DESIGNING EFFECTIVE SLIDES

## Take-away points to develop an upcoming presentation or improve a current one

1. Effective slides serve as a visual aid and reinforce the speaker's message. They are not stand-alone documents.

Ways to avoid making slides a visual crutch for the speaker:
- *Don't put too much content on a slide.*
- *Don't use your slides as a teleprompter.*
- *Avoid cognitive overload. The audience cannot listen to the speaker and read the slides at the same time.*

2. Simplicity is best when designing slides.

Examples of ways to ensure simplicity in slide design:
- *Follow the three second rule.*
- *Aim for a low word count.*
- *Only animate slides if it adds value.*
- *Use bullets sparingly.*
- *Protect whitespace on the slides.*
- *Use a font no smaller than 30 points on slides.*
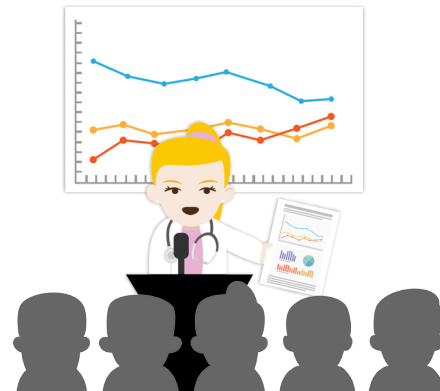- *Determine the best way to reveal text on a slide.*
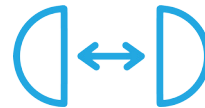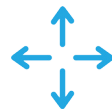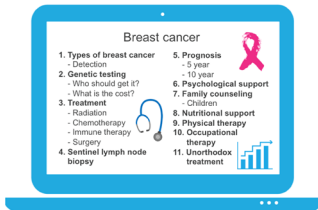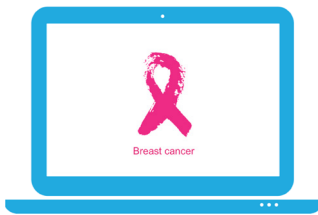
3. Slides are for supporting your data. They are not handouts.

Examples of ways to present data on slides:
- *Present data with integrity.*
- *Get to the point with data.*
- *Keep the data slide simple.*
- *Pick the best tool to display data results.*
- *Highlight important information on slides.*

4. Your handout should be different from your presentation slides. Don't print your slides for a handout.

Notes: