



rP

Powerful PowerPoint Presentations

*Creating Effective Presentations
Using Microsoft PowerPoint*

AcademyHealth Seminar, November 5, 2002

◆ **Marcia Zorn, MA, MLS**

- National Library of Medicine
- marcia_zorn@nlm.nih.gov

◆ **Whitney Davison-Turley, MLS**

- National Network/Libraries of Medicine
- wdavison-turley@kumc.edu

◆ **Bryan S. Vogh, MA**

- National Network/Libraries of Medicine
- bvogh@umaryland.edu

Course Overview

- ◆ Objectives
- ◆ Organizing Content
- ◆ Using Plain Language
- ◆ Using Graphics, Animation, Links
- ◆ Using Essential Design Principles
- ◆ Conclusions
- ◆ Questions

Objectives

- ◆ Understand how content organization affects PowerPoint creation
- ◆ Understand basic Plain Language rules and their PowerPoint applications
- ◆ Understand how to use animation, links, and other essential design principles in PowerPoint

Organize Content

- ◆ Tell them what you will tell them
- ◆ Tell them
- ◆ Tell them what you told them



Use Bullets to Outline Information

- ◆ Plain Language tips:
 - Write for a specific audience
 - Write in present tense
 - Define technical terms and acronyms
 - Use short sentences
 - Use bullets
 - Use hotlinks

Use Animation to Add Emphasis

Plain Language:

- ◆ Effectively communicates with a specific audience
- ◆ Is grammatically correct
- ◆ Tells a reader just what he or she needs to know without unnecessary words or expressions

Use Pop-Ups to Illustrate Points

Plain Language minimizes:

- ◆ Jargon and idioms
- ◆ Unnecessary details
- ◆ Passive voice
- ◆ Inconsistent style
- ◆ Long sentences

Get
around
in

ENGLISH

Lesson Ninety-eight
Body Idioms



I've got my head
screwed on,



I'm keeping my
nose clean,



my chin up,



and my shoulder to the wheel,



my heart's in
the right place,



and I'm putting my
best foot forward,



*but it's no use,
I'm still ...*



***BOTTOM** of
the class!*

A Very Boring Long Sentence

- ◆ EEO counseling is very effective in cases where there are factual disputes because counselors are authorized to obtain documents that may lead to resolving the disputed issues. However, in disputes dealing with work relationships where strong emotions are present, mediation is a valuable tool in creating a climate in which the two parties can exchange information and recommend ways of resolving the differences between them.

The Plain Language Revision

- ◆ EEO counseling vs. mediation
 - EEO counseling
 - Useful in factual disputes
 - Obtains documents to resolve disputes
 - Mediation
 - Useful when dealing with work relationships or strong emotions
 - Creates a climate for exchange and resolving differences

Use Links to Add Details

- ◆ For consistent style:

- Use a style guide

- http://www.councilscienceeditors.org/pubs_citing_internet.shtml
 - http://www.kelcom.igs.net/~nhodgins/cbe_style.html

- Use a style sheet

- <http://www.lehigh.edu/~inhelp/footnote/acs.html>

Design Guidelines

- ◆ Maintain high contrast between text and background
- ◆ Use a clear, readable font
- ◆ Use a large font size
 - Minimum 24 point for large rooms
 - Minimum 20 point for smaller rooms
- ◆ Use engaging (but controlled) color
- ◆ Use effective graphics/multimedia

Conclusion

- Organized Content
 - + Plain Language
 - + Graphics, Animation, Links
 - + Design Guidelines
-

Powerful PowerPoint Presentations

More Information/Bibliography

- ◆ Available from the National Network of Libraries of Medicine MidContinental Region technology page:

<http://nnlm.gov/mcr/technology>

Thanks!

- ◆ **Marcia Zorn, MA, MLS**
 - National Library of Medicine
 - marcia_zorn@nlm.nih.gov
- ◆ **Whitney Davison-Turley, MLS**
 - National Network/Libraries of Medicine
 - wdavison-turley@kumc.edu
- ◆ **Bryan S. Vogh, MA**
 - National Network/Libraries of Medicine
 - bvogh@umaryland.edu