

## Designing and Delivering Perfect Presentations



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## Overview

- Effective instruction with presentations
- Demonstrations
- Importance of visual aids
- Appropriate use of visual aids
- Visual aid design

## Effective instruction with presentations

- **Know** your audience.
- **Engage** your audience.
- Give your audience a **“take-away” message and/or materials.**

## Making a good presentation

- Confidence.
  - ❖ Know the content.
- Familiarity with the presentation materials (flip chart, projector, computer, demonstration materials).
- Engagement techniques.
  - ❖ Questions, examples

## Lecture vs. ...?

- Nothing wrong with lecture.
- BUT how much more will people remember if you engage them?
  - ❖ Asking questions
  - ❖ Allowing them to participate (hands-on)

## Demonstrations

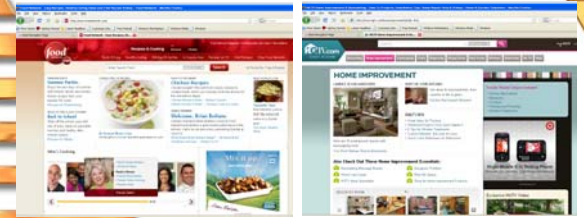
- Know the steps in the “step-by-step.”
- Show the audience what you’re doing.
- If possible, allow the audience to participate. Let them feel what’s going on.
- Explain along the way. Why are you doing what you’re doing?

## If audience can't participate...

- Use photos in your presentation.
- Suggest places where they could get more information or the materials you're using.

## Demonstrations

- Practice, practice, practice.
- Watch Food Network or HGTV shows.



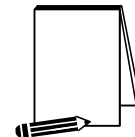
## Visual aids

- Almost anything you can use to get your point across.



## Types of visual aids

- Body
- Objects (real and models)
- Computer slides
- Posters/flip charts
- Photographs
- Writing boards



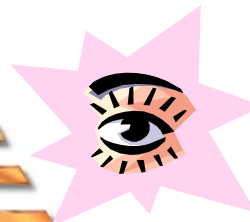
## Importance of visual aids

- Seize the viewer's attention and focus on major points.
- Translate words into meaning.
  - ❖ Gets your point across.



## People are visual-minded.

- We retain
  - ❖ 20% of what we hear
  - ❖ 50% of what we see **and** hear



## Basics in using visual aids

- **Don't** let visual aid **distract** from presentation.
- Audience must be able to **see** visual aid.
- **Don't read!**
- Have enough to go around (photos, models).
- Handle materials and operate equipment properly and smoothly.



## Characteristics of good presentation design

- Attracts audience.
- Provides structure and organization.



## Visual aid design principles

- **Simplicity** – fewer elements.
- **Unity** – slides have “harmony.”



## Visual aid design principles

- **Emphasis** – use...
  - ❖ Animation
  - ❖ Color
  - ❖ Underlining
  - ❖ **Bold type**
  - ❖ Arrows
  - ❖ Bullets



## Visual aid design principles

- **Readability** –
  - ❖ Use numbers or bullets.
    - Don't “over-bulletize” the presentation.
    - Most important points.
  - ❖ **Avoid italics.**
  - ❖ Always use upper/lowercase.
  - ❖ Pay attention to letter size.

## Font sizes and styles

- Size (this is 32-point)
  - ❖ **Main title:** 28-48 points, bold, regular, Times Roman & Arial (this is 28-point)
  - ❖ **Body:** 24-30 points, normal, bold, Times Roman & Arial
  - ❖ **Subheadings:** 20 points **absolute** minimum
- Easier to read **sans serif**
  - ❖ Serif – AaBbCcDdEeFfGgHhIiJ
    - Example: Times New Roman
  - ❖ Sans serif – AaBbCcDdEeFfGgHhIi
    - Example: Arial, Helvetica

## Guide to font size

Point Size	Looks Like This!
<small>12</small>	<small>Gators</small>
24	Gators
36	Gators
44	Gators
48	Gators
54	Gators

## Rules about font selection

- Color plays an important role.

**color  
vibration**

- Variety is less. Don't overdo it.
- **Printed** text reads better in **serif**.

## Rules about font selection

- Use the branding font, if possible.
  - ❖ (The font used in the company's brand.)
- Use a sans serif font.
- Use a common font to prevent cross-platform woes.
- Only two font styles on a slide.
- Using ALL CAPS is bad, so is underlining and *italicizing*.

## Font and background considerations

- **Colors**
  - ❖ **Red** should be handled with care (very influential color).
  - ❖ Certain color combinations should be avoided (red/green, brown/green, blue/black, and blue/purple).
- **Use contrasting colors for text**
  - ❖ Dark text on light background
  - ❖ Light text on dark background
  - ❖ **NEVER** use red text on dark green or dark blue background.

