
PowerPoint Presentations

Bill Adams

Trachtenberg School

The George Washington University

Wireless Presentation Remote



What
NOT
to do!

For MSPP curricular review, we asked ourselves

- Given the challenges in the world today, what do we think public leaders most need to understand and be able to do?
- What is stressed in our public service school's public leadership curricula?
- What "executive competencies" should we emphasize in our degree programs?
- What would we like the product to be?
- I'm reporting on initial work conducted by Judy Brown and Carol Pearson

At the end, I'll be asking you?

Clean black
background?

Dramatic but
printing issues

Clean white
background:

Less distracting
& easy printing

But a bit boring...

PowerPoint now
comes with some
cleaner themes.

Uncluttered Themes: "Office"

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incidunt ut labore et dolore magna aliqua.

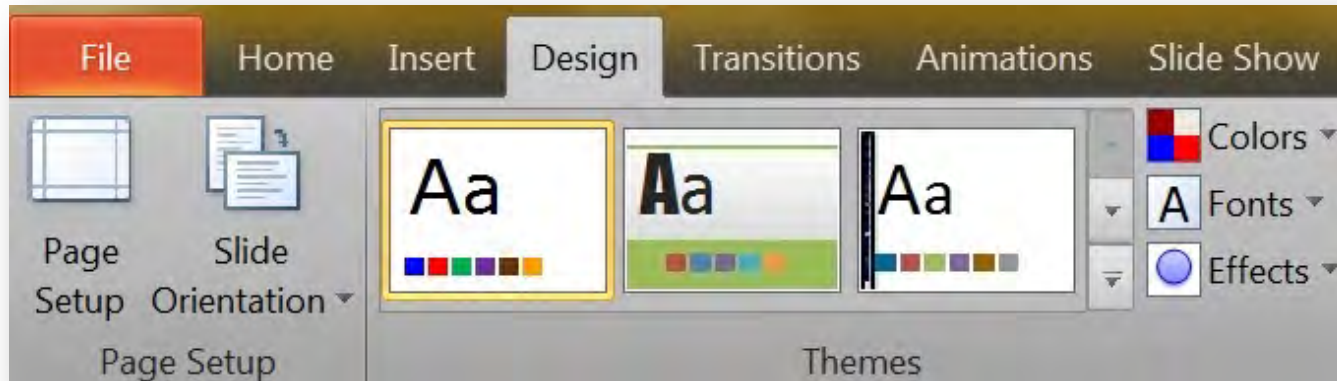


Uncluttered Themes: “Adjacency”

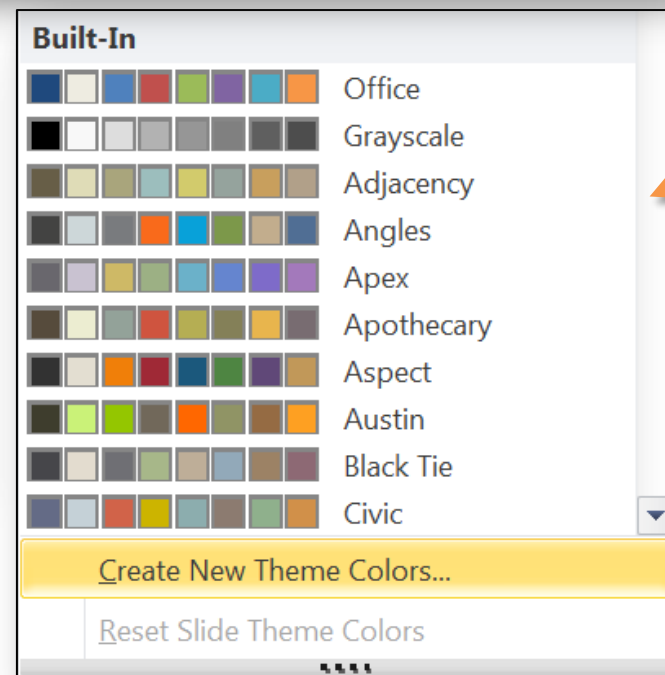
- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incidunt ut labore et dolore magna aliqua.



Adjacency, Office, Other Themes



Make it look original, not packaged.



But Still Cluttered Themes: “Kilter”

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incidunt ut labore et dolore magna aliqua.

CLUTTERED: “COUTOUR”

- Lorem ipsum dolor sit amet
- Sed do eiusmod tempor
- Incididunt ut labore et dolore magna aliqua.



Large Readable Font Size!

32: The Trachtenberg School at GW

28: The Trachtenberg School at GW

24: The Trachtenberg School at GW

20: The Trachtenberg School at GW

16: The Trachtenberg School at GW

12: The Trachtenberg School at GW

Sans-Serif Fonts for PowerPoint

hijklm
a sans-serif font

Sans-Serif Fonts for Report Text

hijkl
a serif font

Sans-Serif Fonts

- (Arial Trachtenberg)
- Candara Trachtenberg
- Calibri Trachtenberg
- CastleT Trachtenberg
- Century Gothic
- (Helvetica Trachten)
- Gill Sans MT Trachtenb
- Lucinda Sans Unicode
-
- MS Reference Sans
- Veranda Trachtenberg
- Tahoma Trachtenberg

Embed your fonts for each PPT!

The image shows two overlapping 'PowerPoint Options' dialog boxes. The larger one in the background is on the 'Save' tab, which is highlighted with a yellow arrow. The 'Embed fonts in the file' checkbox is checked, and the 'Embed all characters' radio button is selected. A smaller, semi-transparent version of the dialog box is overlaid on top, also on the 'Save' tab.

PowerPoint Options

Popular
Proofing
Save
Advanced
Customize
Add-Ins
Trust Center
Resources

Customize how documents are saved.

Save presentations

Save files in this format: PowerPoint Presentation

Save AutoRecover information every 10 minutes

Default file location: C:\Documents and Settings\Bill\My Documents

Offline editing options for document management server files

Save checked-out files to:

- The server drafts location on this computer
- The web server

Server drafts location: C:\Documents and Settings\Bill\My Documents\202\ **Browse...**

Preserve fidelity when sharing this presentation: PowerPoint Tips Talks .pptx

Embed fonts in the file

- Embed only the characters used in the presentation (best for reducing file size)
- Embed all characters (best for editing by other people)

PowerPoint Options

Popular
Proofing
Save
Advanced

OK **Cancel**

Avoid
clutter
at all
cost!

