

How to Design an Effective Presentation

Some key tools and basic design rules will help your audience remember your message. Visuals as an essential part of your presentation will add interest, excitement and most importantly will keep your audience engaged through out your presentation. Basic design rules will teach you what works best for digital format and how to maintain a neat layout, and new media will help you deliver and share your ideas and thoughts to masses in an effective manner.

Ways to Achieve a better design presentation

Basic Design Rules:

- Know your audience
- Use Design Templates
- Remember, you have 8 seconds of attention per slide
- Standardize elements in your composition as well as colors and styles
- Remember the 66 rule. 6 words per line, 6 lines per slide.
- Use Sans Serifs Typefaces for digital format.
- Keep your visuals simple, neat and uncluttered
- Test your font size. Can you read your screen from across the room?
- Remember that less is more
- Include the absolutely necessary information
- Don't use graphics as a background, solid colors work better on projectors
- Be consistent with transitions and animations.
- Use photography instead of clipart

Integration of New Media

PC users

Use plug-ins for Power Point that will help you enhance your presentation such as

- Live Web to present websites in real time directly from your PPT
- Windows Movie Maker to add a narration to your PPT
- Acrobat portfolio 9
- PPT Flash convertor

MAC users

- Keynote will also save directly your presentation into PPT for compability.
- Imovie to create a narrated movie file presentation
- Acrobat portfolio 9
- Convert it to SWF movie file

Deliver and Share

- You Tube and Slide Share
- Acrobat.com

Examples and Resources

Slide:ology: <http://blog.duarte.com/>

Power Point to Flash Conversion Tools: http://www.masternewmedia.org/powerpoint_to_flash_conversion_tools/

View web-pages in real time: <http://skp.mvps.org/liveweb.htm>

Slide Share lets you Upload and share your presentations and documents: <http://www.slideshare.net/>

Acrobat.com is a set of online services — file sharing and storage, PDF converter, online word processor, and web conferencing — you can use to create and share documents, communicate in real time, and simplify working with others.

Keynote 09 lets you send your slideshow directly to the YouTube website, where visitors can watch your presentation as a movie: <http://support.apple.com/kb/HT3368>

How to produce a PDF portfolio in Acrobat 9: <http://www.adobepress.com/articles/article.asp?p=1237025>