## Background colors suggest SPECIFIC emotions

stimulates  
interaction

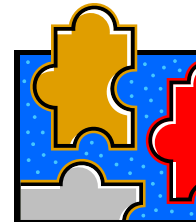
connotes  
finality

calming,  
conservative

passion,  
competition

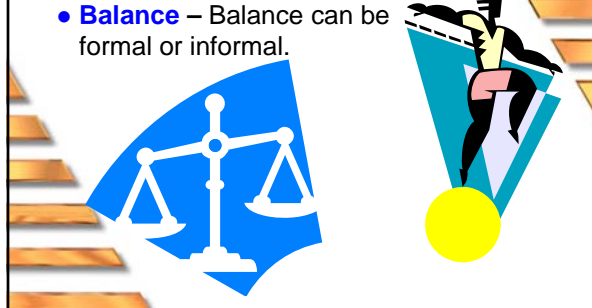
## Visual aid design principles

- **Organization** – Use a visual pattern that is logical and easy to comprehend.

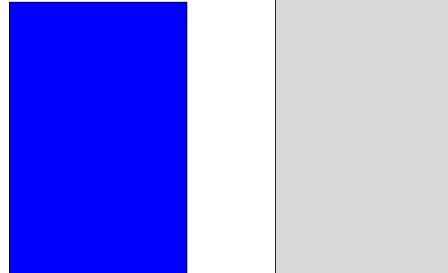


## Visual aid design principles

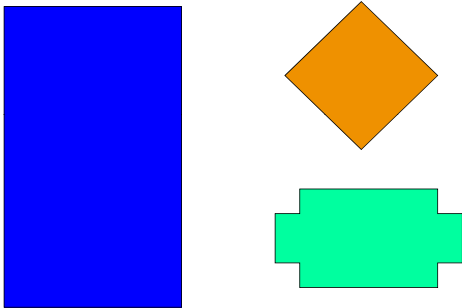
- **Balance** – Balance can be formal or informal.



## Formal Balance



## Informal Balance



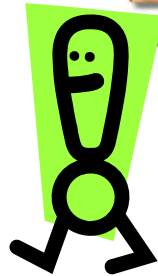
## Visual aid design principles

- **Accuracy** –spelling, punctuation, and grammar.
- **Clarity** – Present only one main idea per visual.
  - ❖ One idea per slide.
  - ❖ Six words per line.
  - ❖ Six lines per slide.



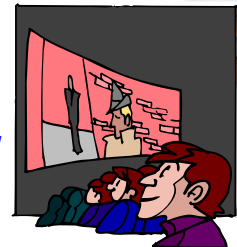
## Effective projected materials

- Minimize words, words, words
- Clip art, audio, video, graphics, photos **need** a **purpose**. Otherwise, don't use them.



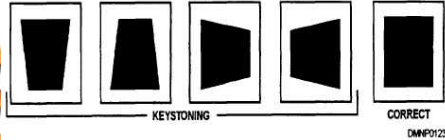
## Effective projected materials

- Preparation.
- Screen size.
- Overall visual display.
- Viewer in **LAST ROW** is criterion.



## Keystoning

- **Keystoning** appears when the projector lens is not perpendicular to the screen or deck. The distorted image appears as a wedge shape. To correct the keystone effect, tilt the screen toward the projector on the end displaying the smallest part of the wedge.



## Graphic file formats

- **File formats**
  - ❖ Photos: .jpg
  - ❖ Video: QuickTime, mpeg, m4v
  - ❖ Audio: .wav, mp3
  - ❖ Animation: animated .gif files
- **Graphics/photos for PowerPoint**
  - ❖ **72 dpi** (dots per inch) for TV and computer screens.
  - ❖ May want **higher dpi (150-300)** if slides will be printed. Low-quality prints if scanned at lower dpi.

## Making your PPT slides better

- Use the Slide Master for consistency.
- Nudge objects (use CTRL key).
- Use Autosshapes to highlight a point or related text.
- Create a “questions” slide with hyperlinks to topics.
- Recolor graphics.



## Presentation Do's & Don'ts

- **DO:** Maintain good eye contact with the audience.
- **DO:** Engage your audience.
- **DO:** Provide a way for your audience to learn more (handouts, email to get handouts, Web site, EDIS pubs).
- **DON'T:** Read to the audience.

## PPT slides Do's & Don'ts

- **DO:** Choose your background based on the room's lighting.
- **DO:** Use the Master Gardner logo on your slides and handouts.
- **DON'T:** Use tons of special effects or “random” transitions.
- **DON'T:** Overdo graphics or photos on your slides. More is not always better.

## To download chapter on visual communication:

- Go to:
  - ❖ [aec.ifas.ufl.edu/rwtelg/mgconference.html](http://aec.ifas.ufl.edu/rwtelg/mgconference.html)