Minimize
amount
of text!

But, if
you hit
"new
slide"...

Click to insert Headline

Title Area for AutoLayouts

- Click to add text
- Click to add text
 - ✓ Click to add subtext
 - Click to add sub-subtext

Object Area for AutoLayouts

So what is the problem?

- The problem is that most people use Power-
PowerPoint this way and read each & every
- Bullet after bullet after bullet after bullet with
- Most of what they are saying written word for
word up there on the very cluttered screen
 - Frequently with even more sub-bullet elaboration
 - And with absurdly small font sizes
- Until the audience's eyes glaze over looking at
slide after slide of endless masses of text
- And they fall into a deep coma as a painful,
tragic brain death ensues.
- Lorem ipsum; nos scolares potest facere melius.



One Suggestion: Maximum 7 by 7



1. No more than seven words per line.
2. No more than seven lines per page.
3. No more than seven words per line.
4. No more than seven lines per page.
5. No more than seven words per line.
6. This 1.7 line spacing does help too.
7. **Still probably too much text, isn't it?**

Or Perhaps: 5 by 6 max?



1. Maximum of six words per line.
2. Maximum of five lines per page.
3. Maximum of six words per line.
4. Maximum of five lines per page.
5. Still creates a large text mass.

DODGING BULLETS



IN PRESENTATIONS

HOW?



Extreme anti-text?



If you strive for simplicity, you are more likely to reach the viewer

**“The best slides
may have
no text at all”**





Middle Road



- Minimize text, bullets, and data per slide.
- Use an uncluttered theme.
- Perhaps a few "7x7s/6x6s" are OK.
- Maybe a few big evocative, relevant photos.



April 26, 2011

Early Childhood Education in Bangladesh: The Proteeva Program

Camp Fraser



Blazing the Trail: Camp Fraser Presentation (April, 2009)

Camp Fraser



Blazing the Trail: Camp Fraser Presentation (April, 2009)

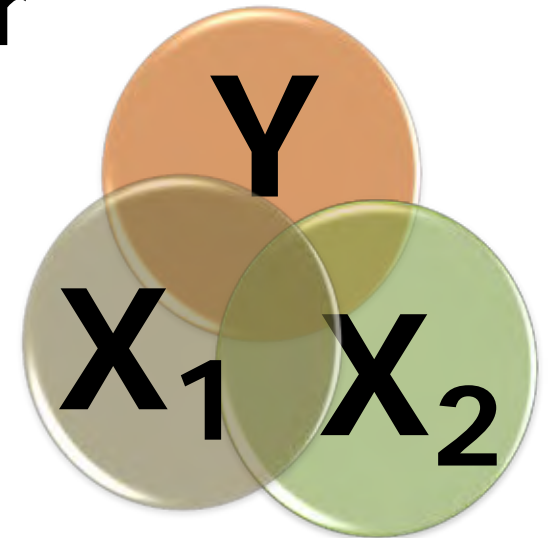
Middle Road



- Minimize text, bullets, and data per slide.
- Use an uncluttered theme.
- Perhaps a few "7x7s/6x6s" are OK.
- Maybe a few big evocative, relevant photos.
- **Or perhaps add one graphic element.**

Maybe add one graphic element

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incidunt ut labore et dolore magna aliqua.



Maybe add one graphic element

- Lorem ipsum dolor sit amet
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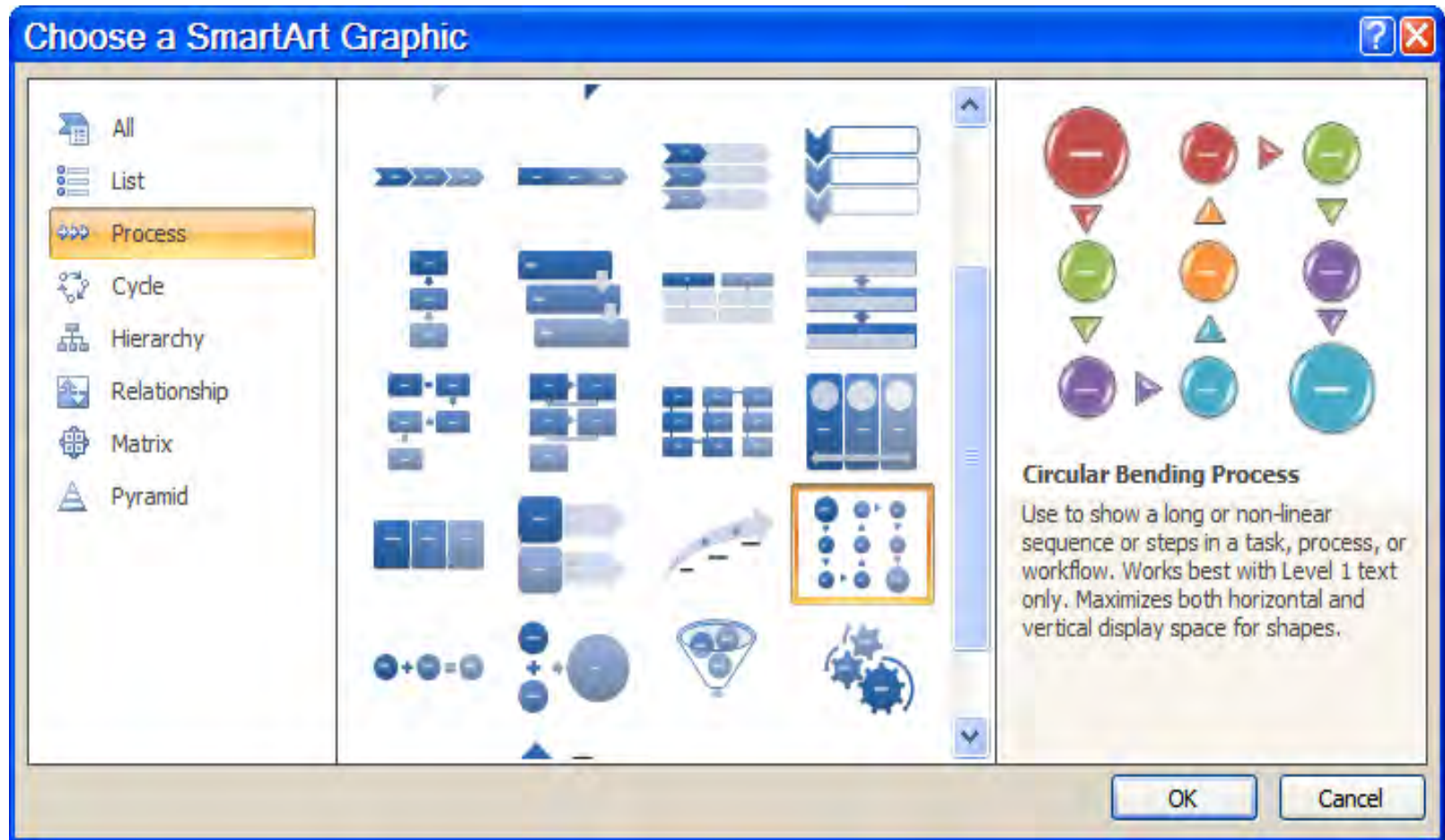


