

PINPOINT

Guns don't kill people, as the saying goes, but bullets kill plenty...Protect your audiences from the dangers of bullets.

Nancy Duarte

Bullet Points

Bullet points don't bestow clarity on your ideas — the opposite, in fact.

They work as *aides mémoire* for the presenter but not for the audience. Bullets turn a slide into a *slideument*—a document for you disguised as a slide for the audience.

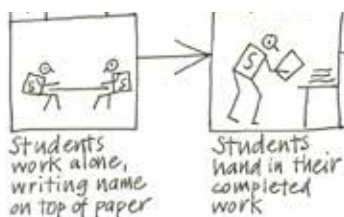
Better to devote one slide per idea and to communicate that idea in a short, clear sentence. And to place an image behind it that captures the essence of the message. A far more powerful way to connect with your audience.

Fonts

- No less than 40 point size: too hard to read from distance
- Don't use more than two fonts: confusing and amateurish
- Don't use serif fonts: edges too fuzzy to read
- Don't use Comic Sans sorry! too corny and ugly
- Don't centre your text (only for titles): too hard to read
- Do use contrasting colours against background images.

Sketching

Avoid clip art. It is cheesy and looks very amateurish. Consider sketching images yourself. Roughly-drawn images have a dramatic effect set in a digital context.



Have a story to tell before you work on your Powerpoint file.

Cliff Atkinson

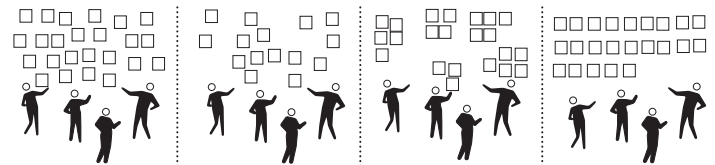


One of the most important things you can do in the initial stage of preparing for your presentation is to get away from your computer.

Garr Reynolds

Preparation

Start with sticky notes. Use large felts so you don't write too many words onto the stickies. One sticky per slide. One idea per slide. Move the stickies around. Stand back and consider. Talk about them. Move them around again until the story emerges.



1 COLLECT
Brainstorm ideas

2 CULL
Edit out duff ideas

3 CHUNK
Group ideas in themes

4 CHAIN
Sequence for narrative

Images

Don't grab images off Google as they're too fuzzy.

Do let photos *bleed* — covering the whole slide with no white borders. Why? They seem to run over the edges and so draw you in. Notice how magazines do this.

Black and white photos can be more dramatic than colour.

Don't be scared of sketching on paper, scanning it and placing it as the main image. People love to see hand-created images instead of the usual digital fare.

Rule of thirds

Film-makers, photographers and graphic designers all use the rule of thirds. Aim to have the composition aligned with the crosshairs —where the dividing lines cross. They are called power points and ensure your images grab the eye and aren't boringly centred.



What about Keynote?

All the points made about Powerpoint apply equally to Keynote. Keynote will supply you with better designed templates and an ability to align objects.

What about Prezi?

Prezi has great possibilities. But again, the principles here apply. Be careful not to create vertigo among your audiences with the pointless dizzying transitions.

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