

Creating Slides

This presentation is aimed at showing you the pitfalls involved in creating slides and how to avoid them.

Fonts and Sizes

Choose one font for all your slides.

This is Arial size 60

This is Verdana size 44

This is Times New Roman size 32

Fonts like this - or like this - are hard to read

CAPITAL LETTERS

AVOID WRITING IN CAPITAL LETTERS BECAUSE THEY LOOK AGGRESSIVE – IT'S THE VISUAL EQUIVALENT OF SHOUTING AT THE AUDIENCE.

Less is More

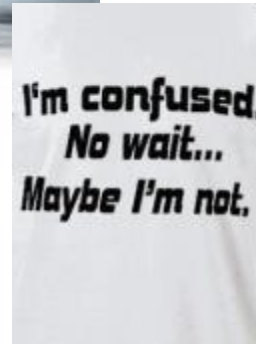
- If you write too many words on your slides like this one the audience will not pay any attention to what you are saying as they believe that what you have written must be important too and will have difficulty absorbing aural and visual information simultaneously.
- Three bullet points and meaningful key words are best.

Transitions and Animation

- Don't distract the audience - keep transitions simple - like the previous slides.
- Avoid special effects like these - the audience is there to listen to you not to admire your Powerpoint skills.

Images

- Don't crowd the slide or place images over writing so it can't be read



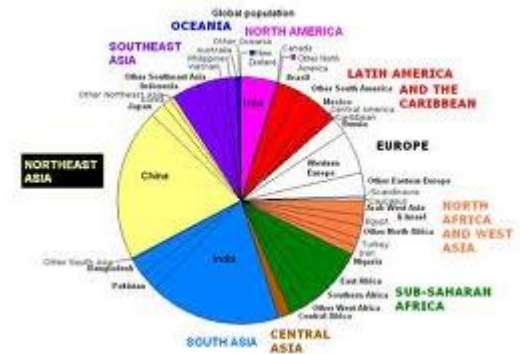
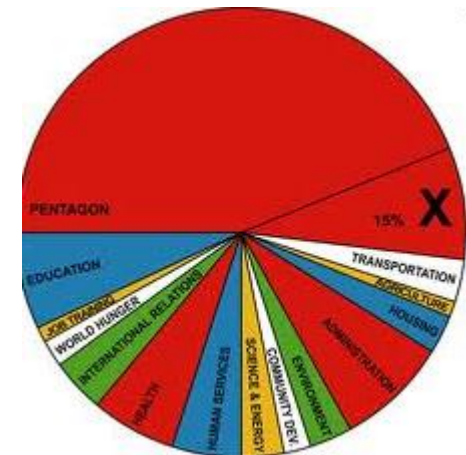
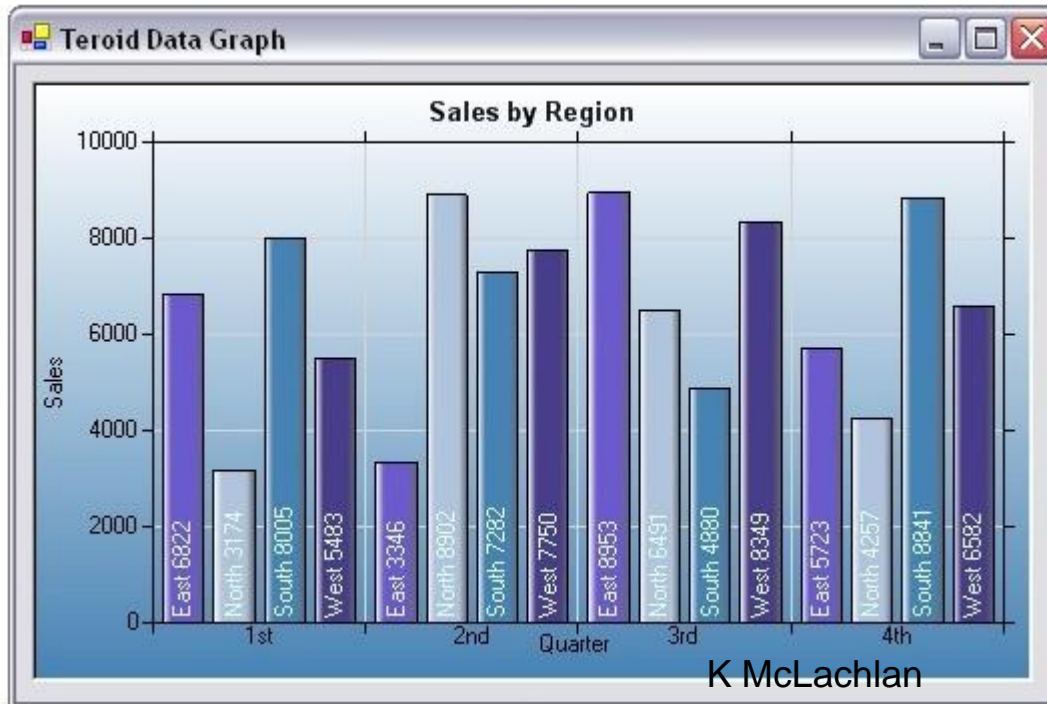
This is much more effective.