Middle Road

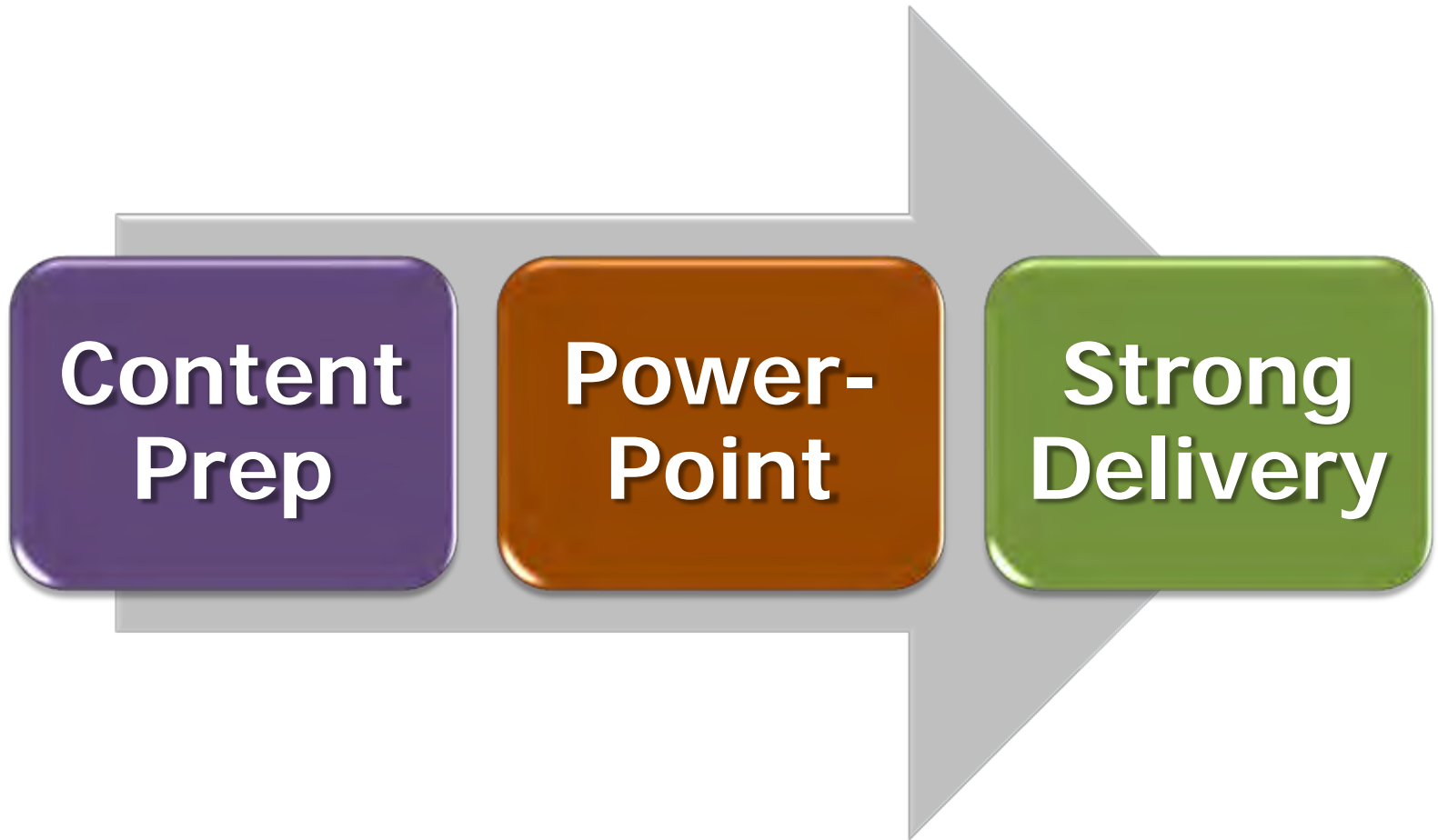


- Minimize text, bullets, and data per slide.
- Use an uncluttered theme.
- Perhaps a few "7x7s/6x6s" are OK.
- Maybe a few big evocative, relevant photos.
- Or perhaps add one graphic element.
- **Consider "SmartArt" instead of bullets.**

