

Guidelines for Making PowerPoint Slides



“Clutter is a failure of design.”

–Nancy Duarte, slide:ology

Misconceptions about PPT Presentations

1. PPT is THE presentation
2. PPT is a teleprompter
3. A slide is a document
4. Design is decoration
5. A message is an encyclopedia of facts

Confession

- This presentation stole shamelessly from the book

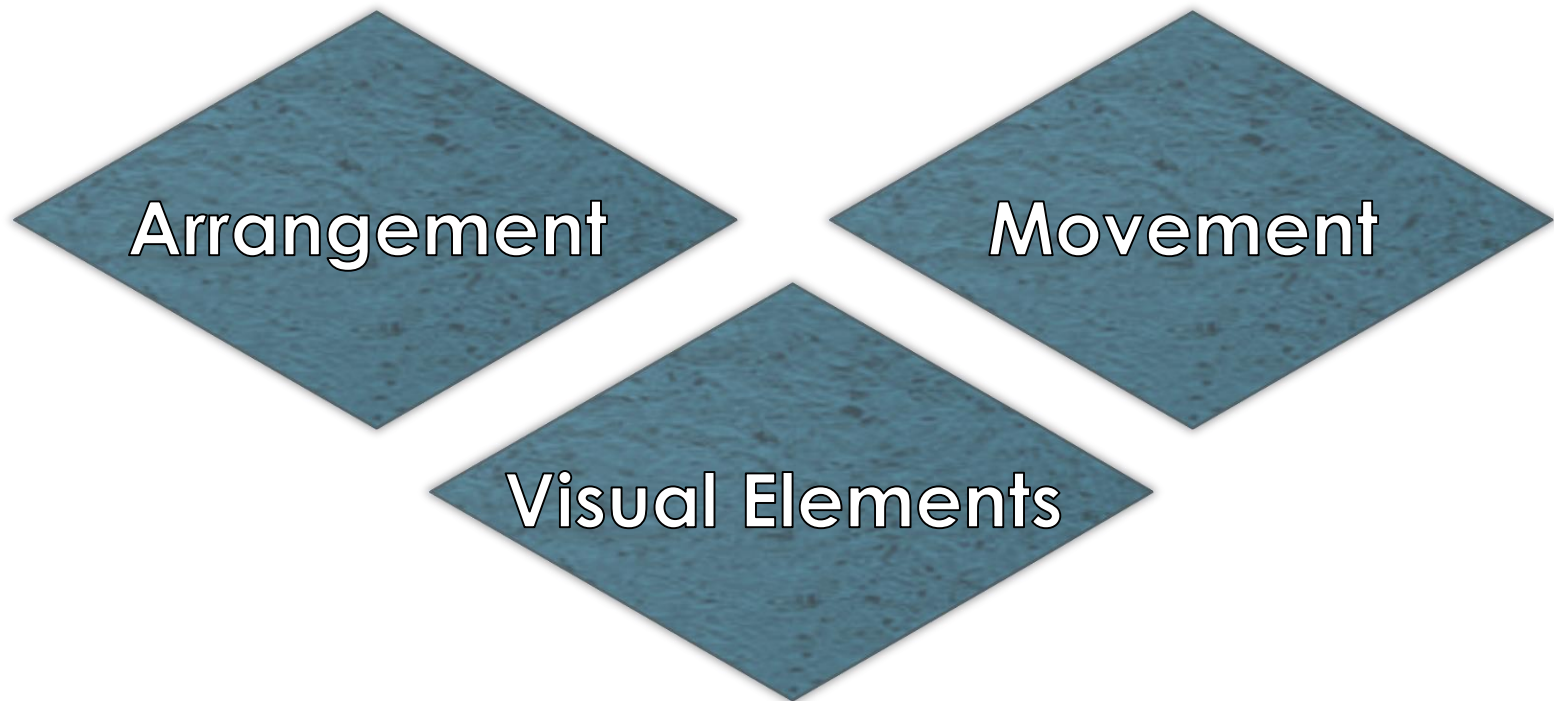
slide:ology

**the art and science of creating
great presentations**

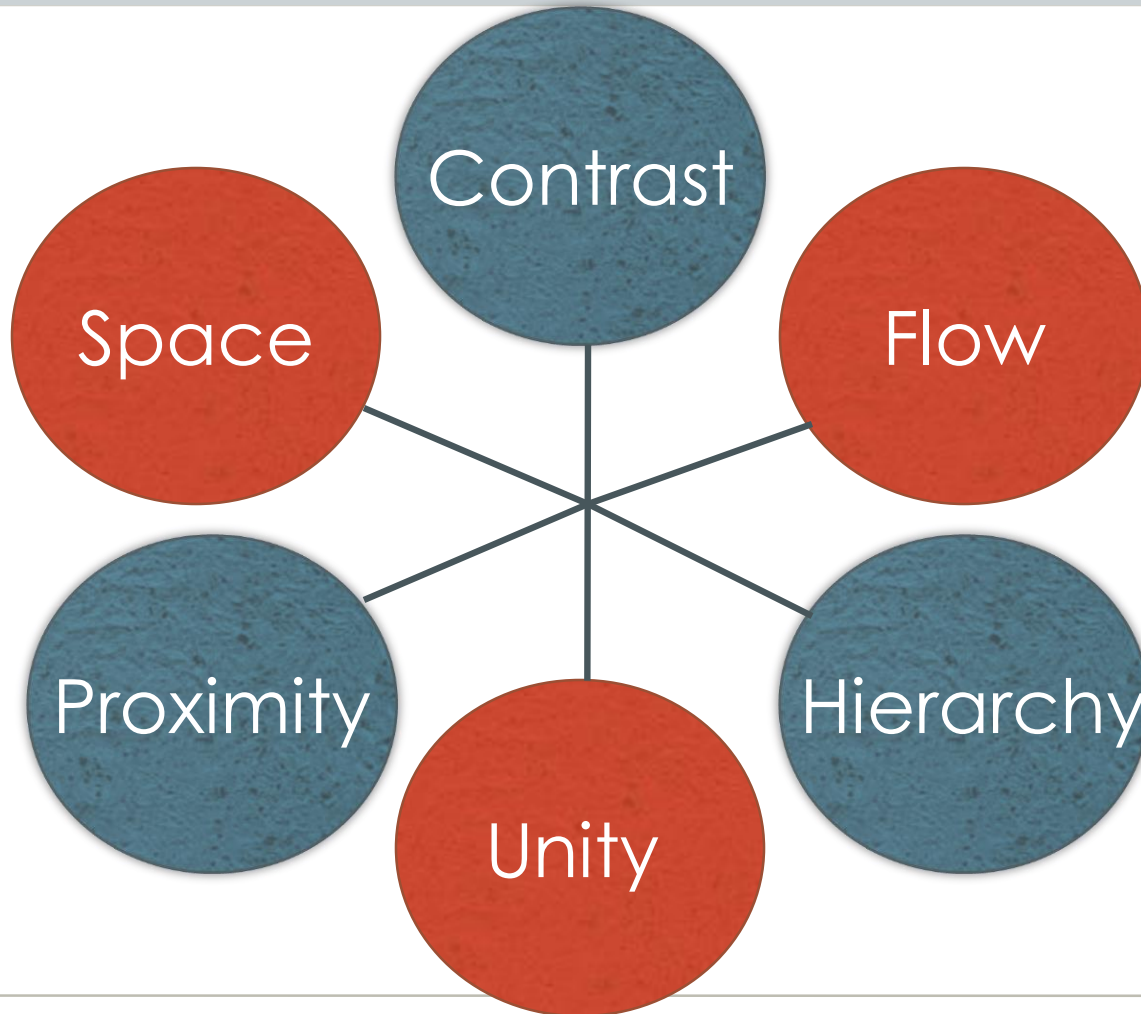
by Nancy Duarte

I highly recommend reading it.

