



## Layout

Think of the layout of your PowerPoint as a visual rhetoric that takes the main ideas of your speech and codes them into symbolic points. The most effective layout depends on being consistent (Stoner, 2007). Be sure that bullet points, length of points, color of points and text, and the size of text are consistent. The size of text needs to be at least 32-point to be visible on the projector. Selecting a layout from the design tab is the easiest way to maintain consistency, size of font, and color scheme.

## Bullet Points

Bullet points should not contain a word-for-word script, but rather they should emphasize the key ideas. If the audience must move their eyes more than twice to read the point, there are too many words after the bullet point.

### Bad Example:

- South Indian Hindus have a variety of spices used in their colorful and tasty foods

**Hint:** Keep bullets short, to the point, containing only a couple of words.

### Better Example:

- Variety of Indian Spices

**Hint:** Do not write full sentences, but rather key words. The sub-point should emphasize the main ideas, but not replace the speaker's elaboration of the main points.

## Animations

To maintain a professional appearance, moderate and subtle animations (such as ascend and appear) can be used to guide the audience's attention to a certain point. If animations are flashy, abundant, or too quick, they may begin to distract the audience. Animations are most effective when utilized minimally, are not flashy, and are consistent.

## Pictures

Pictures are very important when it comes to connecting with the audience through one's visual aid. If used poorly, pictures can detract from the purpose of the speech and distract the audience. The best use of pictures are: 1) clip art or stock photos, 2) clear, not fuzzy pictures, 3) images that describe technical procedures, 4) images that draw the audience in emotionally. When utilizing a photo make sure to cite the source or URL where it was found.

## Citations

Citations in a slideshow should be in APA or MLA format at the bottom of each slide or directly after the information (i.e., in text citation, see APA 7 guide for more information). References at the end of the entire slideshow are not necessary unless specified by the professor.