

## Insight Sheet

### Topic: PowerPoint Presentations

#### Getting Ready

- Presenters are responsible for assuring a laptop will be on hand.
- Presenters wishing to use their host's laptop need to make arrangements well in advance.
- Allow time to preview your presentation ON THE PROJECTOR to be used (i.e., to identify color, image, loading or other problems).
- Load your presentation to the hard drive (this speeds viewing significantly).
- Do a FULL run through w/ your slides and team.

#### Showing Your Work

- **Break it up!**—Don't simply drop your drawing into a PPT slide; it shows no prep, reads poorly, and hits your audience all at once w/ the info—sequence the information in bite-sized pieces.
- **Step-by-step**—Extract the segments of your boards to be shown piece by piece in a well thought-out order.
- **Show thy process**—PPT enables sketches to be presented professionally; that pile of trace paper is a storehouse of ideas that can be used to reveal the forethought you put into the design, your process, etc.
- **ZOOM**—it is oh so annoying when you have the entire screen to use, yet show small images; enlarge key elements to reveal their nuances.
- **Locate us**—if you will use a location map it will help immensely in orienting your audience to where that zoomed plan view or elevation is at on the site
- **Fade it**—PPT permits you to fade an image through “Dim” option. This is great to diminish its visual importance as you move on to the next text/image
- **Layer it**—you can stack images such that the more important or next one covers the previous one(s)

#### Making It Legible

- Darken your images—LCD projectors are notorious for making your images and text lighter than they appeared. You **MUST** plan for this
- Boards or not? Will you use boards along w/ your PPT? how? Just as backup? As a supplement? To use for viewers to come up and see afterwards?
- Lasers are better than nothing, but often you can better (and with less jitter) highlight an area by using PPT's Drawing features (e.g., a red box outlining an area you are discussing—recall how I used that in History slides). To further accomplish this, create an overlay image that has just the emphasized are in color, and the rest grayed
- Use borders—sometimes these work nicely to visually create an edge for an image (very useful when overlaying images so they appear distinct)

### Other Tips

- Control the flow—PPT is great to taking an audience through in the order and at the pace you want. Think of it like a story you unfold w/ each passing slide/image
- PPT helps you to not forget things—you put it in to make sure you don't forget it.
- And once you put it in DO NOT just gloss over it—if it is there then it needs to be address, and not with some passing “And this is our Analysis” and a quick click!
- Capture their anticipation—your audience is curious and eager at first. Don't bore them or give it all away. Tease them w/ a quote, a revelatory image or a themed form
- Plan for your closing by having a slide that serves up the points you wish to emphasize (think of it as firmly planting in their minds the key benefits of your design over the competitions— what would you have them remember?)
- Spelcheck!!!!
- You cannot simply show images w/o speaking to the “take home” message you wish the audience to “get” from seeing them (e.g., what are they to see from a scanned conceptual sketch, let alone a series of them?)
- Keep the slides simple. This can even help you think about the sheet design as you create it, causing you to think ahead to ‘how will the sheets and the PPT look together—unified or incompatible?’
- Punch out the point—sometimes a mass of text can be used if you will then visually and verbally focus the audience on the core message (e.g., a paragraph narrative of your design philosophy from which you then highlight in black text the key words)
- Unify the sheets through a consistent image/word that is present in each slide (e.g., your theme symbol of a tree or rock). And/or orient the viewer by having such an image/word for each series of related slides (e.g., the word analysis for, you guessed it, all slides showing site analysis!)