



8 Tips for Creating an Effective Presentation Materials

1. **Have a Compelling Opening.**

Your first slide is your first impression. Make sure that it clearly indicates the topic and keeps the audience interested while they wait for you to start.

2. **Sans Serif Fonts Read Best.**

Fonts like Arial and Verdana are great options for creating a presentation that can be readable by all those visually able in the room. The smallest font size to consider is 20 point font. For example:

This is Arial 20 point font.

This is Verdana 20 point font.

If you are unsure of the appropriate size of font, put one slide up on a screen to test distances vs. readability. Slides should be readable from the back of a room.

3. **Keep slides clear and to the point.**

Only put one idea on each slide. This helps your audience to better digest the information you are presenting.

4. **Include Images and visuals for interest.**

High-quality images provide a way for your audience to retain your information by association, and they create a dynamic change on the screen.

5. **Not all colors are the same.**

Make sure that you choose a color scheme that matches your information and is still readable by all. Sticking to a light background with dark text is preferred. For individuals who are color blind avoid the following color combinations: Green & Red; Green & Brown; Blue & Purple; Green & Blue; Light Green & Yellow; Blue & Grey; Green & Grey; Green & Black. For more information on how to create effective visuals with color, visit <https://usabilla.com/blog/how-to-design-for-color-blindness/>

6. **Consistency is key.**

Once you chose your font and colors, make sure to use the same pattern throughout the presentation. The consistency should run across titles, text boxes and footers. Variations from the pattern should be done with intention to create meaning.

7. **Know How to teach for V.A.K.—Visual, Auditory and Kinesthetic—learning preferences.**

Being able to provide information for each of the three learning preferences is key to sharing your information. Listed below are highlights of methods you can use for each learning preference:

Visual:

- graphs, charts, illustrations, other visual aids.

- Include materials (e.g., outlines, concept maps, agendas, handouts) for reading and taking notes.
- Include plenty of content in handouts to re-read after the session.
- Supplement textual information with illustrations whenever possible.

Auditory:

- Begin new materials with a brief explanation of what is coming.
- Conclude with a verbal summary of what has been covered.
- Include activities, such as brainstorming, Jeopardy.
- Leave time to debrief activities.

Kinesthetic:

- Use activities that get the learners up and moving.
- Provide toys such as Koosh balls or Play-Doh.
- Provide highlighters, colored pens and/or pencils.
- Play music, when appropriate, during activities.

Information Compiled and Adapted From the Following Resources:

- “10 Font Tips for Presenters” <https://www.lifewire.com/font-tips-for-presenters-2767402>
- “10 tips on how to make slides that communicate your idea, from TED’s in-house expert” <https://blog.ted.com/10-tips-for-better-slide-decks/>
- “28 Great PowerPoint Presentation Tips” <https://www.participoll.com/powerpoint-presentation-tips/>
- “How to Design for Color Blindness” <https://usabilla.com/blog/how-to-design-for-color-blindness/>
- “Tips for Educators on Accommodating Different Learning Styles” <https://www.umassd.edu/dss/resources/faculty--staff/how-to-teach-and-accommodate/how-to-accommodate-different-learning-styles/>

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