Tips for Creating a PowerPoint Presentation

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Take home message

- Slides are for the audience, not the presenter.

- Less is more.

- Be consistent throughout the presentation.

- All images and illustrations that provide information are required to have alt text.

- Follow UF branding guidelines.

Presentation structure

- Presentations should include the following slides:
  - Title slide
  - Take home message slide at the beginning
  - Content slides
  - Summary slide at the end
  - Closing slide (thank you, acknowledgements, etc.)
- Remember, slides are for the audience, not the presenter.
- Less is more.

Titles and bullet points

- Titles should be roughly centered over the text – not the entire slide.
  - Bullet points are great but keep the actual bullets simple.
    - ✓Checkmarks are okay.
    - ➢This is a distracting bullet!
    - ❖This bullet is also distracting!
  - You should keep the actual content of your bullet points concise and leave yourself room to expand upon the topic.
    - Try to keep your slides from appearing text-heavy.
  - Clip art is *not* recommended!

Text justification and color

- Your text and content can be justified either to the right or to the left of the slide, depending on your preference, but *should be consistent* throughout your presentation.
  - If you need to highlight, or add emphasis:
    - *Italics are acceptable.*
    - **Bold typeface is also acceptable.**
    - Some colors may function well, but should be used in conjunction with *italic*, **bold**, or <u>underlined</u> typefaces.
      - *This ensures those with vision-impairment (color or low vision) are still able to identify emphasized information.*
      - You should avoid using colors with a poor contrast ratio compared to the background.

Color contrast

- There are tools available to check color contrast
  - Accessibility for Teams
    - accessibility.digital.gov
  - WebAIM
    - https://webaim.org/resources/contrastchecker/

Fonts

- Gentona is the primary font
  - Substitute: Franklin Gothic
- Serif typeface option: Newsreader
  - Substitute: Georgia
- Size
  - Slide Titles: minimum 36 (best for presentation view)
  - Body text: minimum 24-28 (best for presentation view)
  - For accessibility purposes, minimum is 18.
  - Font size will vary depending on the font used.

Slide transitions and animations

- Transitions between slides are optional, but if you would like to use them, acceptable transitions are:
  - Fade – dissolves slides through each other
  - Wipe – horizontally reveals next slide
  - Reveal –dissolve to next slide
- Transition speed
  - Do not make too slow or too fast

Copyright and image reuse

- You should ensure you have the appropriate permission or right to use images included in your presentation.
  - If provided, follow image acknowledgement guidelines.
    - Example: Is acknowledgement to be located near the photo or at the end of the presentation?

- It is best practice to use UF images and graphics.
  - photos.ifas.ufl.edu (use UF credentials to download images)

Graphs

- Simple graphs are best!
- Limit one graph per a slide.
- Use the least number of bars or lines as possible.
- Use labels or markers that are distinctly different.

Logo usage

- Logo must be on every slide.
- Must leave space around the logo with no content touching.
- Various logo options available.
  - Horizontal or vertical
  - Full color (preferred usage), white only, black only
- To download logos, login into the UF/IFAS CREC intranet with UF credentials.

