Best Practices for PowerPoint

1. PowerPoint is a visual medium, so most of the slides should consist of images or graphs, not words.
2. Do not read from PowerPoint slides.
3. Use fewer than 20 words per slide. According to the dual coding theory, people can only process one verbal input at a time. If students are reading a slide, they will not be able to also listen to the professor/presenter (Mackiewicz, 2008). They can, however, comprehend both visual and verbal mediums simultaneously. So, PP slides should be image-based.
4. Use transitions sparingly, and only when appropriate.
5. Use a minimum of 28 point font.
6. Minimize transitions and builds. For example, having each word zoom in with little whooshing noises.
7. Incorporate content-based questions into the presentation to stimulate active learning (Gier & Kreiner, 2009), an example of this is:
   “The philosopher John Locke was a strong believer in________, which rests on the assumption that knowledge comes from an individual’s own experience (p.136, Gier & Kreiner, 2009).”
8. Avoid clip art, animated or otherwise. Images should be informative rather than decorative (Mackiewicz, 2008). The visual should have a learning purpose; it should not be used to make the slide more superficially interesting.
9. Avoid word art.
10. “New research suggests that complete sentences used as headlines and stating a main point enhance audience recall of information (p.159, Mackiewicz, 2008).”

References