Figure. 1 Guthrie, J. (1882). *To Pastures New* [oil on canvas]. London,
Retrieved from <https://artuk.org/discover/artists/guthrie-james-18591930>

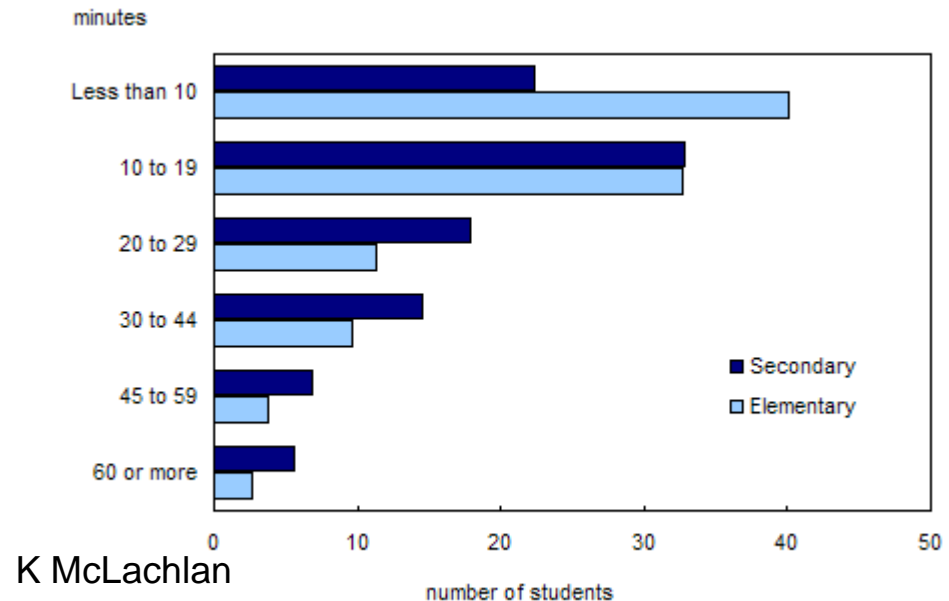
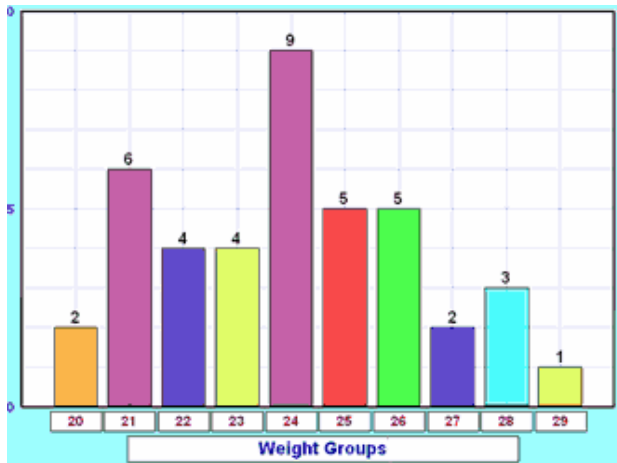
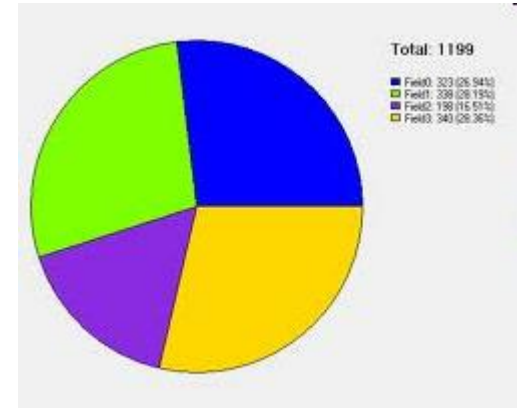
Charts and Graphs

- Complex charts and graphs confuse the audience with too much information.



Charts and Graphs

- Ones like these convey a stronger, clearer message.



Colours

- Ensure you have a high contrast between the text and the background like this slide as this enhances the words, making them easier to read.

Red and Green

- This colour combination lacks sufficient contrast and makes reading difficult.
- People who are red-green colour blind will not be able to read the words at all.

Orange and Blue

- Orange and blue can create an irritating, vibrating effect.

Red and Blue

- This colour combination lacks sufficient contrast and makes reading difficult.

Backgrounds

- Be careful of patterned backgrounds or ones with shading like this one. If there is not enough contrast, words can be very **difficult to read**.