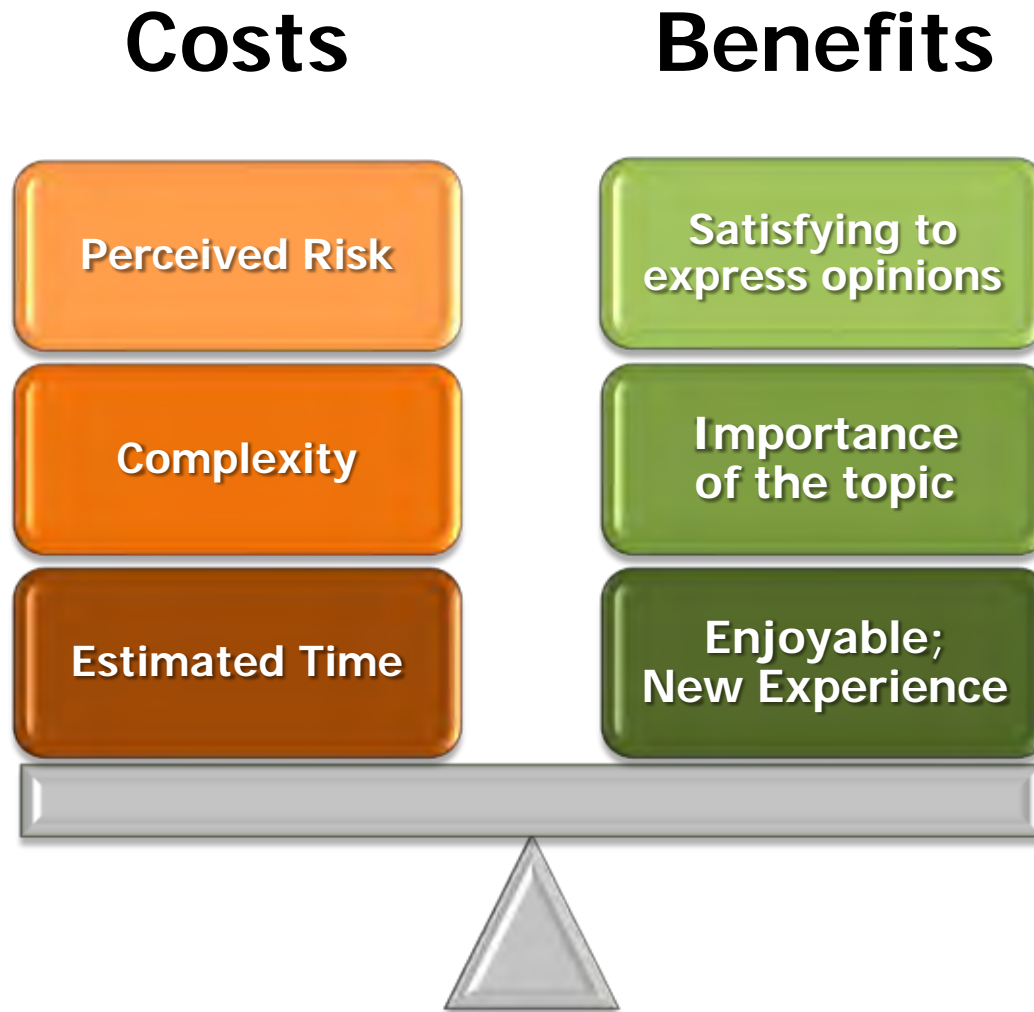
PPT 2007 & 2010 added "SmartArt"



