SLIDE PREPARATION GUIDELINES FOR ORAL PRESENTATION

Attending conferences is an expensive activity. The audience has a right to expect quality presentations from speakers. Unfortunately, many of us in technical areas have not had training in public speaking and when giving a talk tend to emphasize technical accuracy and detail over effective presentation of information. These guidelines provide information that will aid the speaker in slide preparation and presentation to help increase the effectiveness of technical presentations.

1. The purpose of slides is to save time, increase interest and attentiveness, clarify or emphasize an idea, and increase audience recall of presented information. Be sure your slides effectively accomplish your desired goal.

2. The most common problem with slides is overcrowding. The print on a 2" x 2" slide should be readable without magnification. To help simplify slides consider the following:

   a) Convey only one main idea per slide.

   b) Express ideas in as few words as possible.

   c) Consider handout material containing extensive detail to supplement a more simplified slide.

   d) Instead of one complex slide, make several simplified slides with a conclusion slide describing the overall concept.

   e) A good general rule is to not exceed six lines or 45 characters and spaces per line.

3. To prepare slides that are successful in generating and holding attention, consider the following:

   a) Use slides with contrasting colors or negative slides. Darker colors against a dark negative background are not easily read.

   b) Minimize clutter.

   c) Don't try to tell the whole story on one slide.

   d) Be critical of print size and contrast of slides generated from computer graphics. Some do not yield artwork suitable for slide making.

4. An excellent brochure entitled "Effective Lecture Slides," by Kodak (Pamphlet No. S-22) may be obtained from the ADSA/ASAS Headquarters Office; Phone 217/356-3182, FAX 217/398-4119, E-mail: asas@assochq.org or adsa@assochq.org.

Remember - don't put yourself in a position of having to apologize for your slides. If you must introduce a slide by saying "You may not be able to read this, but. . ." please consider not showing it.

A room for you to preview your slides before your presentation will be available. **Presenters should provide their own slide carousels.**