2 lines per point
  - 6 bullets per slide (maximum!)
  - Use images instead of text whenever you can and explain them
- How NOT to write bullet points (it doesn’t look like much on the page but it sure does on a slide!)
  - When choosing a car, you will need to test drive it more than once, and ask about all of the features that are included.
  - The best way to keep up to date on trends in the auto industry is to read magazines and visit dealerships often.
- Effective bullet points
  - When you visit the dealer:
    - Test drive
    - Ask about features
  - Stay up-to-date
    - Magazines
    - Frequent visits
- Use of Images and Media
  - Catch your audience’s attention
  - Do not put images behind text
  - Do not underestimate the power of images
  - Keep them relevant and interesting
• Where to find images and media
  o Flickr Creative Commons http://www.flickr.com/creativecommons/
  o NOAA – wildlife and underwater photos http://www.photolib.noaa.gov/
  o Stock Xchg photos – a good variety http://www.sxc.hu/index.phtml
  o Nations Illustrated – photos of various places http://www.nationsillustrated.com/
  o Pics4Learning – well organized images http://www.pics4learning.com/
  o Images of Canada http://www.imagescanada.ca/index-e.html
  o Behold Creative Commons – tool that searches for high quality Flickr items
    http://www.behold.cc/

• Citing sources
  o Always look at the fine print on the site first to see how the creator would like to be credited! (It
    may be called “Terms of Use”, “Copyright” or something similar.)
  o If the site does not list how the creator would like to be credited than either find another site or
    email the creator to ask for permission.
  o Use one of the following ways to cite your sources on your References page:
    ▪ Citation machine http://citationmachine.net/cm50/
    ▪ An example of how to cite Creative Commons and license free materials
      http://mollykleinman.com/2008/08/15/cc-howto-1-how-to-attribute-a-creative-commons-
      licensed-work/

• Placement of images
  o Use borders, especially if photos overlap
  o Leave some space around images
  o Keep them large enough to see
  o Explain each one when presenting

• Transitions between slides – use only one type, but you can use them in different directions
• Animations (entrances, exits, movement)
  o Use only one type per page
  o Use only one animation per item
  o Keep it tidy, quick, and simple
  o Don’t use annoying ones
  o Show images BEFORE your bullet points to give people something to look at

✓ Deliver

• YOU do the talking, NOT your presentation!
  o Explain each bullet point with:
    ▪ Examples
    ▪ Stories
    ▪ Details
    ▪ Definitions

• Flaunt it
  o Show your passion and enthusiasm
  o Catch your audience’s attention
  o Know your stuff and be confident

• Non-Verbals Matter
  o Maintain eye contact
  o Move naturally (you are NOT stuck to the floor!)
  o Try to smile
  o Be professional, honest, and polite

• Be Sure To…
  o Check spelling and grammar
  o Check animations and transitions
  o Practice the entire presentation at least 3 times all the way through
  o Bring a back-up USB
  o Reference sources properly