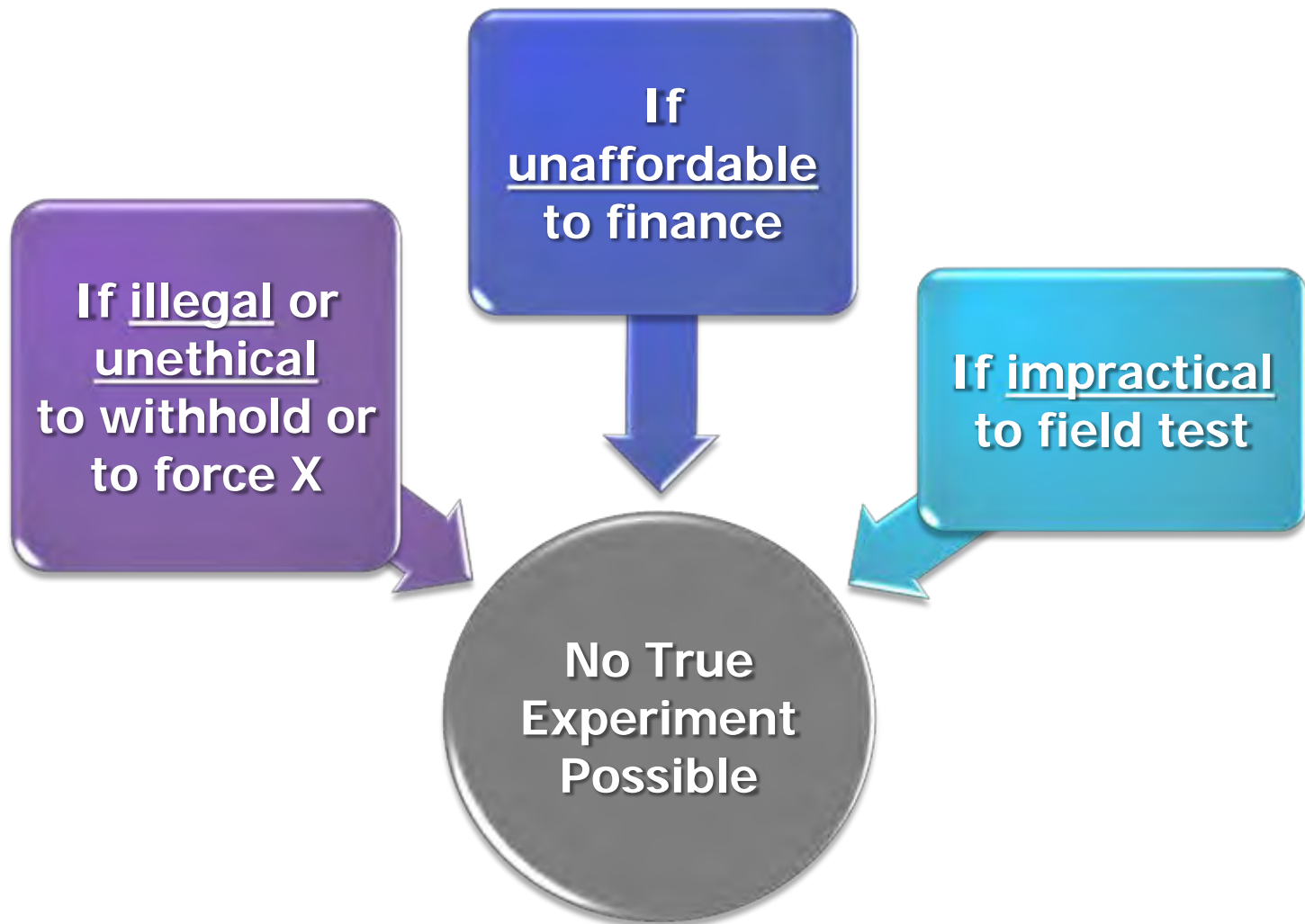
PPT 2007-10 "SmartArt" Examples



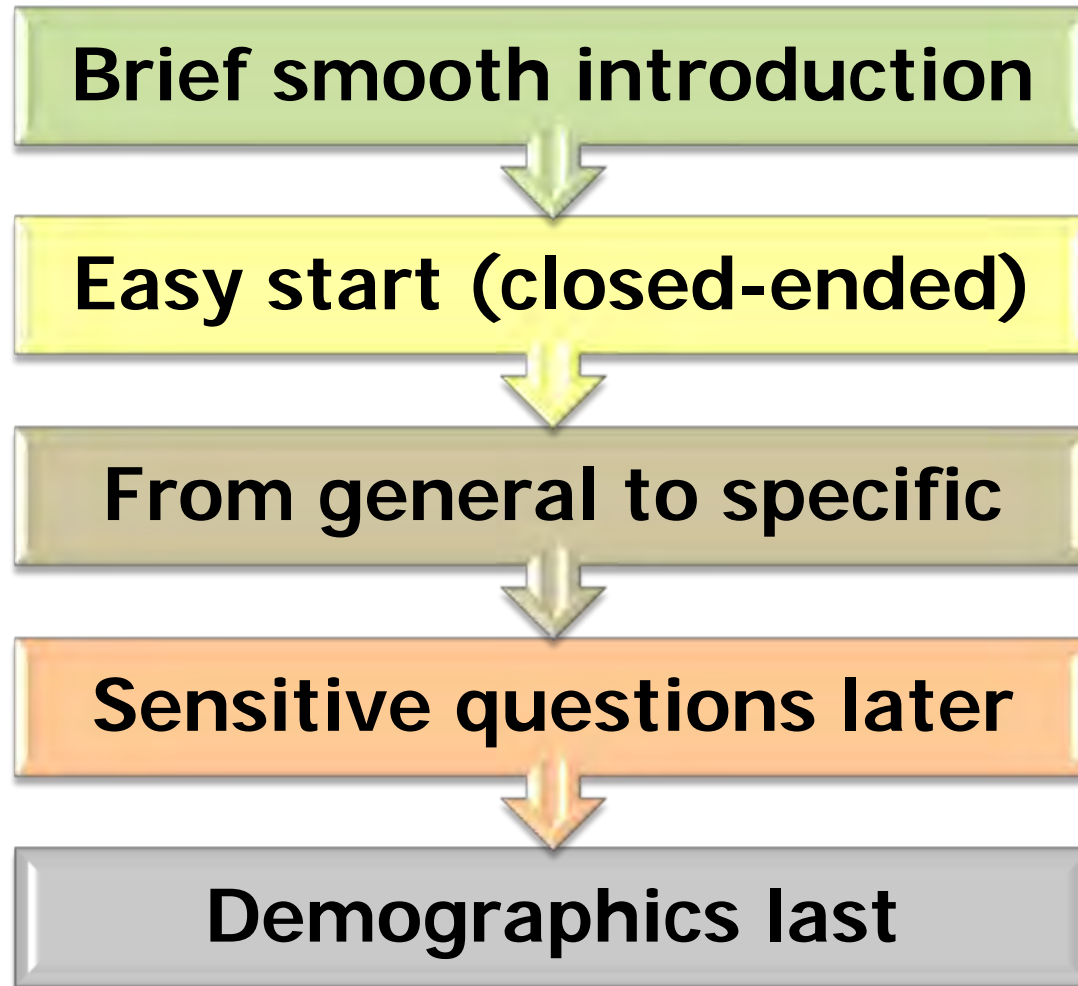
PPT 2007-10 "SmartArt" Examples



PPT 2007-10 "SmartArt" Examples



PPT 2007-10 "SmartArt" Examples



For high quality graphics

- Some recommend...
 - Avoiding all clipart
 - Consistent graphics (e.g., all photos)
- Consider incorporating audio or video clips if value added
- Live internet can be risky.



