PowerPoint Tips for the Classroom

Jenny Herbert Creek
Haas School of Business
Teaching Excellence Series
July 26, 2012

PowerPoint: friend or foe?

“Microsoft Office PowerPoint 2007 enables users to quickly create high-impact, dynamic presentations.”
- www.microsoft.com

“PowerPoint presentations too often resemble the school play: very loud, very slow, and very simple.”
- Edward Tufte
The Cognitive Style of PowerPoint

Two presentation design models

Determine

Design

Deliver

Two presentation design models

<table>
<thead>
<tr>
<th>Ballroom</th>
<th>Conference room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Engage, persuade or drive action in a small audience</td>
</tr>
<tr>
<td>Look</td>
<td>Black and white, lots of detail</td>
</tr>
<tr>
<td>Information flow</td>
<td>One-way (presenter to audience)</td>
</tr>
<tr>
<td>Delivery</td>
<td>Projected</td>
</tr>
<tr>
<td>Physical location</td>
<td>Hotel ballroom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ballroom</th>
<th>Conference room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Inform, impress or entertain a large audience</td>
</tr>
<tr>
<td>Look</td>
<td>Colorful, vibrant, attention-grabbing, noisy</td>
</tr>
<tr>
<td>Information flow</td>
<td>Two-way (interactive)</td>
</tr>
<tr>
<td>Delivery</td>
<td>Projected/Printed handout</td>
</tr>
<tr>
<td>Physical location</td>
<td>Office or conference room</td>
</tr>
</tbody>
</table>

Source: Jeffrey Pfeffer, Advanced Presentations by Design, pg. 97
Ballroom presentations - resources

Conference room presentations - resources

“Plan in analog”

Design elements

Organization

Presentation Design

Charts & graphs

Words & text

Multi-media

Design elements

Organization

Presentation Design

Charts & graphs

Words & text

Multi-media
Barbara Minto’s Pyramid Principle

Use active and engaging titles

Design elements

PowerPoint templates often distract

When in doubt, use simple schemes
Text can be visual

- What makes Twitter unique?
  - Short messages – 140 characters
  - This example of a Twitter is more effective than a verbal description

Design elements

- Organization
- Presentation Design
- Charts & graphs
- Words & text
- Multi-media

Slides that pass the “squint test”

- Charts categorize qualitative data...
  - Who?
  - Where?
  - When?
  - Organizers
  - Map
  - How?
  - Gantt
  - Process
  - Matrix

...and organize quantitative data

Raw data emphasizes nothing

<table>
<thead>
<tr>
<th>Site</th>
<th>Feb 08 Visitors</th>
<th>Feb 09 Visitors</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>20,045,000</td>
<td>65,704,000</td>
<td>228%</td>
</tr>
<tr>
<td>Multiply</td>
<td>821,000</td>
<td>2,394,000</td>
<td>193%</td>
</tr>
<tr>
<td>Twitter.com</td>
<td>475,000</td>
<td>7,038,000</td>
<td>1382%</td>
</tr>
<tr>
<td>Wikia</td>
<td>1,381,000</td>
<td>3,758,000</td>
<td>172%</td>
</tr>
<tr>
<td>Embia</td>
<td>809,000</td>
<td>2,752,000</td>
<td>240%</td>
</tr>
</tbody>
</table>
Highlight key conclusions

<table>
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<th>Site</th>
<th>Feb 28 Visitors</th>
<th>Feb 29 Visitors</th>
<th>% Growth</th>
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Twitter is growing more rapidly than all of its competitors!

Tools for using images in PowerPoint

**Image sources**
- Google images (use Advanced search to find content licensed for reuse)
- Shutterstock
- Flickr

**Screen capture software**
- Snagit
- "Print Screen" using your operating system

Audio & video in PowerPoint

Option #1: Embed in PowerPoint
Problem: Large file size; doesn’t transfer to another computer

Option #2: Use a hyperlink to an outside website/source
Problem: Transition is not seamless; dependent upon internet connection

Option #3: Use a different program on your computer (iTunes, etc.)
Problem: Have to leave PPT presentation

Use the room
Don’t forget

- Clicker
- Laptop
- Power adaptor for your laptop
- Monitor adaptor (Mac users)
- Backup materials

Prepare backups

- If slides are critical, bring hard copies for the students
- Always bring printed copies of your notes for yourself

You are the focus

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