

GUIDELINES FOR POWERPOINT PRESENTATIONS



bsas
2025

8-10 APRIL | GALWAY, IRELAND



ANIMAL SCIENCE:
SUPPORTING LIVESTOCK'S ROLE
IN A GLOBAL SOCIETY



Guidelines for PowerPoint Presentations

Preparation

Keep it clear and simple!

The aim is to get your message across not to show clever features your presentation software can do. Over use of PowerPoint features is annoying and distracting.

PowerPoint is a tool to help listeners see and understand what you are saying. If the slide is not clear, your message will be lost.

The Rules

- Make a title slide to introduce your talk and set the scene. Put it up when you are ready to start to get the audience's attention.
- Headings should be short. Don't write in sentences, use key words to focus attention.
- Decide what main points you want to get across and plan slides, which illustrate those points concisely and clearly
- Keep it simple. Most slides are up for fewer than 90 seconds, you need to give your audience time to read the information and still be able to listen to you
- Tables are difficult to read if they have more than four columns. Avoid taking tables straight from a journal as they are usually difficult to understand
- Information on graphs should be minimised to a few clear lines. Use different colours, clearly quantify and label axes to ensure they are easily understood
- Pictures and photographs can add impact, but be wary of over using. Ask yourself if they assist with the talk
- Allocate one slide per minute and be prepared to leave slides out if you are running out of time. Remember the most important slides are often at the end in the conclusions and implications

- A plain background is best for text and diagrams. White or yellow text on a blue background or black on white are easiest to read. Avoid using red or orange script
- Only use standard fonts and don't make the text too small
- Test your presentation to make sure it can be seen clearly from the back of the room
- Learn from others. If you see a good presentation use the ideas. Get help from colleagues and remember not to be too ambitious
- If you are building text up on a slide then bring the text in from the right. Avoid flying, dissolving or other effects. Building a slide can be a good way to reveal information gradually, make sure you bring the information in a logical way
- Slides should complement a talk - don't just read out what is written on the slide.

Good Rule of Four

- When making lists on your power point...
- Remember the rule of four.
- Four items on the page...
- Is easier for the mind to remember.

Bad Contrast and Color

Fonts and backgrounds should compliment each other and be easy to read. The background color and font color should be distinctively different.

If you have any questions please contact:

Email: bsas@bsas.org.uk
 Web: bsas.org.uk