PowerPoint Tips for the Classroom

Jenny Herbert Creek
Haas School of Business
Teaching Excellence Series
July 26, 2012
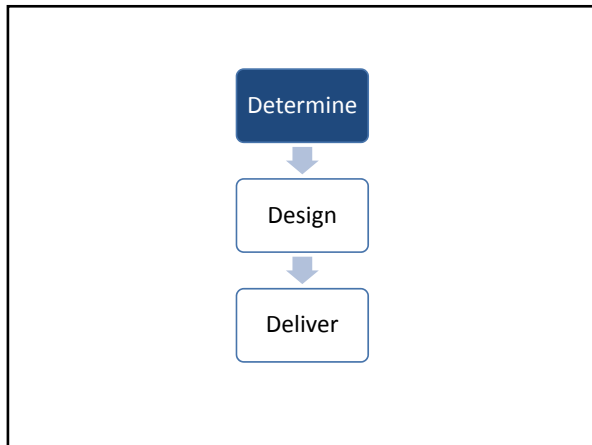

PowerPoint: friend or foe?

"Microsoft Office PowerPoint 2007 enables users to quickly create high-impact, **dynamic presentations**."

-www.microsoft.com
PowerPoint features overview

"PowerPoint presentations too often resemble the school play: very **loud**, very **slow**, and very **simple**. "

- Edward Tufte
The Cognitive Style of PowerPoint

Determine

↓

Design

↓

Deliver

Two presentation design models

Advanced Presentations by Design

CREATING COMMUNICATION THAT DRIVES ACTION

ANDREW ABELA, Ph.D.

Two presentation design models
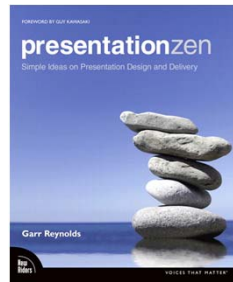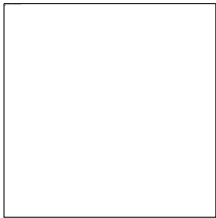
Ballroom

Conference room

Source: Jeffrey Pfeffer, *Advanced Presentations by Design*
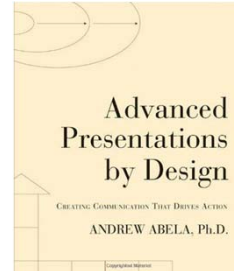

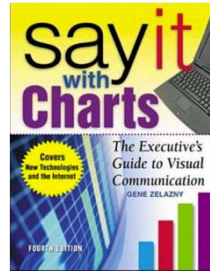# Two presentation design models

	Ballroom style	Conference room style
Purpose	Inform, impress or entertain a large audience	Engage, persuade or drive action in a small audience
Look	Colorful, vibrant, attention-grabbing, noisy	Black and white, lots of detail
Information flow	One-way (presenter to audience)	Two-way (interactive)
Delivery	Projected	Projected/Printed handout
Physical location	Hotel ballroom	Office or conference room

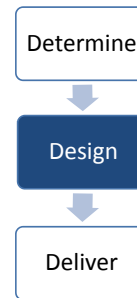Source: Jeffrey Pfeffer, *Advanced Presentations by Design*, pg. 93
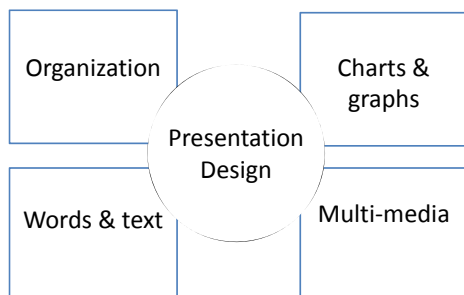
Ballroom presentations - resources

Conference room presentations-resources

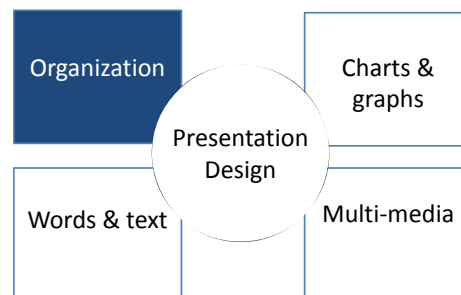## "Plan in analog"