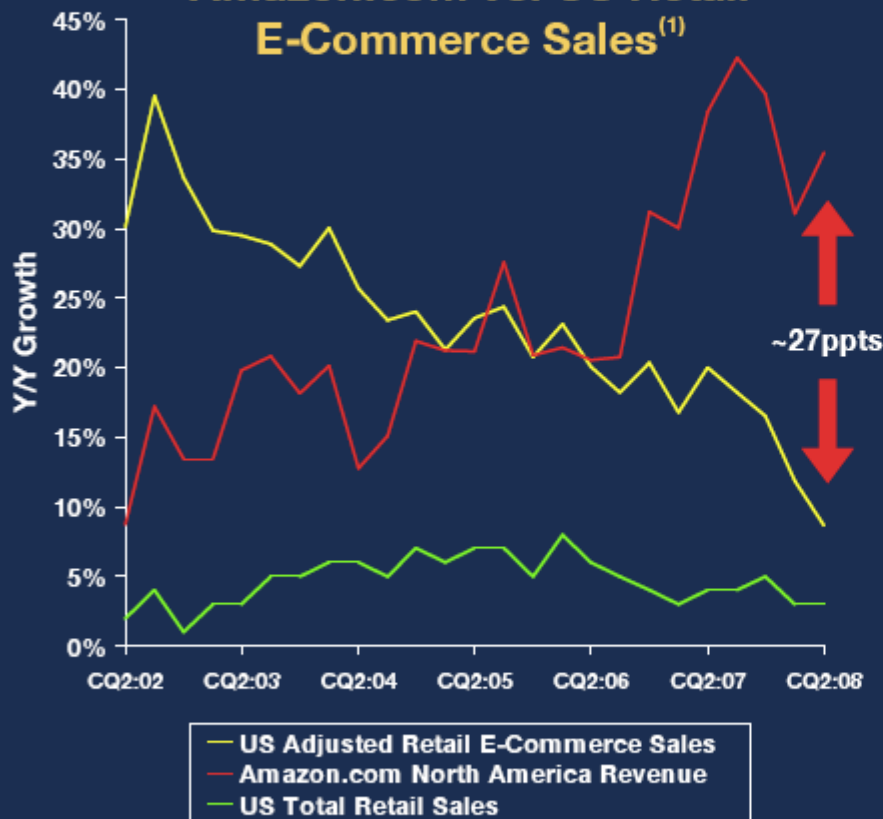
Clean Chart Pages

- Minimize chart clutter
- Group minor categories
- Maintain color palette

Amazon.com Should Continue to Gain Share

High Customer Satisfaction / Recommendation Engine / Impressive Metrics

Amazon.com vs. US Retail E-Commerce Sales⁽¹⁾

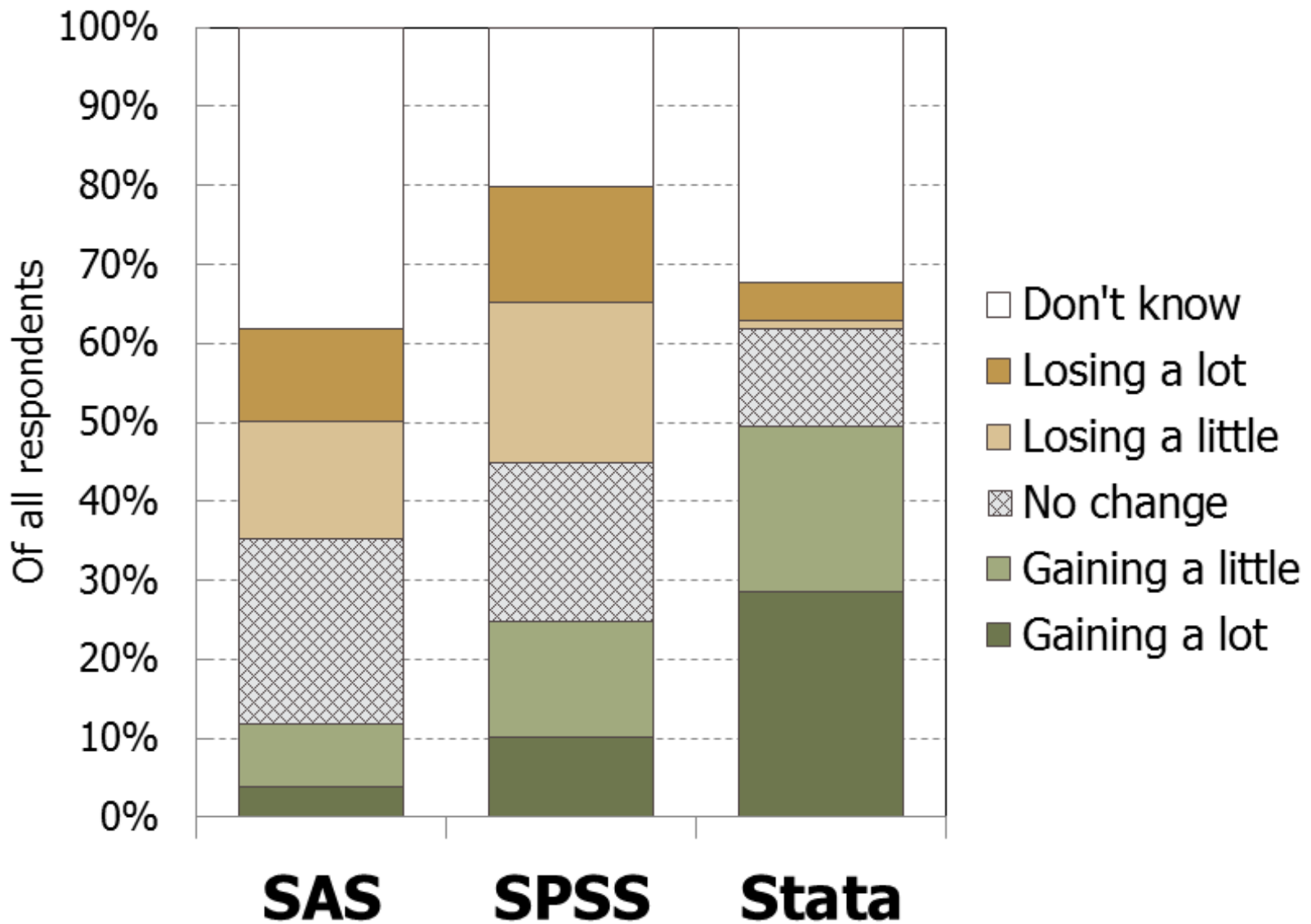


Amazon.com Key Operating Metrics

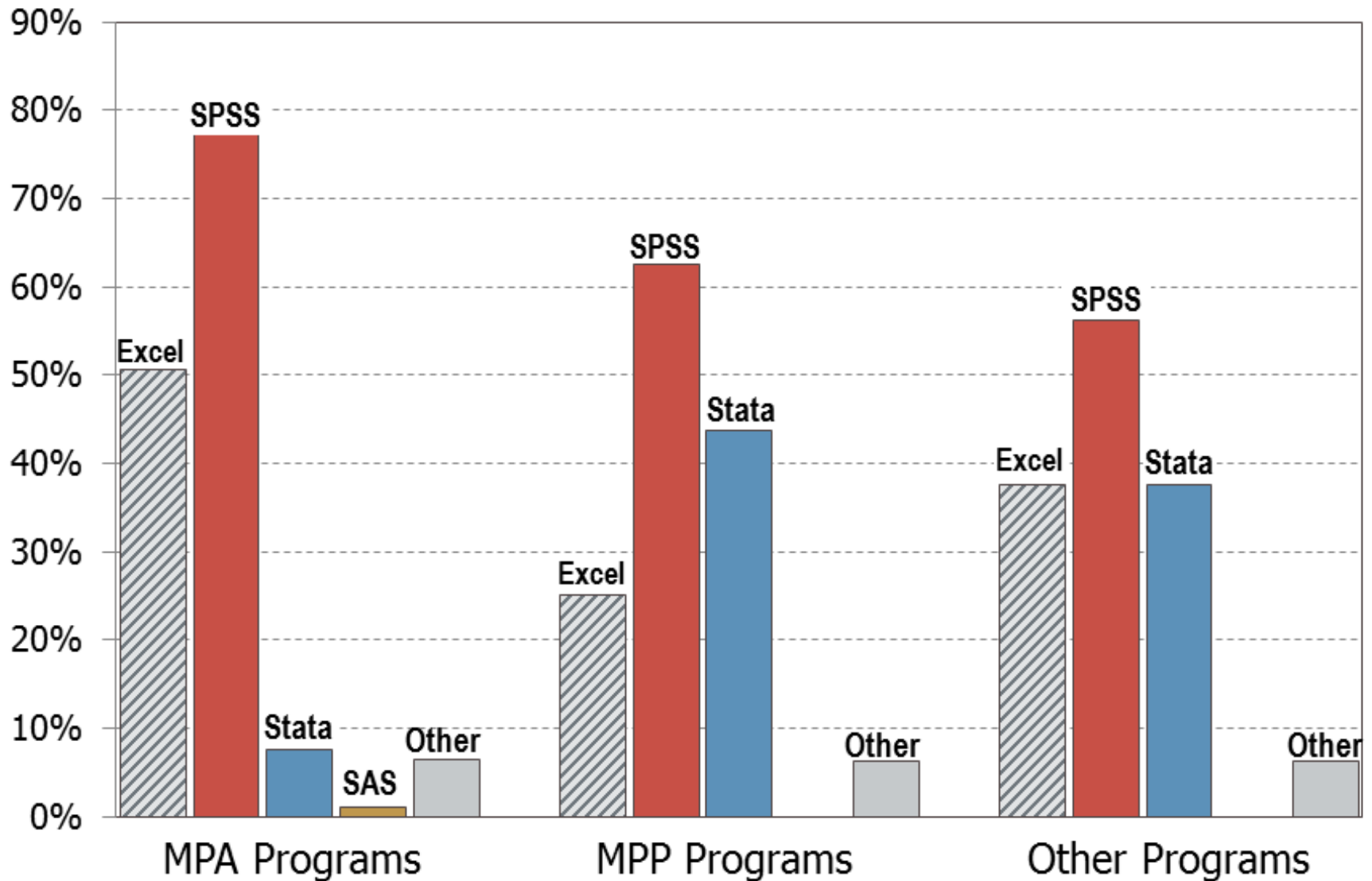
	CQ4:07	CQ1:08	CQ2:08	CQ3:08
Revenue	\$5,673	\$4,135	\$4,063	\$4,264
<i>Y/Y Growth</i>	42%	37%	41%	31%
Active Customers	76	79	82	85
<i>Y/Y Growth</i>	19%	19%	18%	17%
TTM Revenue per Active Customer	\$195	\$202	\$210	\$215
<i>Y/Y Growth</i>	17%	17%	19%	18%
Total Units	241	196	190	203
<i>Y/Y Growth</i>	33%	31%	32%	30%

(All metrics in MMs, except for TTM Revenue per Active Customer)

