

# Guidelines for producing effective PowerPoint presentations at IAS 2013

## Summary:

This document contains some basic guidelines that will help presenters to use PowerPoint more efficiently at IAS 2013. If used correctly, PowerPoint will help you to organize and communicate complex information, clearly and concisely.

## PowerPoint presentations at IAS 2013

PowerPoint is an excellent resource for presenters. If used well, it can help to organize and communicate complex information, clearly and concisely.

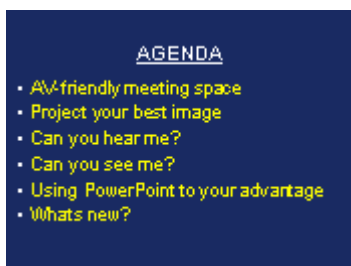
It is important to remember that your PowerPoint slide will be seen in a large room. Below are some basic guidelines that will help you to use PowerPoint more effectively.

## PowerPoint as a tool

PowerPoint is designed specifically for use during live presentations. Therefore, the design considerations are fundamentally different to those for print or web. Colours, font size, and layout should be quite different for a live presentation.

## Slide layout

The layout of the slides should be simple and uncluttered. If you wish, there can be a single title line, and/or a small graphic of some sort. Otherwise, the slide area should be available for your text. Do not extend your text area to the very edges of the slide.



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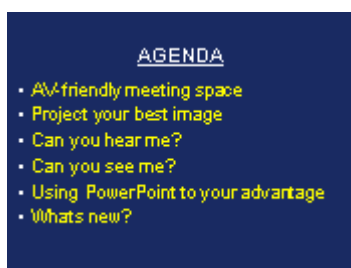


**WRONG**

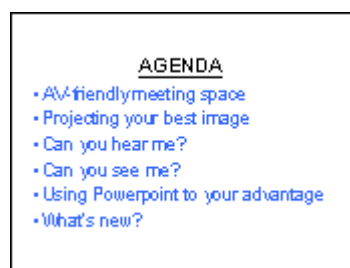
## Colours

The wrong choice of text and background colours can make your presentation virtually unreadable. White background with black text is probably the most common mistake presenters make. A white background will generate a very strong light on the screen and in that light, even a bold black text, will almost disappear.

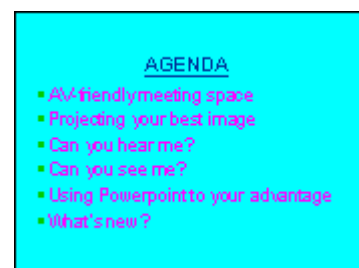
Generally, a dark background with light text is recommended. Avoid other combinations and always avoid white backgrounds. The proven successful combination is a dark blue background with yellow text.



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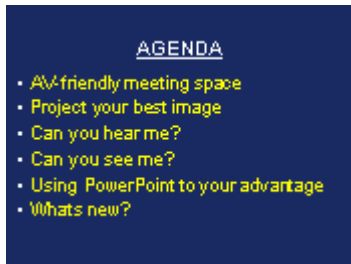


**WRONG**

### Text selection and size

PowerPoint is designed to help you organize your thoughts into a presentation – one thought per slide. If you look at it this way, it will help you to break your presentation down into concise elements that will fit into six lines on one slide.

The proven guideline is to have no more than six lines of text and the headline on each slide. This should allow you to use a font size of 32 pt. - 36 pt.



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Text should be in a single font style and size – generally a sans serif font, such as Arial, is good. All text should be in the same colour. You should only use fonts that are available in Windows; otherwise they may not be supported by the computers at the conference. The IAS 2013 computers will run MS PowerPoint 2010.

### Bullet points

Each bullet should start with a bullet point and have eight words or less. Avoid using periods, ALL CAPS, paragraphs. It is better to just use brief and concise phrases instead of complete sentences.

### Animations

Animations specify how the bullets on each slide appear (such as fade in one by one). But they are very difficult to work with during live presentation and are often distracting for the viewers.

As a general rule, you should not use animations to build your slides. Instead, have all the bullets or other information on your slide appear at the same time.

### Transitions

Transitions specify how the display changes (such as fading to black) as the presentation moves from one slide to the next. If you want to use transitions, keep them simple!

Transitions between slides should be the same for all slides – dissolves, wipes, or box-outs are all quite effective. Avoid the more elaborate transitions – they simply distract from your message.

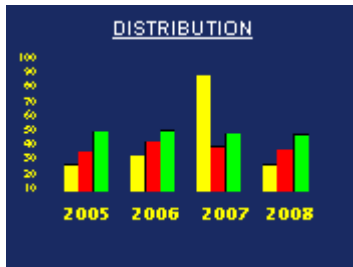
### Pictures

Picture files can be very large and files of excessive size can affect the performance of your computer and the proper running of your presentation. We recommend the use of .JPG (JPEG Files Interchange Format) files when inserting pictures. Try to keep the pictures as small as possible (less than 100kB is recommended). Insert pictures as embedded objects, not as linked files.

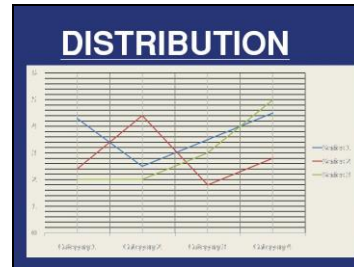
### Charts and graphs

Charts and graphs are frequently a real problem with PowerPoint slides. Often charts are imported from a print source or a web page, and are far too detailed for a live presentation environment. Charts and graphs used in a PowerPoint presentation should be made specifically for that presentation and should follow the same guidelines provided above – with clarity and visibility being the primary considerations:

- Layout - should be simple and uncluttered
- Size - should fill the text area of the slide
- Lines and other chart elements - should be bold and different elements should be in different colours; all colours should contrast with the background
- Text size - should be as large as possible



**RIGHT**



**WRONG**

## Technical Requirements for Presentations

### Technical Requirements

The IAS 2013 computers will run MS PowerPoint 2010. Only MS PowerPoint (\*.ppt or \*.pptx) presentations with video formats will be accepted. The pre-installed font types available in MS Office 2010 should be used as standard font types.

### Movies and video files

If your presentation contains links to video files, it is essential that you bring not only your PowerPoint file, but also your video files to the Speaker Centre. Most video files types (e.g. .MP4, MPEG, .wmv, .AVI, Realvideo, Quicktime, Flash, etc.) are accepted. All videos linked to PowerPoint slides must be tested and checked in advance in the Speaker Centre to be sure they will work properly.

Please note that Prezi is not supported. If you are using this format, your presentation must be sent to the secretariat prior to the conference, and it must be converted and tested before it can be uploaded in the Speaker Centre. Please contact the secretariat at [programme@ias2013.org](mailto:programme@ias2013.org) for further information.

### If you use a Macintosh Computer

Please note that Keynote (\*.key) presentations are not accepted. Even if you have transferred your presentation to a Windows format, you must check your presentation in the Speaker Centre to ensure that it is fully compatible with the conference computers.

### PowerPoint template

An IAS 2013 PowerPoint template, that fulfils the recommendations given in this document, is available for download at the conference website: [www.ias2013.org](http://www.ias2013.org)