Determine
↓
Design
↓
Deliver

Design elements

Organization

Charts & graphs

Presentation Design

Words & text

Multi-media

Design elements

Organization

Charts & graphs

Presentation Design

Words & text

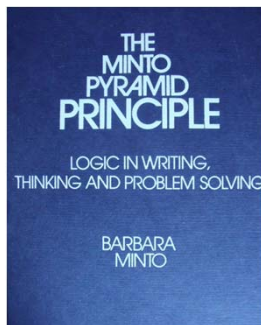Multi-media

Barbara Minto's Pyramid Principle

Barbara Minto's Pyramid Principle
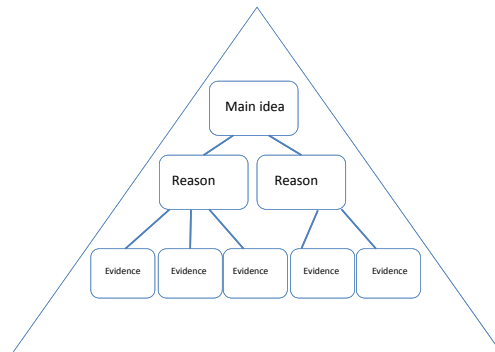
Use active and engaging titles

Titles contain active verbs

Each slide title represents a complete thought

Design elements

Organization

Charts & graphs

Presentation Design

Words & text

Multi-media
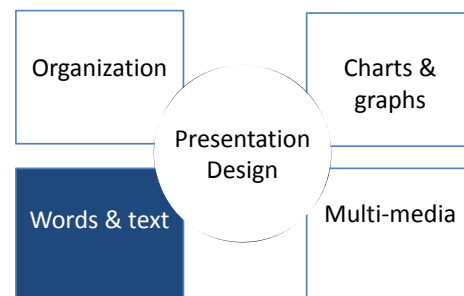
PowerPoint templates often distract

When in doubt, use simple schemes

Dark text provides contrast

White background allows images to stand out

Text can be visual

What makes Twitter unique?

Short messages – 140 characters

This unusually helpful sentence, including all of the spaces and all of the punctuation, is precisely one hundred and forty characters long.

This example of a Twitter is more effective than a verbal description

Design elements

Organization

Charts & graphs
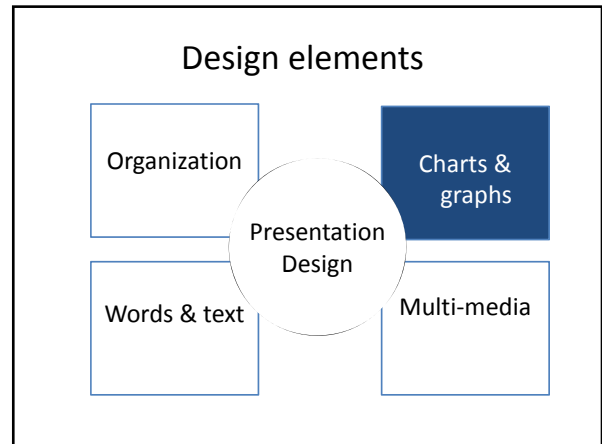
Presentation Design

Words & text

Multi-media

Slides that pass the "squint test"

[Out of Balance]

[Relationship]

[Organization Chart]

[Developmental Spiral]

[Segmentation (Two Dimensions)]

Source: Jeffrey Pfeffer, *Advanced Presentations by Design*

Charts categorize qualitative data…

Who?

Where?

When?

Jan   Dec

A
B
C

Organigram

Map

Gantt

How?

Process

Matrix

…and organize quantitative data

How much?

Sales	
East	$1.2
Center	5.7
West	12.3
Total	$19.2

Table

Pie chart

Bars

Column

Lines

Dot chart

Raw data emphasizes nothing

Site	Feb 08 Visitors	Feb 09 Visitors	% Growth
Facebook	20,043,000	65,704,000	228%
Multiply	821,000	2,394,000	192%
Twitter.com	475,000	7,038,000	1382%
Wikia	1,381,000	3,758,000	172%
Zimbio	809,000	2,752,000	240%

Source: Nielsen NetView2009, U.S., Home and Work http://blog.nielsen.com/nielsenwire/online_mobile/twitters-tweet-smell-of-success/

Highlight key conclusions

Site	Feb 08 Visitors	Feb 09 Visitors	% Growth
Facebook	20,043,000	65,704,000	228%
Multiply	821,000	2,394,000	192%
Twitter.com	475,000	7,038,000	1382%
Wikia	1,381,000	3,758,000	172%
Zimbio	809,000	2,752,000	240%

Source: Nielsen NetView2009, U.S., Home and Work http://blog.nielsen.com/nielsenwire/online_mobile/twitters-tweet-smell-of-success/

Twitter is growing more rapidly than all of its competitors!