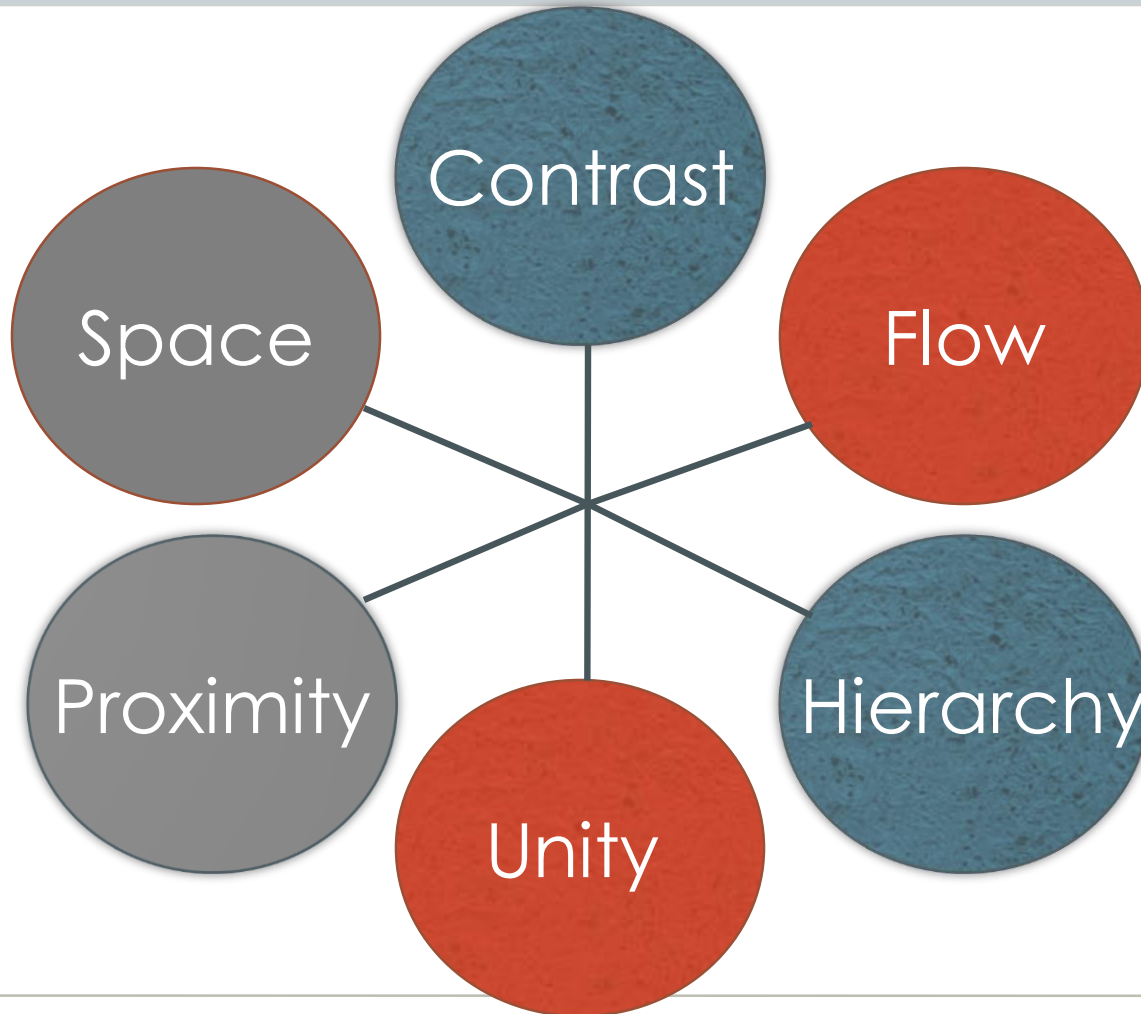
Design Elements



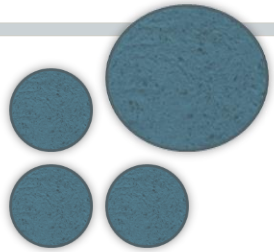
Arrangement



Arrangement



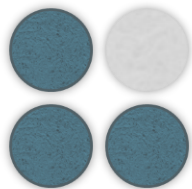
Contrast Focuses Attention