crec.ifas.ufl.edu
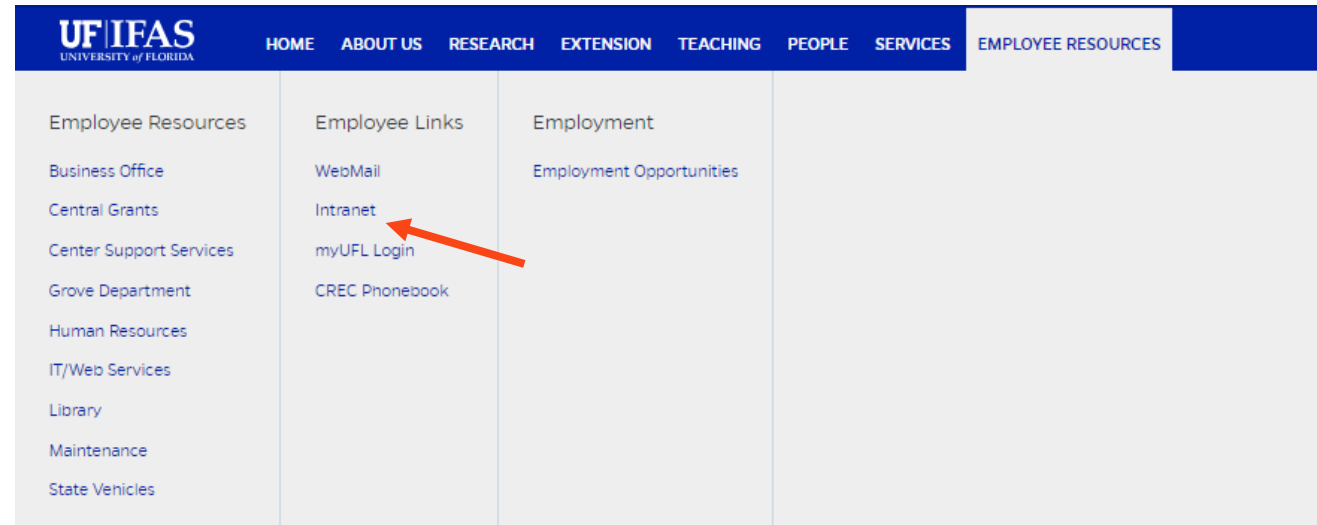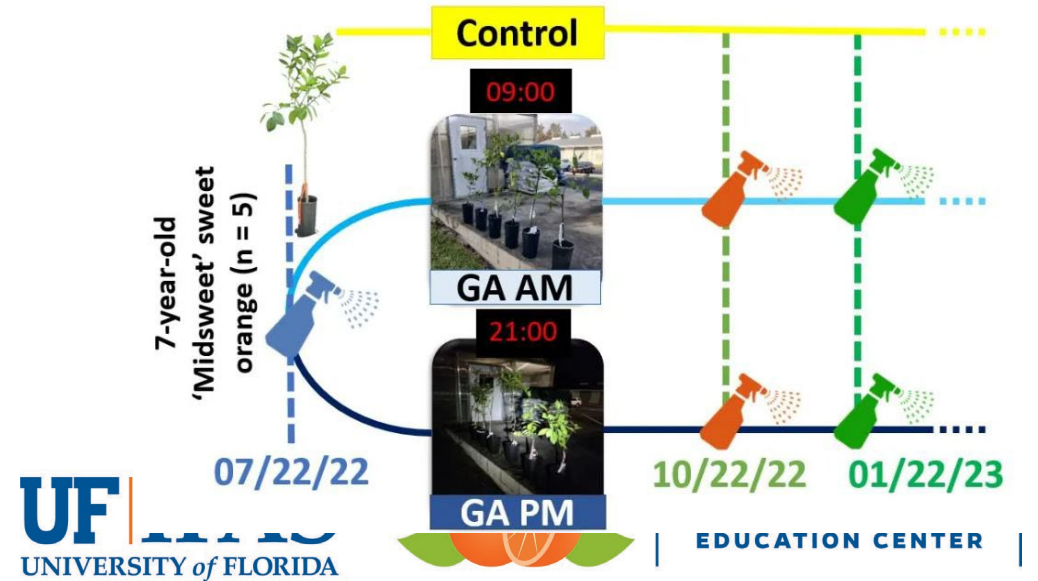
Incorrect logo usage

Do not distort the logo.

Do not crop any portion of the logo.

Do not cover the logo with any slide content.

General ADA accessible guidelines

- Each slide title should be unique, do not duplicate slide titles.
- All images and illustrations that provide information are required to have alt text. Logos included!
- Visuals that are decorative can be marked as decorative.
- Avoid using colors with poor contrast.

Creating ADA accessible slides

- For photos and graphics to be accessible for the vision-impaired, you should include alt text.
  - Right click and select 'View Alt Text'
  - Add content

Alt Text

How would you describe this object and its context to someone who is blind or low vision?
- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Generate alt text for me

☐ Mark as decorative ⓘ

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Accessibility and alt text for graphs

- Graphs should contain alt text.
  - Do not include location (ex. city) or years.
  - Good Example
    - This line graph illustrates the decrease of fruit yield over a three-year period.
  - Bad Example
    - This line graph illustrates the decrease of fruit yield in a Lake Alfred citrus grove from 2019 to 2022.

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Accessibility and alt text for images

- Review the image to get an understanding of it and how it relates to the content in the document.

- Be concise.

- Describe the main elements of the image in as few words as possible.

- Exclude details that are not relevant to the reader's understanding of the image.

A tractor with a sprayer in a citrus grove.

A bin of citrus fruit in a grove.

