

APENDICES

Some Tips for Good Presentation

- Keep the lights on.
 - Dark lights invite people to sleep. If you have problem with the clarity of the projection, try working with the background of your slides.

- Move around the room.
 - Get a remote clicker and go down to the audience.

- Keep it simple.
 - Look back at your content and try to delete as much superfluous material as you can. Try to focus on quality instead of quantity.
 - Start with a central idea, then write it down somewhere. You will be lucky if you get people to remember that one idea a day after your presentation.

- Let your personality come through.
 - I am sure you have many good stories to tell, and that you do well telling them during one on one situations. Just do the same during presentations.

- ALWAYS start with an Icebreaker

- Obey the 10 minute rule
 - There is plenty of research to support the fact that most people attention span during presentations lasts about 10 minutes. So after 10 minutes you need to do something to get your audience back: change the pace, tell a joke, have an activity, etc.

- Create handouts!
 - This is the only way to really liberate yourself from slideuments

Some Basics of Slide Design

- Color
 - Familiarize yourself with the color wheel.
 - Try not to use more than 2 different colors per slide (2 is best).
 - Saturize color to create good contrast.
 - The following website allows you to create your own color templates and also to use colors from your images.
- Empty space
 - Empty space can convey a feeling of high quality, sophistication, and importance.
 - Empty space allows the other elements in your slide to breathe.
 - Slides with a lot of elements (e.g. many bullets) almost always can be broken down to one slide per element (one slide per bullet point). This has a much greater effect (remember principle # 1 above).
- Contrast
 - Contrast is perhaps the most important tool in your visual arsenal.
 - Here are some ways to achieve visual contrast:
 - Manipulate space – for example near and far, empty and filled
 - Color choices
 - Text selection – for example bold and narrow.
 - Positioning – for example top and bottom, isolated and grouped.
- Alignment
 - Nothing in your slides should look as if it were placed there randomly.
 - Rule of thirds – a technique used by photographers when framing their shots. Subjects placed exactly in the middle can often make for an uninteresting photo. A slide could be divided by lines so that you have four intersecting lines or crossing points and nine boxes that resemble a tic-tac toe board. These four crossing points are called power points. You want your main subjects (words, text, images) to be placed along these power points.
 - To see a grid in PowerPoint, click on “view” and then “guides”. This will add two guides (lines); one across and one horizontal. If you like using guides, but wish there were more, you can create additional Guides by simply holding down the CTRL key while dragging on an existing Guide. This will create a new guide. To get rid of guides, just drag them off the edge of the slide. Make the Guides visible by using View/Guides. Then, hold down the SHIFT key while you click-and-hold a guide; the tooltip for the guide will display 0:00. As you move the guide, the distance the guide covers from the beginning of the drag will be displayed in the units of your ruler. In this way you can measure distances between objects, place guides at specific places, etc.

- Proximity
 - Related items should be grouped together so that they will be viewed as a group, rather than as several unrelated elements.
- Text
 - Make sure the text is big enough to be seen by the person in the last row. You rather have text that is too big than too small. How big? If you can't make out the text when viewing slides in the slide sorter view, then your text is probably too small for everyone in your audience to read.
 - Generally, a sans serif typeface is best for projected slides.
 - Many good presenters (like me) like the following six typefaces: Caslon, Garamond, Baskerville, Helvetica, Futura and Gill Sans (this is the one I used in this presentation).
 - It is a good idea to use consistent typefaces throughout the presentation. If you are not familiar with different families of typefaces, I suggest you stick the same one throughout your presentation.
- Consider placing text at angles or in an unconventional location.
- Backgrounds
 - If you apply all of the principles outlined above, then there is only one more thing to say about background: for darker venues used a dark background, but for all other situations (like lectures in a typical classroom) use a white background.

Some Tips for Using Images in Your Presentations

- Make sure you use high quality pictures. See below for some good web sites where you could find good photos.
- Try “bleeding” the image for a good effect.
 - Bleeding the image off the page occurs when the image takes the whole slide canvas. To achieve this effect you need an image that is about the same size as a PowerPoint slide (1024 x 768 pixels for most screens)
- Text on images
 - In order to make the text legible, place a text box between the text and the image. You can change the legibility by controlling the transparency of the textbox. Make sure to be consistent in the use of this technique throughout your presentation.

Where to get good images?

- iStockPhoto.com: <http://www.istockphoto.com/index.php> - the best of the best. Photos cost about \$1 per image.
- Stock.xchng: <http://www.sxc.hu/> - best of the free sites.
- Flickr: CreativeCommons: <http://www.flickr.com/creativecommons/> -lots of great free photos, but not a good search engine. License may require giving attribution for using the photos.
- Presentation Zen: <http://www.presentationzen.com/> - not really a photo database, but the best place to start to get information about presentation design.

Embedding Video in PowerPoint

Play From the Internet

You may simply link to the video by copying the video's URL (i.e., <http://youtube.com/watch?v=vAswCGgdomM>) and pasting it into your presentation. The video will open in a new window, which you can close to return to your PowerPoint slideshow.

WARNING: This method will only work if the computer you will be displaying your slideshow on has internet access.

Embed YouTube Videos Directly into PowerPoint

First download the YouTube video locally in either Windows Media or AVI format since PowerPoint doesn't understand the default FLV or MP4 formats of YouTube. You can either use Zamzar.com or MediaConverter.org to save any YouTube video as an AVI file – I prefer Media Converter since it supports in-browser conversion while Zamzar requires your email addressing where they send the link to converted video.

Once the video is saved as an AVI or WMV file on your computer, go to Insert → Movie → "Movie from file" to put the YouTube video in the current slide.

WARNING: This method requires that both files (PowerPoint and video) be transferred and located in the same folder in order to view the slideshow on another computer.