

DEATH BY POWERPOINT

One message per slide increases focus and understanding.

(Harden, R. M. 2008))states to not exhaust bullet-pointing



ONE MESSAGE

Huma Shamas



Each powerpoint should contain one message

Exley & Dennick (2004, p. 79) cautioned users of PowerPoint—‘turning all visual aids into bulleted lists is a mistake and if you spend a whole day watching PowerPoint conference presentations it will strongly reaffirm the need to avoid death by bullet point’

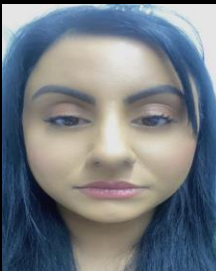
In an article ‘PowerPoint is Evil’, published in Wired, Tufte (2003), a visual communications guru invited readers to ‘Imagine a widely used and expensive prescription drug that promised to make us beautiful but didn’t.

Instead the drug had frequent, serious side effects: It induced stupidity, turned everyone into bores, wasted time, and degraded the quality and credibility of communication. These side effects would rightly lead to a worldwide product recall’.

He goes on to note, however, that despite these criticisms of PowerPoint, about 400 million copies are producing trillions of slides each year, convenient for the speaker but punishing, he believes, to both content and audience.



Huma Shamas



Purpose of Slides?

- The idea of a slide is to have memory joggers that trigger thinking in the audience
- Easy to present and maintain eye contact with a large audience
- Visual representations can help to reinforce the key points you're speaking about.



saima

Why is it important to use clear Sentencing?

- A clear sentence expressing your key **message gives clarity**. If you say it, and an audience member didn't quite hear it or didn't quite grasp it...it's gone. Having it on the slide allows them to reread it so that they can understand it.
- Images and Words combined are a effective way to keep audience engaged in presentation



saima

A picture may be worth a thousand words

- By adding a sentence you ensure that every person in your audience gets the point you wanted to make with the picture.
- By putting some words directly on the image you ensure that the image is linked with your point in their memory



saima

Eating apples increases your metabolism.



Saima

SIZE

- Size matters
- The most important part of each slide should be the biggest.



Saiqa Bibi



Saiqa Bibi



Bold



Saiqa Bibi

*Styles and fonts also
impact the focus.*



Dark Background

- Audiences prefer a high contrast presentation
- The focus should be on the presenter
- Colour of text and images also affect the contrast





Janhara
Bibi

This can't be seen by the audience This also can't be seen by the audience



Janhara
Bibi

This can be seen by the audience

This also can be seen by the audience

Importance of using a dark background



- Research has shown that a high contrast improves attention and memory (important in the workplace!) (Dzulkifi & Mustafar, 2013)
- Sets the tone for the presentation



Objects

6 items max per slide

**500% less energy used
by your audience.**

**Amount of slides
doesn't matter**

Huma Shamas