A man using a measuring instrument on a citrus tree in a greenhouse.
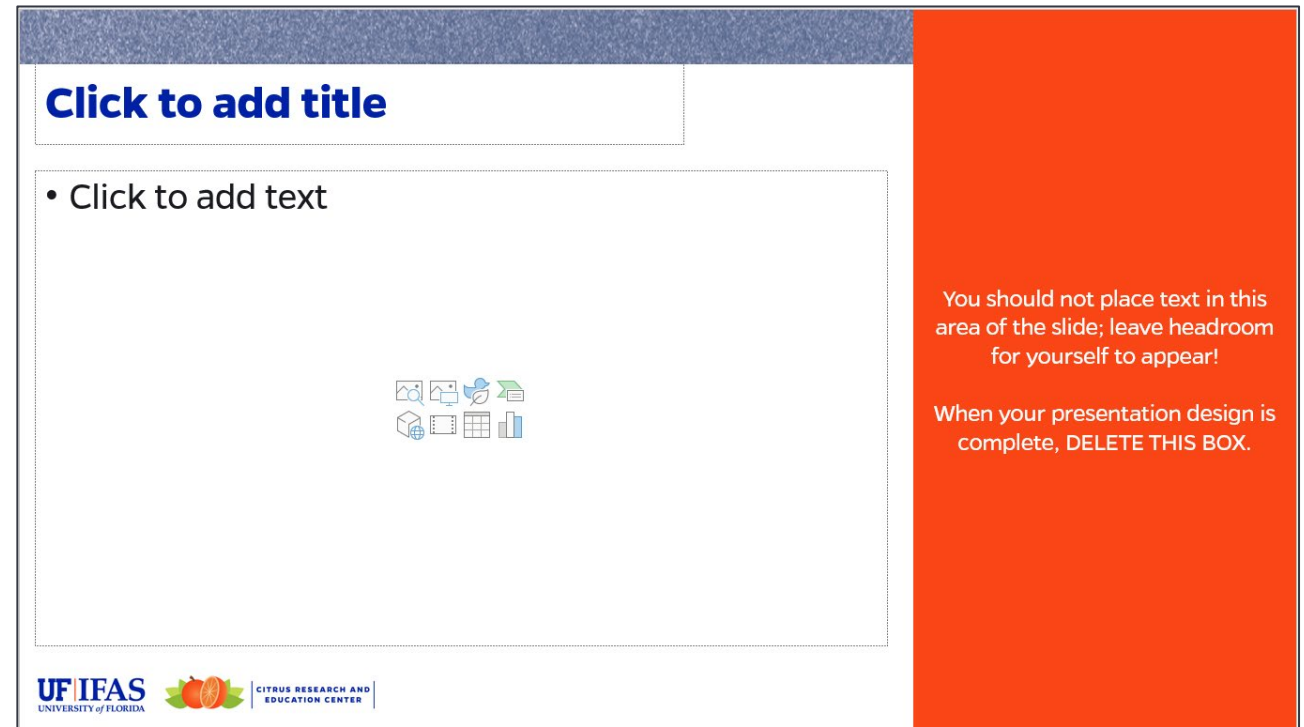
Accessibility checker

- Use the PowerPoint accessibility checker to determine if your presentation is ADA compliant.

- Presentations can also be ADA remediated by uploading the file to Workfront, a service provided by UF/IFAS Communication.
  - https://ics.ifas.ufl.edu/workfront/

Slide 7 of 19   Accessibility: Investigate
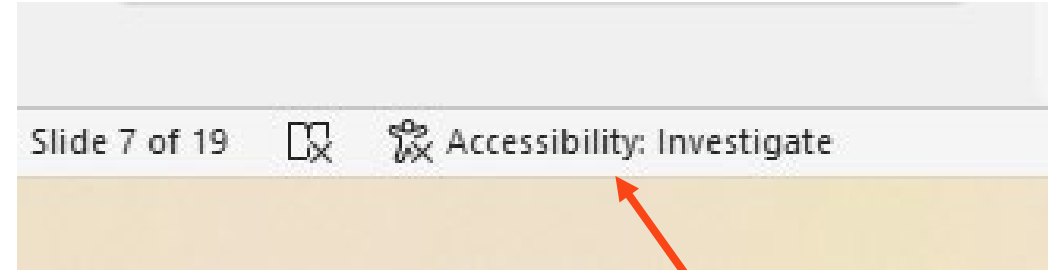
In the bottom left underneath the slide view, click 'Accessibility: Investigate'. Follow the prompts to create an ADA compliant presentation.

Creating PowerPoint presentation for video recording

- Leave space on the right side for yourself- Stay within the video safety zone!

- Leave 1 to 2 inches at the bottom of the slide for closed captions.

- Use provided templates to remain in UF/IFAS branding guidelines for colors and fonts.

Click to add title

- Click to add text

You should not place text in this area of the slide; leave headroom for yourself to appear!

When your presentation design is complete, DELETE THIS BOX.

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Leave space for closed captions.

Summary

- Slides are for the audience, not the presenter.

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- Follow UF branding guidelines.

Thank you!