

Slides: Contents and Design



Presentation Software

- PowerPoint
- Keynote
- Prezi
- Haiku Deck
- Slides...

Design of Slides

- Think about avoiding the slide themes included in your software
- Use one template for the whole slide deck
- Use contrast colours of text and background

Is it a good choice of text and background colours?

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Design of Slides

- **size of the text:** 24–54 points for the title, 18–36 points for the body of the slide
- **font:** sans serif typefaces (Arial, Tahoma, Verdana, Calibri, etc.):

Serif *AaBbCc*

Sans serif **AaBbCc**

Design of Slides

Don't use more than 3 different

- typefaces (including italics)
- text colours

on 1 slide

- Use a colour (colours) to emphasise important points in you text

Design of Slides

- Try not to use more than 6 lines of the text
- Make sure that all your points have the same structure
- Don't pack too much information onto one slide
- Make two-unit space between different points
- If you use tables, try to confine yourself to 4 columns and 4 lines

Design of Slides

- Don't put a point after titles and subtitles
- No punctuation marks are generally used after one point and before the next one

Final Slide

- contact details
- core message
- call to action
- powerful image

Body Language

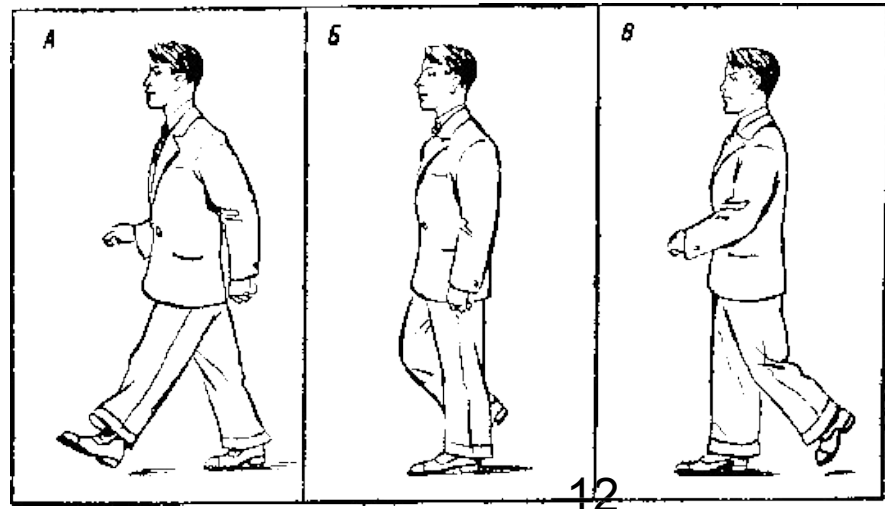


Body Language

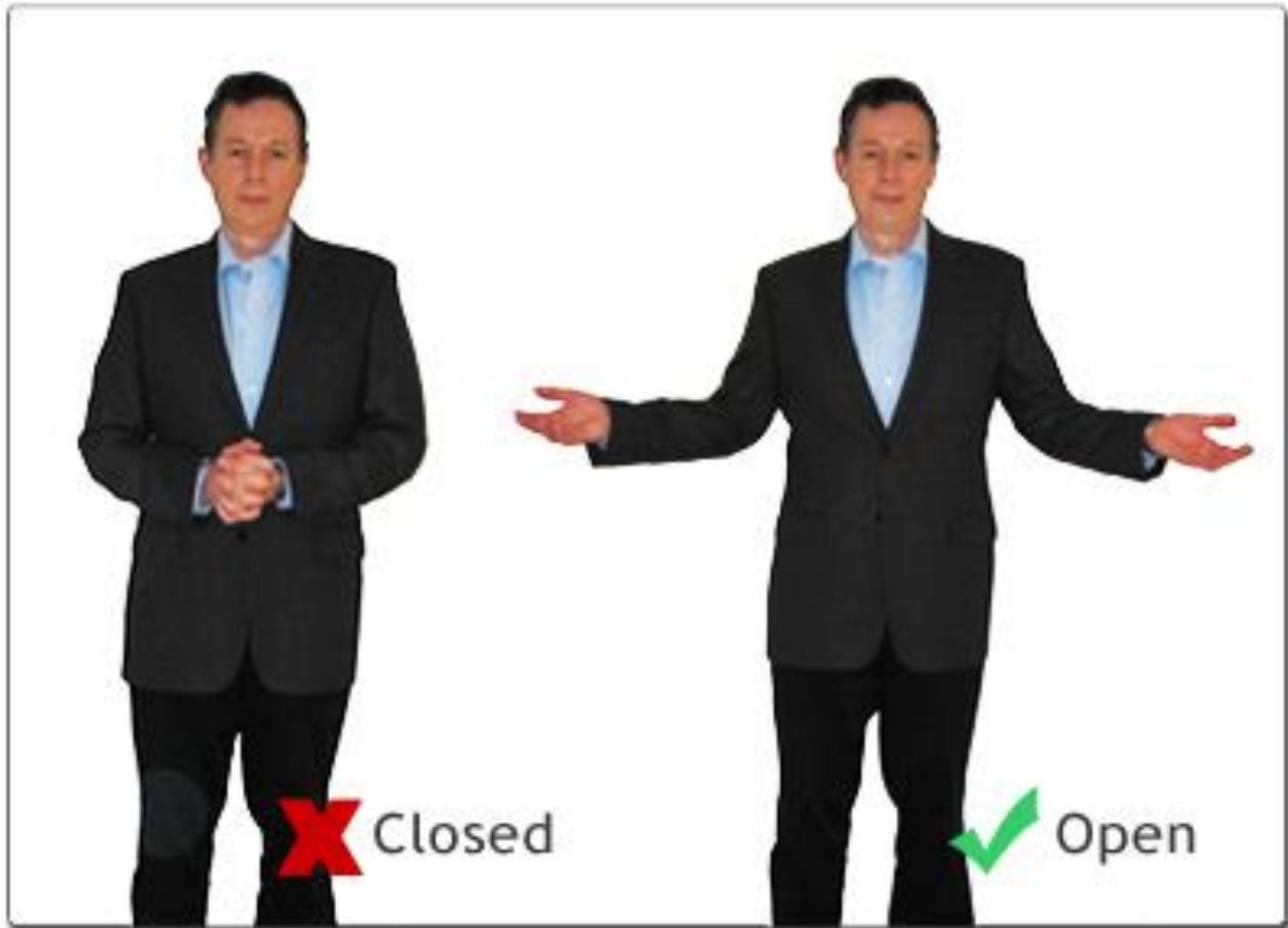
- stance and movement
- eye contact
- gestures and facial expression
- articulation

To Move or Not To Move?

- Movement is important
- Movement mustn't be monotonous, obtrusive



Stance and Poses



Open or Closed?



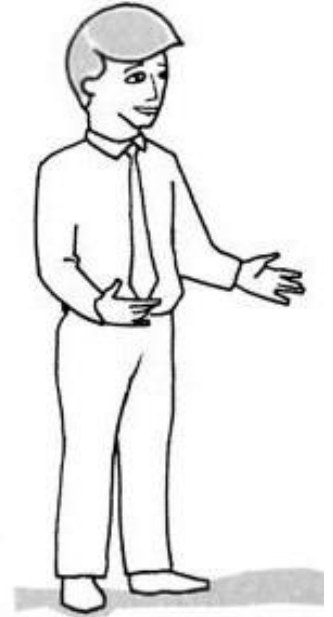
Stance and Poses

Shoulders: set back

Knees: slightly bent

Feet: shoulder-width apart,
one foot placed in front of the other, toes pointed
outwards

Weight: on the front foot



Gestures

NB: “air” under the arms

- arise from shoulder or elbows
- held at chest level
- have good amplitude
- correspond to the pronounced words

Head Position and Eye Contact

Chin: slightly raised

Eye focus: on one person at a time, long enough to complete a natural phrase

(sometimes you can look into the distance)