Pointing with Power
Using PowerPoint Effectively

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Microsoft Office PowerPoint 2007
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Those who fail to prepare, prepare to fail

- Develop a clear **story**
- Keep to 3-5 **key** points (1 minute/slide)
- **Connect** your main themes
- Stick to the **time** limit
- Go **full circle** with your message
Target your audience

- Peers / General public / Managers / School children / Government officials?
- Modify your presentation accordingly
Use color modes correctly

**Red Green Blue**
- Transmitted light
- Best for presentations, websites
- Mixing colors results in white
- Absence of color results in black

**Cyan Magenta Yellow black**
- Printed ink
- Best for printed products
- Mixing colors results in black ink
- Absence of color results in white (or the background color)
Raster versus Vector images

at 4x magnification

versus

at 4x magnification
Raster/bitmap graphics are limited by their resolution

TIFF = CMYK or RGB; large file size due to lossless compression
JPEG = CMYK or RGB; small file size due to lossy compression
GIF = RGB; small file size due to less colors; transparency
PNG = RGB; relatively new format; transparency
Raster EPS = CMYK or RGB; usually just for spot color images
Vector graphics can be scaled

AI = CMYK or RGB; can only be used in Illustrator

Vector EPS = CMYK or RGB; can be used in any vector software

SVG = CMYK or RGB; first open standard format; can be used online in web browsers
Develop a consistent style and format
Avoid transitions that cause seizures
Choose easy to read fonts

<table>
<thead>
<tr>
<th>Serif fonts</th>
<th>Sans serif fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Arial</td>
</tr>
<tr>
<td>Garamond</td>
<td>Century Gothic</td>
</tr>
<tr>
<td>Palatino</td>
<td>Helvetica</td>
</tr>
</tbody>
</table>
Think about your colors

- Use color carefully, especially red and green
- Contrast between the background and text or graphics is important
- Improper use of color can alienate your audience

Brown  Dark green  Black
Use colors to guide the audience

Site selection

Community composition & morphology

UNGRAZED

Natural grazing trails

Simulated grazing trails

Grazer exclusion

GRAZED

Site: Simulated trails

Natural grazing

Grazer exclusion

Community:

UGRAZED

UNGRAZED

Wanga Wallen Banks

'cultivation grazing'

Amity Banks

Grazer exclusion

Site selection: Simulated trails

Natural grazing

Grazer exclusion

Community composition & morphology:

UNGRAZED

Natural grazing trails

Simulated grazing trails

Grazer exclusion

GRAZED
Graph formatting makes all the difference
Graph formatting makes all the difference
Format maps to include more information
Use the right resolution image

- Resolution is different for different media
  - printed products need 300 dpi
  - presentations and websites need 96 dpi
- Ensure your graphics are clear and manage file size
Avoid jargon and acronyms

• Jargon sounds good but means what?
  • Double-blind randomized controlled trials

• Acronyms need to be introduced:
  • BAC = Bank of America Corporation
    = Blood Alcohol Content
    = Buffalo Athletic Club
    = Boston Architectural College
    = Baltimore Aircoil Company

• IDSFA = It Doesn’t Stand For Anything
Active titles summarize key points

**Inactive titles:**
Barriers to EBM
Impacts of low rainfall
Combined water quality index

**Active titles:**
Communication identified as a barrier to implementing EBM
Lack of rain resulted in high salinities
A combined index of water quality shows degradation downstream
Good animation helps guide your audience

- **Pressure**: Human activities and impacts
- **State**: State of the environment
- **Response**: Institutional and individual response

Arrows indicate the flow of information and responses.
Good animation helps guide your audience
Identifying key habitats for Samoa
Identifying key habitats for Samoa
Identifying key habitats for Samoa
Identifying key habitats for Samoa

Pressure
Human activities and impacts

Response
Institutional and individual response

State
State of the environment

Cloud forest
Uplands
Rivers and streams
Coastal strand
Identifying key habitats for Samoa

STATE
State of the environment

PRESSURE
Human activities and impacts

RESPONSE
Institutional and individual response

SOCIETAL RESPONSES

PRESSURES

RESOURCES

INFORMATION

Cloud forest
Uplands
Rivers and streams
Coastal strand
Wetlands
Identifying key habitats for Samoa

- Cloud forest
- Uplands
- Rivers and streams
- Coastal strand
- Wetlands
- Nearshore marine
Identifying key habitats for Samoa

- Cloud forest
- Uplands
- Rivers and streams
- Coastal strand
- Wetlands
- Nearshore marine
- Offshore marine

Pressure: Human activities and impacts
Response: Institutional and individual response
State: State of the environment
Societal responses: Resources, Pressures, Information
An animated map sequence can be effective.
An animated map sequence can be effective
An animated map sequence can be effective
An animated map sequence can be effective

13 Feb 2000
~4.5 km²
An animated map sequence can be effective.

Bloom expansion rate: ~100 m² min⁻¹ (Jan 1–Feb 24)

24 Feb 2000
8 km²
Using movies can be impressive yet deflating
Tips for presenting

• Preparation is essential
  – Rehearse
  – Write it out
  – Words for between slides

• Arrive early to check equipment

• Introduce yourself and provide some background

• Face the audience and speak slowly and clearly

• Be enthusiastic
You’re not reading a speech

• Text can be used to:
  – *Remind* you of the key points of the talk
  – *Provide* the audience with information to interpret graphics
You’re not reading a speech

• Text should NOT be used to:
  – *Distract* audience from your words
  – *Replace* the need for you to talk
Orient the audience to each slide
Tips for dealing with nerves

- Nerves are good!
- Adrenaline helps you to focus and give a better presentation
- Don’t prepare to fail
- Anticipate the questions
- Understand the weaknesses of your work
- Ask a previous speaker a question in question time
• Be prepared!
• Aim to impart a few key points
• Invest time to make your presentation visually appealing
• Use effective visual elements and active titles