

❑ Be consistent

Slides should use the same fonts and follow similar themes throughout.

❑ Simple is best

The audience are there to listen to you. Make it easier for them by keeping your slides simple.

❑ White space is good

Use ample empty space on your slides so your audience can easily spot the key message.

❑ Bullet points?.. meh!

Instead of a long list of bullet points, consider simply putting your key message for each point on individual slides.

❑ Long bullets are bad

Avoid bullet points with long strings of text. If you use bullets, make the bullets a simple keyword.

❑ Animation is bad

Only use animation when absolutely necessary, and avoid flying animations likely to distract your audience.

❑ Make text limited and large

Limit the amount of text on each slide and make the font size large and easy-to-read.

❑ Use sans serif fonts

Use fonts such as Arial, Helvetica, Tahoma, and Verdana. Avoid fonts like Times New Roman and Georgia.

❑ Tables vs. Graphs

Consider using tables to show specific data rather than a graph showing everything.

❑ Highlight the key point

The audience is there to listen to you. Encourage them to focus on you by only showing the key points on your slides.