Choose a simple layout

Use title to convey key point

This slide clearly has too much going on and this text box contains too many words for a presentation slide. It is not written in point form, which makes it difficult for your audience to read and for you to present each point. The audience will be straining their eyes to read this amount of information. They will also be torn between reading the text and listening to what you have to say. Also, if you type a sentence onto your slide you will more than likely read it out – it’s very difficult to resist. The layout of this slide is cluttered and confusing.
Use sans serif fonts

×

Times 10pt
Times 14pt
Times 18pt
Times 24pt
Times 28pt
Times 32pt
Times 40pt

✓

Arial 10pt
Arial 14pt
Arial 18pt
Arial 24pt
Arial 28pt
Arial 32pt
Arial 40pt
Use simple colour schemes

2-3 colours allow you to develop a ‘theme’

The MORE you use the HARDER it gets to look at
Use high contrasting colours

In general light coloured text on a DARK background is best!

But the lighting in the room is actually more important
Keep visuals simple

Simple visuals help your listener
Make graphics clear and simple

Audience Retention of Information

% information retained

Oral
Visual
Oral & Visual