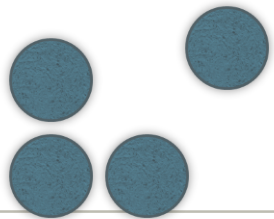
Size



Shape



Shade

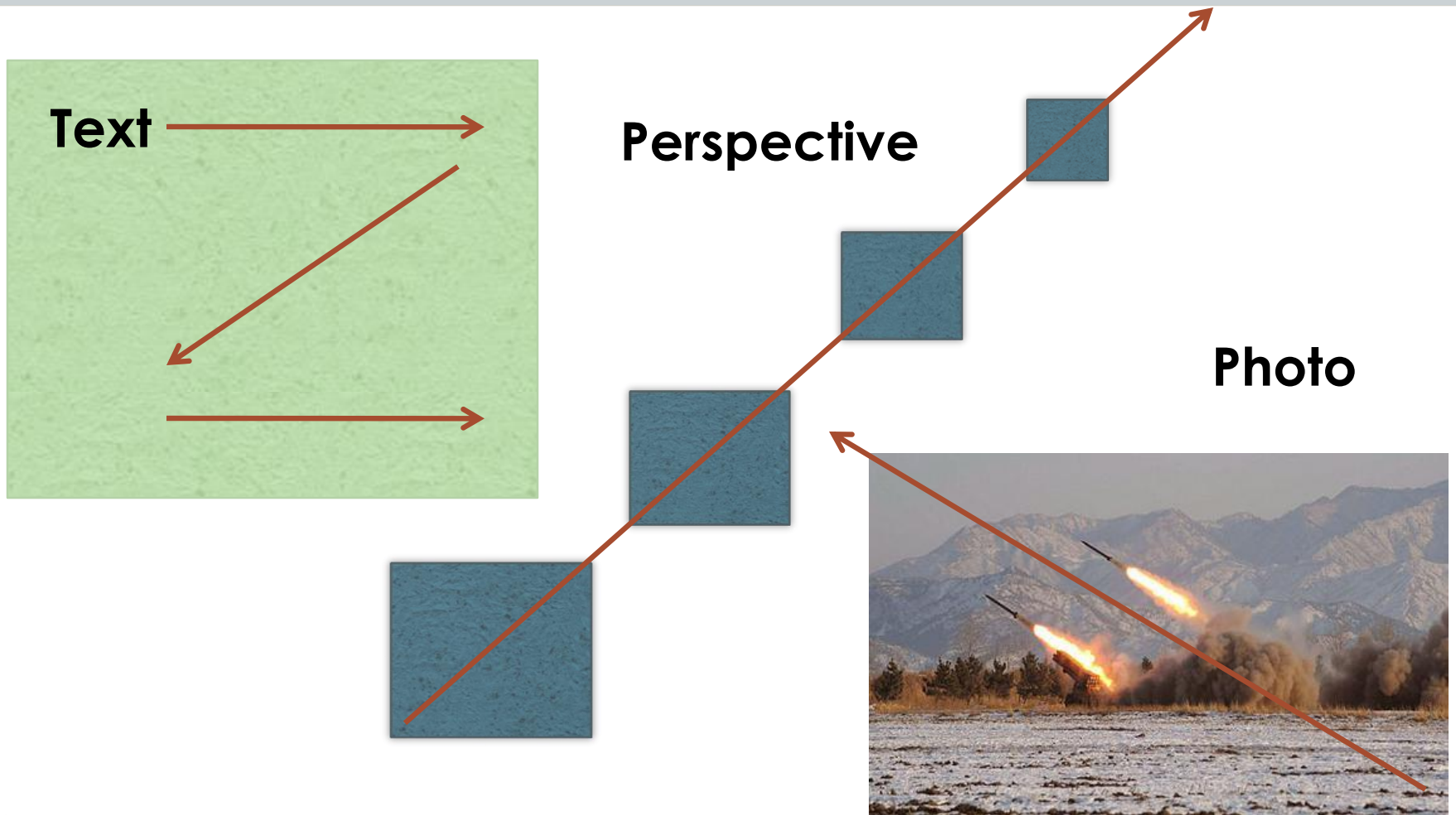


Proximity

United States
Russia
China
United Kingdom
France
Israel
India
Pakistan
North Korea