Perceived Trends in Software Importance



Introductory Statistics Course



But PPT as a stand-alone report ?

Dilemma:

Having a streamlined PPT
but the client wants it as
a more thorough "report"

Solution:

A version for distribution
with text-heavy pages
not shown in your talk

Presenting Your PowerPoint Show

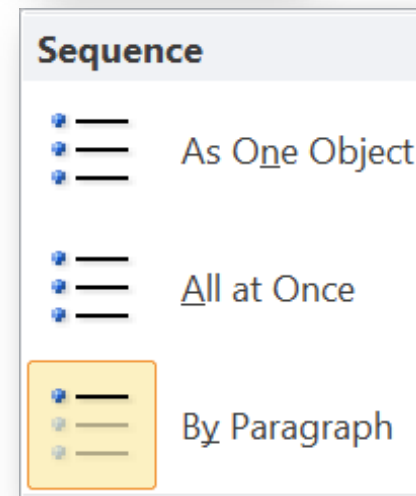
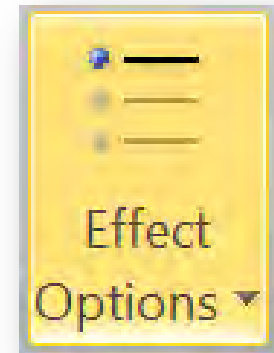
- You made professional-looking, uncluttered PPT slides. Next...
- Work on animations & transitions.

Don't show everything at once

- Visual trumps verbal.
You lose the audience!
- Use progressive reveals.
- Keep reveal animations simple.
Fade keeps the focus on substance.

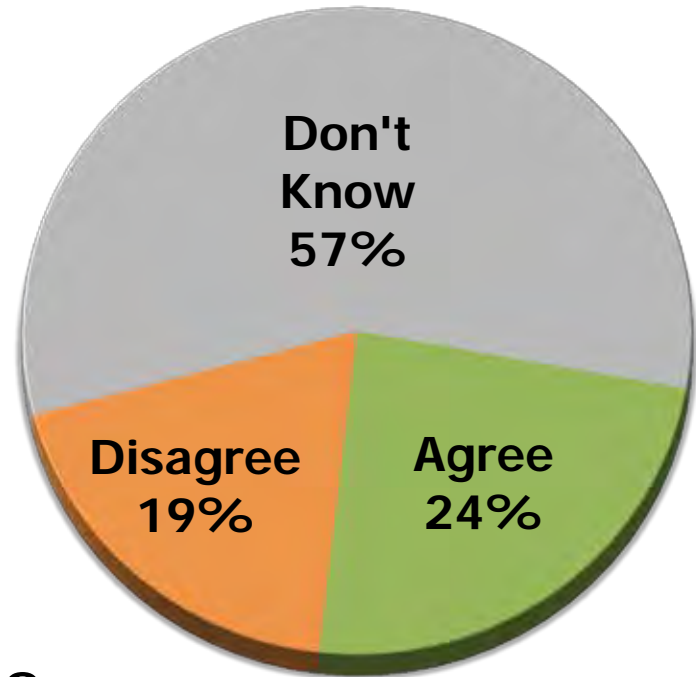


Animation: Fade (by paragraph)



Present issue, then outcome...

