

## PowerPoint or Whatpoint? Creating effective PowerPoint Presentations

Spring 2008

### Introduction

This “PowerPoint or Whatpoint? Creating effective PowerPoint Presentations” session is most appropriate for people who are interested in learning how to create effective PowerPoint presentation files.

### Objectives

Upon successful completion of this workshop, participants will be able to

- Identify negative examples of PowerPoint presentations
- Define features of effective PowerPoint presentations
- Evaluate PowerPoint presentations

### Prerequisite

Participants should have the working knowledge of PowerPoint.

### Activities

#### 1. Identify some inappropriate PowerPoint presentations

- There is a video posted on Youtube, which is titled [How NOT To Use Powerpoint By Comedian Don McMillan](#)

Selected People’ comments at Youtube

1. *“I hate when people do that. My world history teacher is the worst with ppt “*
2. *“people tend to put every word they are going to say on their PowerPoint slides. although this eliminates the need to memorize your talk, ultimately this makes your slides crowded, wordy, and boring. You will lose your audience’s attention before you even reach the bottom of your...uhh...”*

- *2003: THE 3<sup>rd</sup> Annual Year in Ideas; PowerPoint Makes you dumb*  
(<http://query.nytimes.com/gst/fullpage.html?res=9C00EEDF163CF937A25751C1A9659C8B63>)
- Why the examples we watched are bad?

Because:

1. Information overloaded
2. Distracting audience
3. Hard to keep audience focused
4. Target audience not reached, etc

## 2. Define features of quality PowerPoint presentations

- Creating Effective PowerPoint Presentations by Peter de Jager  
([http://www.educause.edu/content.asp?page\\_id=2501&bhcp=1](http://www.educause.edu/content.asp?page_id=2501&bhcp=1))
- Creating an Effective PowerPoint Presentation by Virginia Montecino  
(<http://mason.gmu.edu/~montecin/powerpoint.html>)
- 12 Tips for Creating Better Presentations  
(<http://www.microsoft.com/atwork/getworkdone/presentations.mspx>)
- Education Techniques for Lifelong Learning: Making a PowerPoint Presentation by Jannette Collins, (<http://radiographics.rsna.org/cgi/reprint/24/4/1177>)
- Effectiveness of PowerPoint presentations in lectures by Robert A. Bartsch and Kristi M. Cobern ([http://www.sciencedirect.com/science?\\_ob=MIimg&\\_imagekey=B6VCJ-48CFGJG-1-1&\\_cdi=5956&\\_user=2570487&\\_orig=search&\\_coverDate=08%2F31%2F2003&\\_sk=999589998&\\_view=c&\\_wchp=dGLzVlz-zSkWW&\\_md5=c656b135a5eb27d0a3f58af095d31fe8&\\_ie=/sdarticle.pdf](http://www.sciencedirect.com/science?_ob=MIimg&_imagekey=B6VCJ-48CFGJG-1-1&_cdi=5956&_user=2570487&_orig=search&_coverDate=08%2F31%2F2003&_sk=999589998&_view=c&_wchp=dGLzVlz-zSkWW&_md5=c656b135a5eb27d0a3f58af095d31fe8&_ie=/sdarticle.pdf))

## 3. Evaluate PowerPoint presentations

- Using rubrics available or create your own  
<http://ijttl.sicet.org/issue0602/Ahmed%20ASan%20Vol2%20Issue2.pdf> (Rubric can be found at pg. 21)
- Dos and Don'ts with PowerPoint Presentation

Do	Don't
<ul style="list-style-type: none"> <li>• Know your audience, plan your presentation ahead and do story boarding</li> <li>• Check spelling and grammar</li> <li>• Use parallel bullets and observe the 6X6 rule</li> <li>• Use template to make slides consistent</li> <li>• Make sure your font color and the background color of your slide contrast</li> <li>• Be consistent with effects, transitions and animation</li> </ul>	<ul style="list-style-type: none"> <li>• Don't read each slide</li> <li>• Don't throw a large chunk of information into each slide</li> <li>• Don't use font that is too small to read</li> <li>• Don't use too many slides so that you may lose your audience</li> <li>• Don't use sentences that are too long</li> </ul>

## 4. Other Resources

- *Anatomy of Typography*  
(<http://www.hyperformer.com/Typography/Sections/index.html>)

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- *Essay: The Cognitive Style of PowerPoint: Pitching our Corrupts Within* by Edward Tufte ([available at UNC Michener library](#))

### 5. Post-workshop activities

- Retrieve all the PowerPoint presentations you have created before
- Identify the ones that can be labeled “to be improved”
- List the parts of the presentations that need further work and general comment.
- Use the rubric to help revise the PowerPoint presentations

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