



## Guidelines for producing effective PowerPoint presentations at AIDS 2010

*Summary:*

If PowerPoint is used well, it will help presenters to organize and communicate complex information, clearly and concisely. This document contains some basic guidelines that will help you to use PowerPoint more efficiently at AIDS 2010.

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# PowerPoint presentations at AIDS 2010

PowerPoint is an excellent resource for presenters. If used well, it can help to organize and communicate complex information, clearly and concisely.

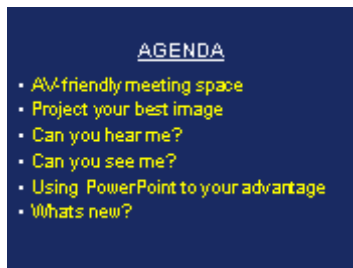
It is important to remember that your PowerPoint slide will be seen in a large room. Below are some basic guidelines that will help you to use PowerPoint more effectively.

## PowerPoint as a tool

PowerPoint is designed specifically for use during live presentations. Therefore, the design considerations are fundamentally different to those for print or web. Colours, font size, and layout should be quite different for a live presentation.

## Slide layout

The layout of the slides should be simple and uncluttered. If you wish, there can be a single title line, and/or a small graphic of some sort. Otherwise, the slide area should be available for your text. Do not extend your text area to the very edges of the slide.



**RIGHT**



**WRONG**

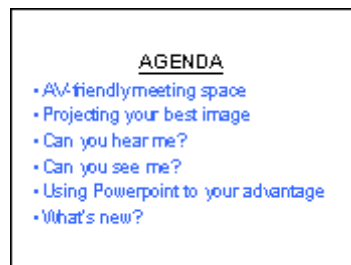
## Colours

The wrong choice of text and background colours can make your presentation virtually unreadable. White background with black text is probably the most common mistake presenters make. A white background will generate a very strong light on the screen and in that light, even a bold black text, will almost disappear.

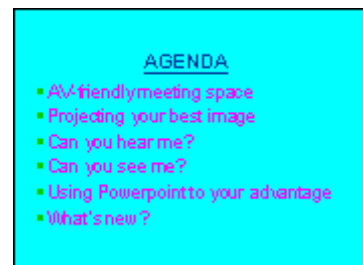
Generally, a dark background with light text is recommended. Avoid other combinations and always avoid white backgrounds. The proven successful combination is a dark blue background with yellow text.



**RIGHT**



**WRONG**

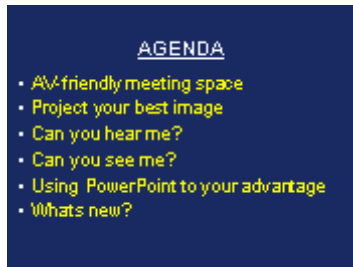


**WRONG**

## Text selection and size

PowerPoint is designed to help you organize your thoughts into a presentation – one thought per slide. If you look at it this way, it will help you to break your presentation down into concise elements that will fit into six lines on one slide.

The proven guideline is to have no more than six lines of text and the headline on each slide. This should allow you to use a font size of 32 pt - 36 pt.



**RIGHT**



**WRONG**

Text should be in a single font style and size – generally a sans serif font, such as Arial, is good. All text should be the same colour. You should only use fonts that are available in Windows, otherwise they may not be supported by the computers at the conference. The AIDS 2010 computers will be running MS PowerPoint.

## Bullet points

Each bullet should start with a bullet point and have eight words or less. Avoid using periods, ALL CAPS, paragraphs. It is better to just use brief and concise phrases instead of complete sentences.

## Animations

Animations specify how the bullets on each slide appear (such as fade in one by one). But they are very difficult to work with during live presentation are often distracting for the viewers.

As a general rule, you should not use animations to build your slides. Instead, have all the bullets or other information on your slide appear at the same time.

## Transitions

Transitions specify how the display changes (such as fading to black) as the presentation moves from one slide to the next.

If you want to use transitions, keep them simple!

Transitions between slides should be the same for all slides – dissolves, wipes, or box-outs are all quite effective. Avoid the more elaborate transitions – they simply distract from your message.

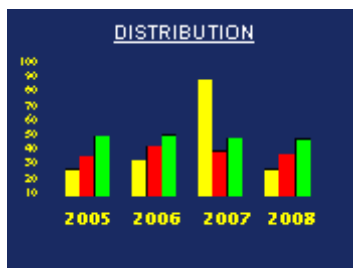
## Pictures

Picture files can be very large and files of excessive size can affect the performance of your computer and the proper running of your presentation. We recommend the use of .JPG (JPEG Files Interchange Format) files when inserting pictures. Try to keep the pictures as small as possible (less than 100kB is recommended). Insert pictures as embedded objects, not as linked files.

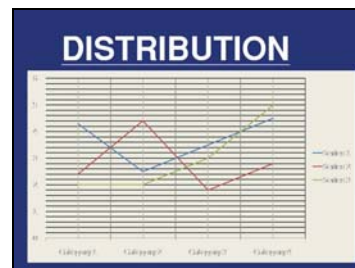
## Charts and graphs

Charts and graphs are frequently a real problem with PowerPoint slides. Often charts are imported from a print source or a web page, and are far too detailed for a live presentation environment. Charts and graphs used in a PowerPoint presentation should be made specifically for that presentation and should follow the same guidelines provided above – with clarity and visibility being the primary considerations:

- Layout - should be simple and uncluttered
- Size - should fill the text area of the slide
- Lines and other chart elements - should be bold and different elements should be in different colours; all colours should contrast with the background
- Text size - should be as large as possible



**RIGHT**



**WRONG**

## Movies and video files

It is common to link video files with PowerPoint presentations.

It is essential that you bring not only your PowerPoint file, but also your video files to the Speakers Centre!

The computers at AIDS 2010 will play most of the video file types in use. Below is a list of the most common video file types – we can ensure full compatibility with these.

- MPEG (videos stored in the MPEG format have the extension .mpg or .mpeg)
- Windows Media (videos stored in the Windows Media format have the extension .wmv)

If you use any other file format (like AVI, RealVideo, QuickTime, Flash) we must test it in advance in the Speakers Centre, to be sure it will work properly. Any DVD video should also be checked at the Speakers Centre.

## If you use a MAC computer

Even if you have transferred your presentation to a Windows format, you must check your presentation in the Speakers Centre to ensure that it is fully compatible with the conference computers.

## PowerPoint template

There will be an AIDS 2010 PowerPoint template that fulfils the recommendations given in this document that all presenters can use for their presentations. It can be downloaded from the conference website: [www.aids2010.org](http://www.aids2010.org)