POWERPOINT STYLE GUIDE

Guidelines for maintaining the structure and style, and keeping overall branding concise across TJC presentations

Version 1.0

TJC

Guides, Tips and Help

Microsoft's PowerPoint application is a powerful tool for creating multimedia presentations. With clip art, fancy fonts, animations, charts, graphics, sound, and an array of dazzling color schemes, it is all too easy to make the equivalent of a Hollywood flop and lose your message in the medium.

TJC's Office of Marketing, Media and Communications must approve any presentations given on behalf of the college to ensure quality control, will edit/alter content as needed for clarity, grammar, spelling, usage, and style, as well as to conform with naming conventions and branding. TJC reserves the right to revise or delete content that does not meet acceptable use guidelines or the standards outlined in this policy.

This document aims to cover all areas of presentation style requirements, but if you have questions that are not answered upon reviewing this, please contact lwan@tjc.edu.

Here are some basic thoughts that might help you create effective presentations.

Keep it simple

- Use only one message per slide. If you have more than one message, add a slide.

- Limit the amount of text on each slide - content should be brief.

- Use only elements that add to the content of the message. Use graphics that clearly support your message. Good graphics can significantly add to learning, bad graphics can confuse and distract your audience.

- Maintain a consistent design with regard to colors, font styles, and graphics. Incorporate TJC black and gold as is listed in the *TJC Marketing Brand and Identity Standards* on tjc.edu/marketing. Do not use just any yellow color to represent our TJC gold!

- Have a beginning, a middle and an end. Tell your audience what you are going to tell them, tell it, and then summarize it.

Try this - Write your last slide first - if you don't know where you are going, it is unlikely you will be able to get there. Plan your conclusion first; know what you want to convey. Make the rest of your slides lead to and support the final result.

Guidelines for Creating Presentations

Brainstorm

- Who is the audience?

- What do they know about the material?

- What do you want them to learn?

- Where will the presentation take place & under what conditions?

TJC

Tips

- Less is more!

- Your powerpoint should ADD to your speech, not BE your speech. If you (as the presenter) cannot remember all the details you need to say, don't put them into the powerpoint. Use a note sheet while presenting.

- Don't read your slides. Slides should be supplementary to the presentation. If your are talking about student problems, don't list them on the powerpoint slide. Use emotional appeal to engage the audience. Show a photograph and tell in a story with your spoken words as often as possible.

- Leave the audience with an action step like "SIGN UP HERE" (and post the website or location as the final slide on the powerpoint.

Slide design specifics

- Use an approved template from the TJC office of Marketing, Media and Communications

- Each slide should address a single concept

- Slides should follow a logical progression, each building on the other

- Use no more than three lines of text on any one slide. A general rule is not not have more than 20 words of text per slide. If it is important enough, and you have details or disclaimers that need to be included, create a handout with information that will not show on the powerpoint. This way you keep the audience engaged, but still give them the "fine print"

- Capitalization should be used sparingly

- Do not crowd the margins of the slide

- Allow for white space for best impact (white space is space on the slide that is not covered with graphic matter, such as text, images and graphs)

- Choose a style appropriate to the mood you want to convey

- Avoid using too many colors (maximum of 5)

- Use photographs to help the audience relate slide information to real world situations (keep in mind that if you use an outside source it is under copyright and permission to use it must be granted)

- Do not use clip art. We are an institue of higher learning and our presentations should represent us in a professional manner.

- Be conginzant of alignment, and make sure to create a visual hierarchy on your slides. Your audience should not be confused as to where to look first.

TJC

Resources

Books:

TED Talks: The Official TED Guide to Public Speaking by Chris Anderson

Presentation Zen by Garr Reynolds

Resonate: Present Visual Stories that Transform Audiences, by Nancy Duarte

Slide:ology, The art and science of creating geat presentations, by Nancy Duarte

The Presentation Book by Emma Ledden

Articles:

10 tips on how to make slides that communicate your idea, from TED's in-house expert, by TED Staff.
https://blog.ted.com/10-tips-for-better-slide-decks

10 Timeliness Tips for Giving Effective presentations.
https://www.entrepreneur.com/article/278153

Videos:

The secret structure of great talks, by Nancy Duarte (18 min)
https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks

The beauty of data visualization, by David McCandless (18 min)
https://www.ted.com/talks/david_mccandless_the_beauty_of_data_visualization

TED's secret to great public speaking, by Chris Anderson (8 min)
https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking

How to speak so that people want to listen, by Julian Treasure (10 min)
https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen

TJC