“Some people say the 1975 Public Affairs Act should be repealed. Do you agree or disagree that it should be repealed?”



Washington Post (2/1991)

Avoid distracting animations!

§ Visual trumps verbal.
You lose the audience.

§ Use progressive reveals.



§ **Keep reveal animations simple:**
Use fade to keep focus on substance.

§ Seriously, please do not do this.

For transitions between slides...

“No transition”
is too abrupt.

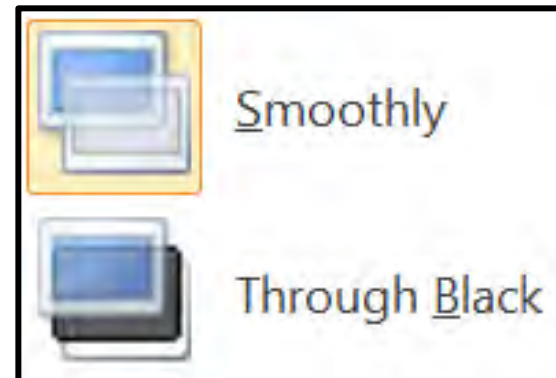
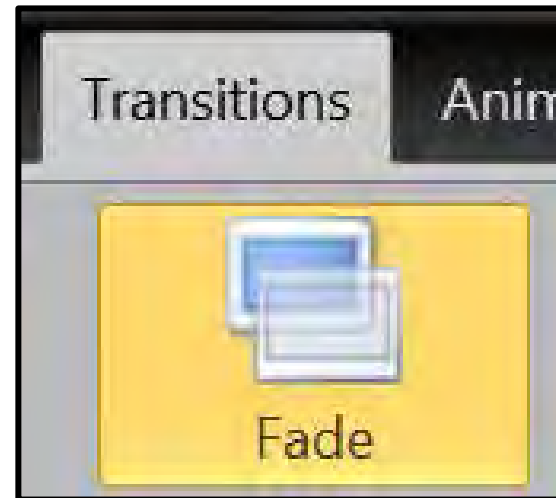


But other
options
are often
distracting.

For transitions between slides...

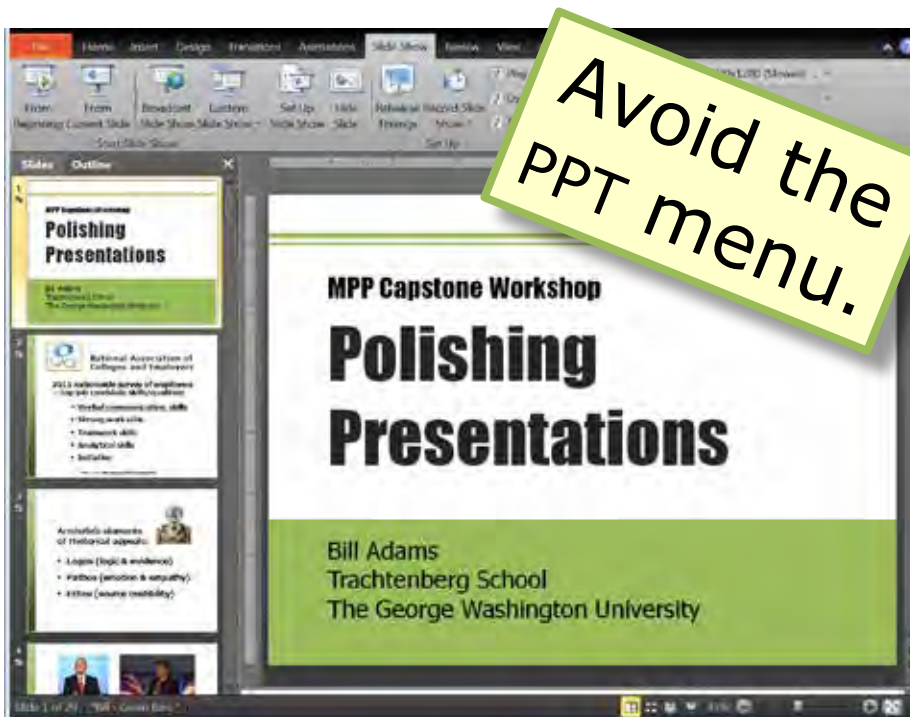
Recommend
usually use:

“Fade Smoothly”



Smoothly Opening your PPT Show

Save a final copy as
***.ppsx** (opens in show)



PowerPoint Presentation (*.pptx)
PowerPoint Macro-Enabled Presentation (*.pptm)
PowerPoint 97-2003 Presentation (*.ppt)
PDF (*.pdf)
XPS Document (*.xps)
PowerPoint Template (*.potx)
PowerPoint Macro-Enabled Template (*.potm)
PowerPoint 97-2003 Template (*.pot)
Office Theme (*.thmx)
PowerPoint Show (*.ppsx)
PowerPoint Macro-Enabled Show (*.ppsm)
PowerPoint 97-2003 Show (*.pps)
PowerPoint Add-In (*.ppam)
PowerPoint 97-2003 Add-In (*.ppa)
PowerPoint XML Presentation (*.xml)
Windows Media Video (*.wmv)
GIF Graphics Interchange Format (*.gif)
JPEG File Interchange Format (*.jpg)
PNG Portable Network Graphics Format (*.png)
TIFF Tag Image File Format (*.tif)
Device Independent Bitmap (*.bmp)
Windows Metafile (*.wmf)
Enhanced Windows Metafile (*.emf)
Outline/RTF (*.rtf)
PowerPoint Picture Presentation (*.pptx)
OpenDocument Presentation (*.odp)
PowerPoint Show (*.ppsx)

Challenge of a graceful ending

- No slide saying "THE END" or "Questions?"
- Perhaps try...
 - a photo slide
 - slow down, big smile,
 - forward looking upbeat comment
- Then, after the ovation...
- Maybe a summary slide while questions
- P.S. Can hit **B** to blank the screen



BLM's Wild Horse & Burro Program

- ▶ Main question goes here
- ▶ Methodology
- ▶ [Key findings \(hyperlinks\):](#)
 - ▶ Point 1
 - ▶ Point 2
 - ▶ Point 3
- ▶ Key recommendations:
 - ▶ Point 1
 - ▶ Point 2



