## Tips for PowerPoint Presentations
Looking to make your presentations easy? We have you covered!

### 10/20/30 Rule

**10 Slides.**
- It can be difficult for audiences to understand more than ten concepts during a presentation.

**20 Minutes or less.**
- (depending on the presentation, this may vary)
- Plan your time according to how much time you will need on each slide. 20 minutes is suggested, as it leaves enough time for discussion and Q&A. For longer presentations – plan to stop every 20 minutes for Q&A over the covered material.

**30-point size type.**
- The average and recommended type size for accessibility purposes is size 16 type. By using a larger font type the author can make it easier for audiences to read the slides.

### Make it Engaging

**Visual Bullets.**
- Use different lines, shapes and spacing to separate content.

**Columns.**
- Create two columns of text for slides with lots of text.

**Chunking.**
- Organize content into groups – show this visually within the slides.

**Picturization.**
- Images allow the audience to connect an idea with the text.

**Iconify.**
- Icons take up less space and minimize clutter.

**Backgrounding.** (using images and slide designs)
- A great way to set the scene of the content.

**Use Tables & Columns to Split Content.**
- Create a clean and organized space.

**Use Central Figures.**
- A visual element that summarizes the main idea.

**Layout Shaping.**
- Use graphics to show content as a whole.

**Roadmapping.**
- Show direction, flow, and order through a journey.

### 5 words on a single line.**
- Ensure the text is clear and concise and that the audience can be more focused on the speaker than the slide.

### 5 lines of text on a single slide.
- Stick to one idea per slide to help the viewers internalize more of the shared information.

### 5 slides that apply to the first two rules.** (no more than)
- Look for ways to vary the content on the slides

### 555 Rule

**5 words on a single line.**
- Ensure the text is clear and concise and that the audience can be more focused on the speaker than the slide.

**5 lines of text on a single slide.**
- Stick to one idea per slide to help the viewers internalize more of the shared information.

### Top Tips

**Don’t let PowerPoint scare you.**
- Microsoft PowerPoint has many tools – use them.

**Create custom slides BUT keep it simple.**
- Slides shouldn’t be the star of the show – presentations are to be supportive with visual information, graphics, and supplemental points.

**Write text with the audience members in mind.**
- Type can show brand personality and professionalism. Simple serif and sans-serif fonts work best.

**Use “Format Object” to better control designs.**
- Formatting menus allow adjustments to slides.

**Take advantage of what PowerPoint has to offer.**
- PowerPoint tools have advanced – make your presentation unique and visually appealing.

**Try using GIFs.**
- GIFs are animated images that can communicate moods, ideas, information, and more. They are also a way to add some humor to a presentation.

**Use presenter view.**
- Within presenter view there is an area for notes, a timer, and a presentation display of what the audience is seeing.

### References:
- [PowerPoint Best Practices](#)
- [The 555 Rule](#)
- [PowerPoint Design Tricks](#)
- [Transform PowerPoint Slides into Engaging Presentations](#)

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This project was supported in part by grant number 90PNU0002 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects with government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official ACL policy.