



Slide Design Guidelines

The Need for PowerPoint Slides

- Determine whether slides will add value—if your panel wants a conversation type format, slides may not be needed
- Use AGA's approved PowerPoint template for the event
- PowerPoint slides can provide visual elements that clearly explain, dramatically depict, and emotionally emphasize each point you wish to make
- Presenting an image in a slide with narration allows audience members' auditory and visual channels to work collaboratively, making the information easier to process
- Presenting an image with a lot of text and narration overloads the audience with too much information to process at one time
- Saying the words and showing the picture is most effective

Keep It Simple

- Your slides should have plenty of white spaces
- Do not fill up your slides with logos, unnecessary graphics, or text boxes that do not contribute to the key point
- Less clutter equals a more powerful presentation

Limit Bullet Points and Text

- The best slides are highly visual and have almost no text
- Create slides that reinforce your words, not repeat them
- Avoid fonts smaller than 32-point font

- No more than three to four bullet points per slide
- If you want to provide audience members with detailed information, make a downloadable handout available after the presentation

Use Color Well

- Make sure you have sufficient contrast between the text and the background
- A white (or light) background with dark text is the best way to maintain visual intensity in high and low light settings

Control Content with Simple Animation

- Use simple animation (appear, fade, wipe) without motion and without sound effects
- Use animation to place information on the screen as it becomes relevant
- Use animation with graphics to deliver complex information gradually

Use High-Quality Graphics

- Use your own photos or purchase stock photos
- If using an image from an online source, be sure to get permission and/or give proper attribution
- Avoid using clip art or other cartoonish line art