

## AEA Data Visualization and Reporting TIG

### Tips for Creating Better Slides

1. Present one idea per slide.
2. Ditch ornate slide designs and templates and use high contrast backgrounds.
3. People remember images better than text. However, use images only when the theme or picture supports your point as a visual metaphor. Avoid pictures that merely decorate.
4. When including images, an optimum photo resolution is 640 x 480 pixels.
5. Expand images so they use up all the available space on the slide. Then add text in a contrasting color in an appropriate space overtop.
6. Graphic pictures that have emotional impact will sometimes prevent previous and future points from sinking in. Take a breath and let the images settle with the audience.
7. Use a maximum of 6 **words** per slide (not six points as some believe). If you can PDF your slides and they would suffice as your handout, you have too much text on your slides. Opt for a minimum font size of 40 pt wherever possible.
8. If you imagine a slide being divided into four quadrants, note that people remember what is in the top left quadrant best.
9. Use animation sparingly and purposefully to illustrate or emphasize a point. The goal of animation should be to *control the focus*.
10. When presenting data such as graphs, highlight (or animate) the most important information you want your audience to remember with one color and make everything else shades of grey. Use that same color to highlight important information throughout your slides.

### Tips for Presenting Slides Better

1. Inform the audience that you will pass out (or email) your handouts after the talk. Then people focus on, and listen better, to you.
2. Be aware of principles of  *pacing*. Move quickly through simple facts and concepts for better impact and retention. Slow down for complex material.
3. Be aware of  *congruence*. Don't talk about one thing while referencing another.
4. Unless people are unable to read your slides, don't read them out loud except in rare cases for deliberate emphasis, especially when you use cartoons or comics.
5. Practice, practice, practice! This will help with your timing and keep you within your allotted time – the true sign of a professional presenter.