# Keep It Simple

1. Use concise headings
2. Avoid excessive and unrelated decor
3. Avoid distracting use of color
4. Limit font variety
5. Avoid distracting movements
6. Avoid unnecessary sound

# 6 x 6 Rule

Maximum:

1. Six words per line
2. Six lines per slide

# Make It Easy to Read

1. Use upper- and lower-case letters (not all caps)
2. Use sans serif fonts
3. Use large font size
4. Use high contrast

   (light on dark or dark on light)

# Focus on Visuals

Illustrate concepts through visuals:

1. Maps
2. Tables
3. Photos, paintings and drawings
4. Diagrams and flow charts
5. Graphs

# Tables

1. Use clear headings and data labels
2. Strive for simplicity
3. Keep layout consistent
4. Keep grammar structure of entries consistent

# Image Composition

1. Ensure images are large enough
2. Strive for visual balance between headings, images and text

# Image Quality

1. Select images that invoke emotion
2. Choose quality images over clip art
3. Make sure images are in focus

# Diagrams and Charts

1. Visualize concepts
2. Choose appropriate diagrams or charts

# Graphs

1. Don’t overcrowd graphs
2. Use color effectively
3. Choose appropriate graph type

Line graphs = development over time

Bar graphs = comparisons

Pie graphs = percentages

# Avoid Errors

1. Avoid spelling errors
2. Avoid grammar errors
3. Avoid punctuation errors

# Insert Blank Slide

Insert blank slide

1. When talk is not accompanied by visual
2. At the end of the presentation

# Practice with AV Aids

1. Check electronic equipment before presentation
2. Rehearse presentation slides
3. Choose proper room lighting (not too dark or too light)
4. Create back-up plan ("The show must go on")

# Speak with Technique

1. Keep eye contact with the audience
2. Speak extemporaneously
3. Use gestures
4. Move away from lectern and toward the audience

# Remain in Control

1. Don't let slides dominate your presentation
2. Don't use the screen as a teleprompter
3. Avoid passing visual aids among the audience; the audience should focus on you

# Make Content Clear

1. Explain Visuals
2. Follow wording and order of text on screen

# Navigate Smoothly

1. Display slides only when discussing them
2. Don't move mouse while talking
3. Switch to black screen when not speaking about a visual (B key = black)

# Answer with Skill

1. Repeat or rephrase questions before answering them
2. Rewind or forward to specific slides when needed (enter slide number on the keyboard)
3. Consider creating extra slides for possible questions