



Palawan State University

Brand Guidelines

Office of the University and Board Secretary

PowerPoint Presentations Guidelines

“When you present your work to others, you represent the university, and the university represents you. Whether you are giving a talk to your colleagues on campus or presenting groundbreaking research at an international conference, your work should reflect the university’s identity. It’s a win-win—the university gains prestige by being associated with you, and you benefit from the university’s reputation” (The University of Tennessee, 2020).

This PowerPoint template and guidelines, available in http://bit.ly/forms_templates link of the Office of the University and Board Secretary, can be used as-is or customized to represent your college or unit’s look and feel.

This is a work-in-progress document, hence, content may be updated anytime. PSU employees and students are advised to use these templates for any and all presentations they give, whether on or off campus.

Guidelines:

1. Keep your slides simple. Don't fill up the slide
2. Use branded colors, art and imagery.
3. Use easily read fonts. Simple fonts are easier to read; Don't use italic fonts.

Recommended Font:

Part of Slides	Font Face (select only one)	Size (Minimum)
Title	Arial or Franklin Gothic Medium (Headings)	28-32 pts.

Sub-Title	Arial or Franklin Gothic Medium (Headings)	24 pts
Content	Arial or Franklin Gothic Medium (Headings)	18-20 pts

- 4. Try to limit the material to eight lines per slide, and keep the number of words to a minimum. Summarize the main points - don't include every detail of what you plan to say. Keep it simple.
- 5. Use image slides, separators and blank screens for topic transitions and to create visual variation. Avoid fancy transitions and animations between slides. Animations are not necessary and may only distract attention.
- 6. Avoid paragraphs and content-heavy slides. Slides overloaded with text and images can distract your audience and take their attention away from listening to you.
- 7. Apply visible slide numbers on each slide.
- 8. Use **links** that will easily transition from one slide to another, regardless of distance from the destination slide. Item 3.e of the “**Other Procedural Guidelines**” hereof will help you perform this.
- 9. Limit the tables to four rows/columns for readability. Sacrifice content for legibility - unreadable content is worse than useless.
- 10. Don't put a lot of curves on a graphical display - busy graphical displays are difficult to read. Also, label your graphs clearly with BIG, READABLE TYPE.
- 11. Light letters (yellow or white) on a dark background (e.g., dark blue) often will be easier to read when the material is displayed on LCD projectors or computer monitors.
- 12. Use equations sparingly if at all - Avoid derivations and concentrate on presenting what your results mean. The audience will concede the proof and those who really are interested can follow up with you, which they're more likely to do if they understand your results.
- 13. Cite references
- 14. Always **preview and rehearse your presentation prior to the actual date of presentation**. Target **not** to exceed 20 minutes to make time for the open forum.

15. For virtual presentations/meetings:
 - i. test your presentation if it will run on mobile devices too. Assume that some audience will view your presentation using different devices.
 - ii. Send virtual presentation/meeting protocols in advance
 - iii. Be online ahead of time (30 minutes before your presentation)
 - iv. Contact an IT expert ahead of time for technical support during your presentation
 - v. Make sure your files are in one folder for easy access whenever needed. The proper naming convention of files is necessary. **Do this before you create links.**
 - vi. Use “**Google Meet**” app for your virtual presentation platform (contact the ICT Office)
 - vii. Use the official background for the meeting/event. This may be downloaded from the OUBS site. (Zoom and Google Meet)
16. Remember the 10-20-30 Rule for Slideshows. This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:
 - i. Contain no more than 10 slides; (for Board of Regents presentations)
 - ii. Last no more than 20 minutes; and
 - iii. Use a font size of no less than 30 point.

This last is particularly important as it stops you trying to put too much information on any one slide. This whole approach avoids the dreaded ‘Death by PowerPoint’. As a general rule, slides should be the sideshow to you, the presenter. A good set of slides should be no use without the presenter, and they should definitely contain less, rather than more, information, expressed simply.

17. For further details, refer to Palawan State University’s visual identity and style guidelines.

Other Procedural Requirements

1. Print a final copy of your presentation, (at most 2 slides per page) before presenting. Furnish your panel and key-participants/audience a copy of both pdf and hard copies ahead of time.

2. Remember that photocopied materials may not have the same colors as the original, hence, color-codings may not be reflected in the photocopied black-and-white version of your presentation.
3. During “View Show” use keyboard shortcuts to manipulate your slides such as:
 - a. **Run a slideshow:** [F5] PowerPoint keyboard shortcuts for slide show presentations
 - b. Run a slide show from the current slide: **[Shift] + [F5]**
 - c. Advance to the next slide (any of these): [Right], [Down], N (for Next), [Spacebar], [Page Down] (or click the left mouse)
 - d. Return to the previous slide (any of these): [Left], [Up], P (for Previous), [Backspace], [Page Up]
 - e. **Go to a specific slide number** during a slide show: type slide number and press [Enter]. This is one of my favorite tips to quickly skip past slides or to return to a previous slide. To create a list of slide numbers, print out your presentation as a handout; I choose 9 slides per page. Current versions of PowerPoint display the slide numbers on handouts. If this isn’t available, simply manually add slide numbers to your printout.
 - f. Display a black screen or go back to slideshow: **B** or [Period]
 - g. Display a white screen or go back to the slideshow: **W** or [Comma]. (Use carefully as the bright screen can be distracting to an audience).
 - h. To draw on the screen (annotations), press [Ctrl] + P to enable the Pen mode. Use your mouse to draw directly on the slide. To change the pen color or to enable other tools (Laser Pointer, Highlighter) to emphasize your slide content, right-click on a slide and left-click on Pointer Options. From this menu, you can change ink color. You’ll also see options for the Eraser or if you’ve added annotations, you can press E to erase at any time. Or, right-click on a slide and left-click on Pointer Options where you’ll see options for the Eraser or to Erase All Ink on Slide.
 - i. To switch from the Pen mode back to the Arrow, press **[Ctrl] + A**. Or even better, press [Ctrl] + H to hide the pointer or pen to avoid displaying a distracting or moving mouse pointer.
 - j. End a slide show: **[Esc]**
 - k. **Help** during slide show (displays these and other keyboard shortcuts): **[F1]**

Coverage

PSU employees (faculty and staff), and students in all levels.

References:

1. Guidelines for Preparing Effective Presentations.
<https://ww2.amstat.org/meetings/jsm/2014/effectivepresentations.cfm> (Accessed on June 2020)
2. Top Tips for Effective Presentations.
<https://www.skillsyouneed.com/present/presentation-tips.html> (Accessed on June 2020)

For further details, contact:

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