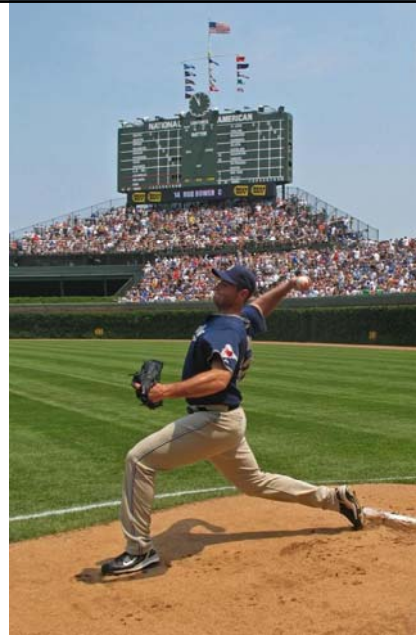


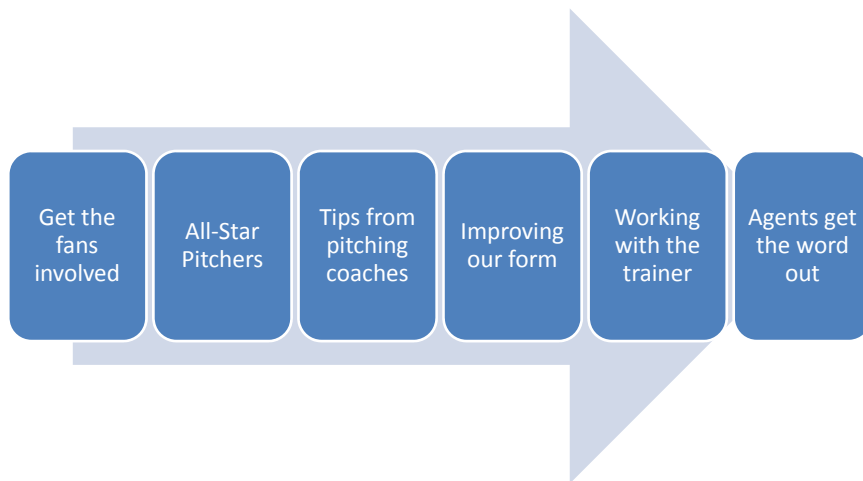
Improving your pitch: Delivering better PowerPoint presentations

For existing PowerPoint users.
This workshop will examine
various guidelines for creating
better presentations includ-
ing guidelines for text, color,
graphics, and interaction.



David Wicks | Assistant Professor | Director of Instructional Technology Services | Seattle Pacific University | dwicks@spu.edu

Overview



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Get the fans involved – Active learning strategies

- Opening Question
- Think-Pair-Share
- Brainstorming
- Questions
- Blank slide
- Compare notes



[U M http://www1.umn.edu/ohr/teachlearn/tutorials/powerpoint/learning/index.html](http://www1.umn.edu/ohr/teachlearn/tutorials/powerpoint/learning/index.html)

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All-Star Pitchers



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Guy Kawasaki

10/20/30 Rule of PowerPoint

10 Slides
20 Minutes
30 Point font or greater

Guy Kawasaki http://blog.guykawasaki.com/2005/12/the_102030_rule.html

5

Masayoshi Takahashi

Big

Text

Dick Hardt

Larry Lessig

Masayoshi Takahashi <http://www.rubycolor.org/takahashi/takahashi/img0.html>

6

Edward Tufte

PowerPoint is evil

Edward Tufte http://www.wired.com/wired/archive/11.09/ppt2_pr.html

7

Tips from pitching coaches



8

Tufte's Tips for Successful Presentations

1. Show up early: Something good is bound to happen.
2. Lay out the problem: who cares about it and what the solution is.
3. When presenting complicated material, follow PGP (particular/general/particular).
4. When you talk, TALK: avoid the obvious reliance on notes.
5. Give everyone in your audience a piece of paper.
6. Match information density in your presentation to highest resolution newspapers
7. Avoid overhead projectors. Keep the lights up in the room.
8. Never apologize.
9. Use humor, but make it relevant and never irritating.
10. Use gender-neutral speech.
11. Practice intensely beforehand.
12. Meetings, bloody meetings: Low rate of information transferred for time and effort involved.
13. Take questions but NEVER condescend to the questioner. Most Qs arise from personal concerns.
14. Express enthusiasm about your material, but only if your enthusiasm is real.
15. Finish early.

Edward Tufte http://www.edwardtufte.com/tufte/advocate_flatland2

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Garr Reynolds' Top 10 Slide Tips

1. Keep it simple
2. Limit bullet point and text
3. Limit transition and builds (animation)
4. Use high quality graphics
5. Have a visual theme but avoid PowerPoint templates
6. Use appropriate charts
7. Use color well
8. Choose your fonts well
9. Use video or audio
10. Spend time in the slide sorter

Garr Reynolds <http://www.garrreynolds.com/Presentation/slides.html>

10

Garr Reynolds' 11 Best of [Tom Peters'](#) 56

1. **Total commitment to the Problem/Project/Outcome**
2. **A compelling "Story line"/"Plot"**
3. **Enough data to sink a tanker (98% in reserve)**
4. **Data are imperative, but also play to Emotion.**
5. **CONNECT! CONNECT! CONNECT!**
6. **No more than ONE point per slide! NO CLUTTER!!!!!!!!!!**
7. **There must be "surprise"... some key facts that are not commonly known/are counter-intuitive**
8. **SMILE! RELAX (to a point) (fake it if necessary)**
9. **EYE CONTACT!!!!!!!!**
10. **Energy! Enthusiasm!**
11. **Becoming an Excellent Presenter is as tough as becoming a great baseball pitcher. THIS IS IMPORTANT ... and Presentation Excellence is never accidental! (Work your buns off!)**

