PowerPoint Guidelines & Tips

Helpful Hints for Effective Presentations

LESS IS MORE

- Make sure your slides have plenty of "white space" or blank space—do not overcrowd.

- The best slides have basic bulleted text.

- If you have a lot of text to share, create a handout.

- Less clutter makes for a more effective presentation.

TEXT ON SLIDES

- We set the text size on slides to ensure the words can be read by all attendees (including those sitting in the back).

- Body text size is set to 28, please keep it close to 28.

- Header text should never be less than 44.

USING GRAPHICS AND PHOTOS

- A single, dynamic photo is a powerful way to reinforce your message.

- No more than one photo or graphic per slide unless you are doing a direct comparison between two photos.

- Use high-quality images, nothing should be pixelated.

- Clip art does not portray professionalism and use of it should be avoided.

- Consider using images obtained through a website such as Shutterstock.com.

SLIDE TRANSITIONS & TEXT ANIMATION

- "Fade" is the default slide transition. We recommend keeping this in place.

- For text animation settings, "Appear" and "Fade" and the best because they are the least distracting.

- Using sounds with your animation could be distracting.

COLOR SCHEME & FONTS

- The PowerPoint color scheme has been set to correspond with IPAI branding and our State Conference logo. Colors outside of what are provided should not be used.

- For the most part, use light colors on dark backgrounds and dark colors on light backgrounds.

- We have pre-selected Ariel and Ariel Narrow in the PowerPoint template. These are clean and are easy for audiences to read, even at a far distance.

OTHER THINGS TO KEEP IN MIND

- Slides are there to reinforce your words, not replace them.

- Hotel internet can be sketchy. If you intend to show a video, consider saving it to your computer (if possible), rather than playing it through YouTube.

- Ask yourself "If I was in the audience, would this slide help me better understand the presentation?"

ILLINOIS PROPERTY ASSESSMENT INSTITUTE