Design elements

Organization

Charts & graphs

Presentation Design

Words & text

Multi-media
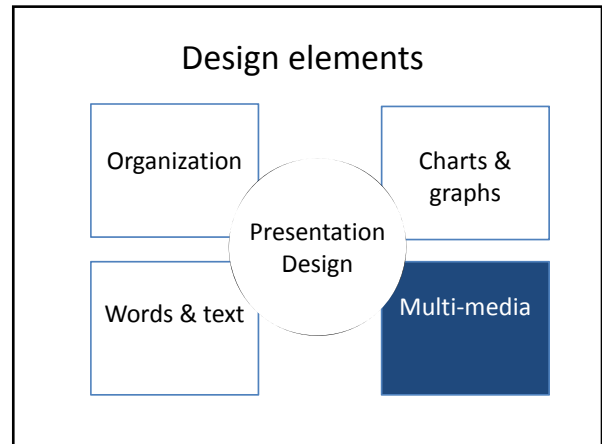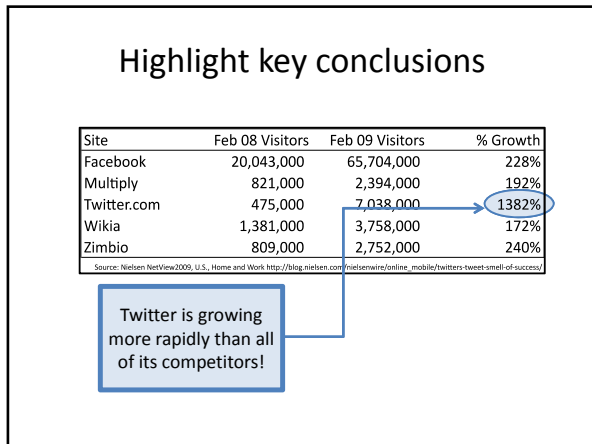
Tools for using images in PowerPoint

Image sources

- Google images (use Advanced search to find content licensed for reuse)
- Shutterstock
- Flickr

Screen capture software

- Snagit
- "Print Screen" using your operating system

Audio & video in PowerPoint

Option #1: Embed in PowerPoint
Problem: Large file size; doesn't transfer to another computer

Option #2: Use a hyperlink to an outside website/source
Problem: Transition is not seamless; dependent upon internet connection

Option #3: Use a different program on your computer (iTunes, etc.)
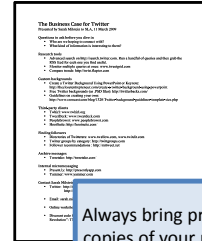Problem: Have to leave PPT presentation

Determine

Design

Deliver

Use the room
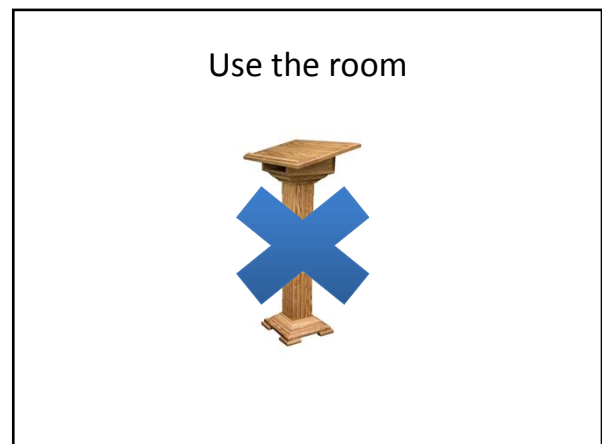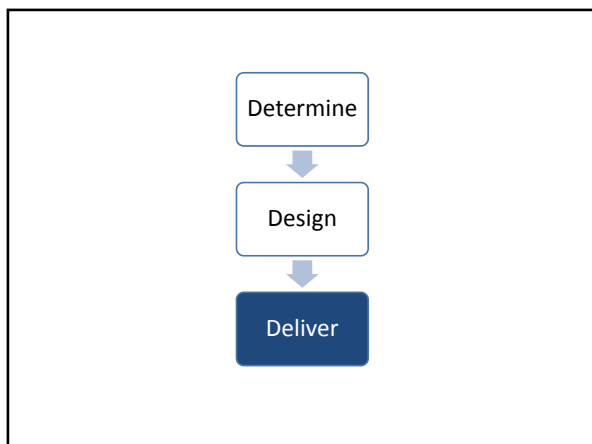
Don't forget

- ❑ Clicker
- ❑ Laptop
- ❑ Power adaptor for your laptop
- ❑ Monitor adaptor (Mac users)
- ❑ Backup materials

Prepare backups

If slides are critical, bring hard copies for the students

Always bring printed copies of your notes for yourself

You are the focus

B