Garr Reynolds http://presentationzen.blogspot.com/presentationzen/2005/07/in_may_tom_pete.html

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Five Rules for Better PowerPoint Presentations

- Don't give PowerPoint center stage
- Create a logical flow to your presentation
- Make your presentation readable
- Remember, less is more
- Distribute a handout



Michael Hyatt, http://www.michaelhyatt.com/workingsmart/2005/06/five_rules_for_.html

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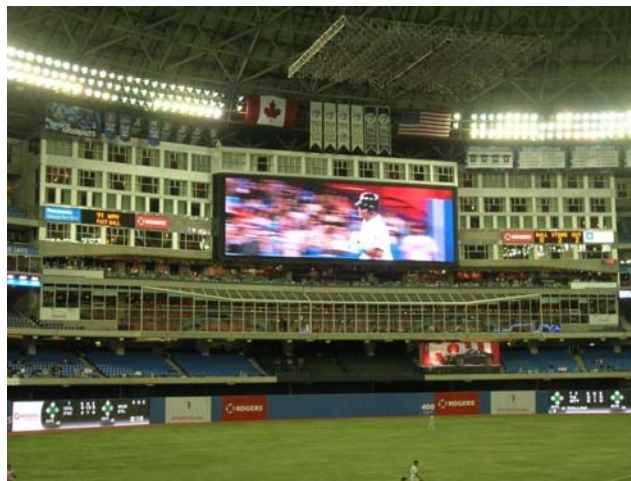
Seven things people do that kill presentations

- Excessive text
- Excessive use of notes or note cards
- Small fonts
- Not asking questions of audience
- Always standing behind the podium
- Lack of examples
- Lack of passion

Ben Parr, <http://www.benparr.com/2008/08/seven-things-people-do-that-kill-presentations/>

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Let's Turn Our Attention to the Jumbotron



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Good Form



- <http://istockphoto.com> – Royalty Free \$3-\$5
- <http://search.creativecommons.org/> - Free
- <http://commons.wikimedia.org/> - Free




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Image trainers

Editor	Location	Cost	Quality
PowerPoint	Within Program	No extra cost	PowerPoint 2007 - Good
Picnik.com	http://picnik.com	Free or \$25 a year	Good
Photoshop Express	https://www.photoshop.com/express/landing.html	Free for 2 GB	Good

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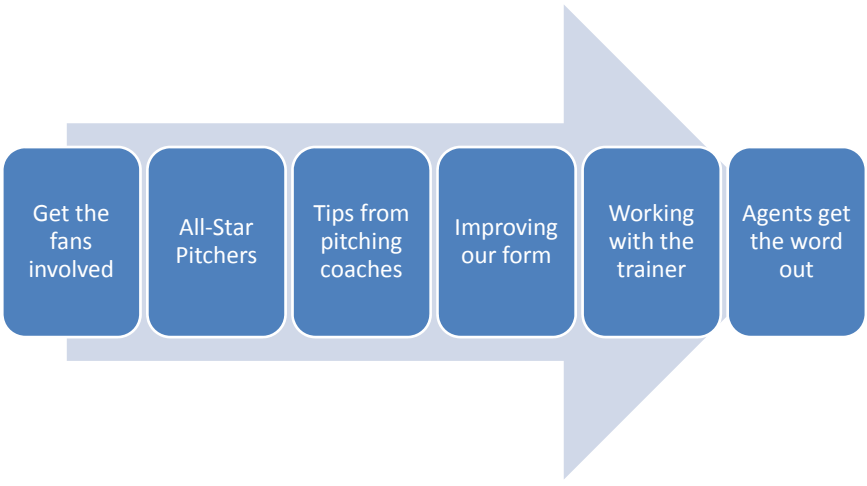
Agents - Get the word out

-  Adobe Connect
-  iTunes U
-  Jing
-  Other TechSmith products



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Summary



- Get the fans involved
- All-Star Pitchers
- Tips from pitching coaches
- Improving our form
- Working with the trainer
- Agents get the word out

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Image Credits

- Pitcher - [http://commons.wikimedia.org/wiki/Image:20070616_Chris_Young_visits_Wrigley_\(4\)-edit3.jpg](http://commons.wikimedia.org/wiki/Image:20070616_Chris_Young_visits_Wrigley_(4)-edit3.jpg)
- Jumbotron - <http://commons.wikimedia.org/wiki/Image:DSCN4401.jpg>
- Pitching Motion - http://commons.wikimedia.org/wiki/Image:Baseball_pitching_motion_2004.jpg
- Getting fans involved - http://commons.wikimedia.org/wiki/Image:Baseball_diamond_marines.jpg
- Softball pitcher - http://farm2.static.flickr.com/1317/1236767293_4408a47e62.jpg?v=0
- Baseball agent - http://www.boston.com/sports/baseball/gallery/12_02_06_winter_meetings
- Pitching coach - <http://www.flickr.com/photos/mark6mauno/2517935584/sizes/l/>

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All links in presentation can be found at <http://delicious.com/dwicksspu/PowerPoint>

Comments or Questions?



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