Color

Flow: How Information is Processed



Hierarchy: Links between Elements

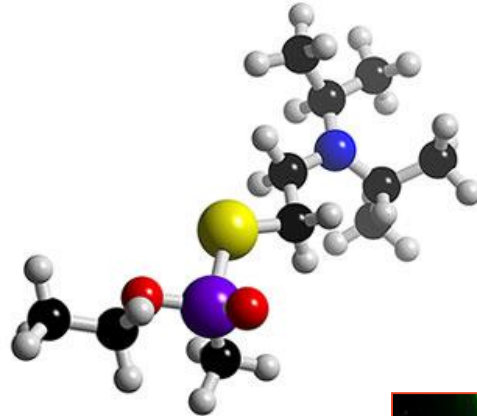
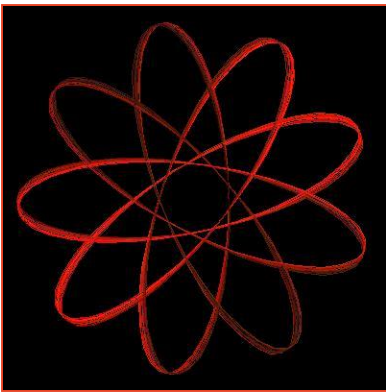
- **Parent**
 - **Child**



-
- **Strengthen the NPT**
 - **Protects countries' right to make fuel**
 - **Strengthen IAEA**
 - **Spreads nuclear technology**
 - **Is incapable of warning of military diversions**

Visual Elements

Aa



BbCc

Background
Color
Text
Images



Background: A Container for Content

Don't allow it to compete with your content

Keep it simple and clean

Use default templates or grid system

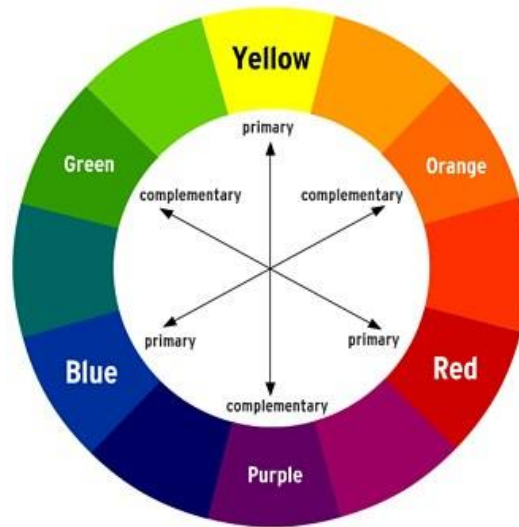


**Nonproliferation
Regimes at Risk**

Color: Look for Contrast



Formal
Larger venues



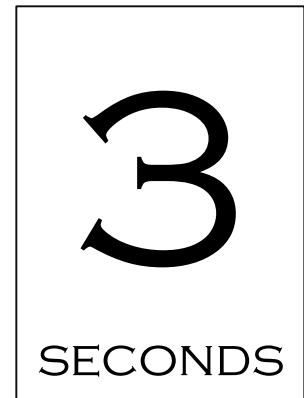
Informal
Smaller venues

Fit the organization and target audience
Fit the topic of the presentation
Be complementary

Text: “Glance Media”



- **Simple text**
- **Low word count**
- **Crisp thoughts**
- **Big Ideas**
- **Clear mnemonic**



Text: Messages in Fonts

Serif

S

Font

Georgia

Times New Roman

Courier

Personality

Formal, practical

Professional,
traditional

Plain, nerdy

Sans Serif

S

Arial

Tahoma

Century Gothic

Stable, conformist

Young, plain

Happy, elegant

Bullets Kill Audiences, Too

- Use them sparingly
- Write them as headlines
- Use parallel structure
- Avoid sub-bullets

