Tips for Effective PowerPoint Projection

(1) **Text:** Keep it clear and consistent
✓ Use a style appropriate for your “image”
✓ Don’t mix fonts; no more than two per slide
✓ Keep size consistent; stay above 24 point

(2) **Color:** Use it to emphasize content
✓ Contrast improves readability
✓ Avoid overly colorful or ornate background
✓ Recognize that lighting affects contrast

(3) **Transitions:** Strive for consistency and simplicity
✓ Use transitions to build and focus audience attention
✓ Sweeps from left to right work better
✓ Avoid mixing animation effects

(4) **Graphics:** Go for relevance, not clutter
✓ Graphics emphasize and enliven your material
✓ Avoid clip-art clutter
✓ Effective placement and design focus the audience
✓ Recurring graphics are effective (e.g., logo)

(5) **Video:** Use for education, not entertainment
✓ Video can be powerful for boosting retention, emphasizing points, and explaining difficult concepts visually
✓ Video is complex to incorporate as it is slow to load and may produce unexpected technical difficulties

(6) **Sound:** Produce harmony with the message
✓ Sound can make a substantial impact
✓ It should enhance, not belittle, the message
✓ Sound requires good audio equipment

One final recommendation: Always have backup transparencies.