Presentation BEST PRACTICES

Basic Slide Design Tips

- **Keep It Simple:** Use a template with set colors and fonts to visually simplify your presentation.
- **Color Contrast:** Incorporate up to 3 colors that offer contrast, see examples here.
- **White Space:** Ensure your slides are visually digestible by incorporating white space. Slides should contain 50% content and 50% whitespace to effectively convey information.
- **5-5-5 Rule:** Create slides that have no more than 5 lines, 5 words per line, 5 minutes per slide.
- **Visuals:** Replace text with visual cues as often as possible. People remember images easier than words and process them 60,000X faster!

Ensure Accessibility

- **Transcribe or Provide Captions:** Include image descriptions; ensure that closed captioning is on during any video presentations.
- **Use Bullets and Lists Over Long Strands of Text:** Avoid infographics or image-based text to ensure accessibility.
- **Font:** Sans-serif fonts are easier to read (examples: Arial, Helvetica, Calibri).
- **Text Size:** Ensure text size is at least 14pt, 24–30pt is best.
- **Use Animations Sparingly:** Think "Does this enhance my presentation?"

It's Go Time: Presenter Best Practices

- **Rehearse:** Focus on clarity, projecting your voice, and pacing.
- **Be Strategic:** Have an outline, key takeaways, calls to action, and use a timer when needed.
- **Engage Your Audience:** Utilize interactive questions, provide opportunities to discuss in partners and groups, and time to reflect. Explore the Durante Method, which ensures audiences are engaged to learn and adopt new strategies.
- **Body Language:** Focus on your posture, smile, and acknowledge the audience.
- **Be Seen and Heard:** Use a microphone if you are in-person, and move around the room to acknowledge the full audience; if you are presenting virtually, think through your lighting, webcam and microphone setup.