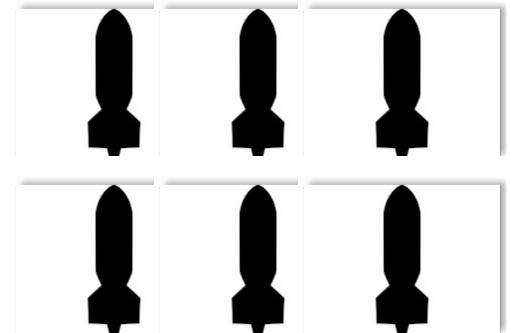
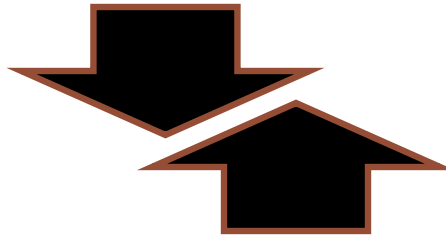


Images: 1,000 Words

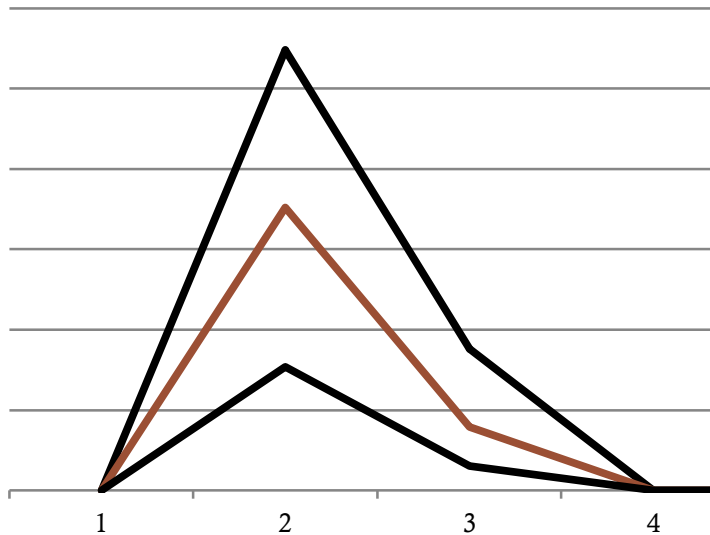
Photos to tell a story, show cause & effect, engage audience emotionally

Shapes to symbolize relationships and interactions

Icons to depict statistical information



Highlight What's Important

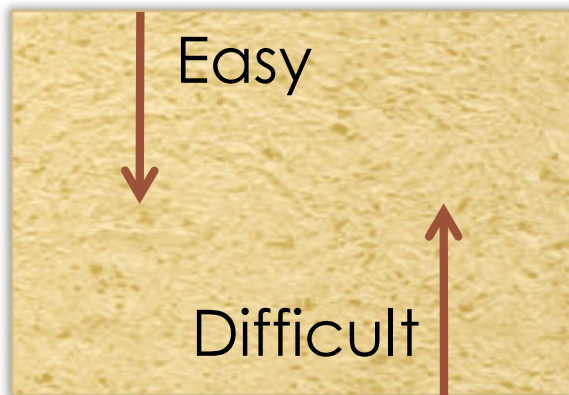


Contents of Fission Isotopes in Spent Fuel (on average in an active zone)

Type of NR	The contents of fission isotopes (grams)					Enrichment (%)
	²³⁵ U	²³⁶ U	²³⁸ U	²³⁹ Pu	²⁴¹ Pu	
VM/A	156	15.4	794	5.5	0.54	16.1
VM-4	140	20.9	743	5.4	0.63	15.5
OK-900A	340	92.4	522	9.0	2.8	35.6
OK-900A	550	91.2	328	8.3	2.0	56.7
Project 705	534	46.0	73.6	4.0+6 .0	0.20	81.7

Total uranium in fresh fuel in an active zone, depending on the reactor:
approximately 50 - 70 kg

Movement: Function over Form



Use Animation for:

- **Change in relationship**
- **Direction**
- **Change in object**
- **Sequence**
- **Emphasis**
- **Adding value to content**

Three Rs

- Reduce **your text**
- Record **your script**
- Repeat **your story**