What Makes a PowerPoint Presentation Good and Effective?

For your presentation to be effective and well-received, it needs to be cohesive, clear, and have an element of storytelling. Apply the tips in this guide to ensure your presentations look professional and perform well!

1. Branding
Start your presentation using TCCS PowerPoint templates! Stick to the standard layout suggestions shown in the template to give your presentation a professional look and feel. The template provides branded fonts, colors, and campus photos. Consistency in font size and type of font is key. Do not shrink the font size to accommodate for a lot of text.

2. Design
TCCS templates are created with brand colors and fonts. Once you have the standard and recognized columns and sections, you can add images or supportive charts that provide a better visual understanding of your topic. Make sure any photos used are high resolution.

3. Cohesiveness
The information you choose to include in the sections of your presentation needs to be cohesive. Be sure that the titles highlight the most important data. Train your editing eye and do a few revisions before presenting. Think of the 'big picture'. Don’t get stuck on the details; share the key points of your topic with details of why it’s important.

4. Readability
The most important characteristic of your presentation is its readability and clarity. Presentation slides should have a balanced design that’s easy to read at a distance. Bombarding slides with a lot of text and visuals makes the information unreadable, and the message is lost. The font size and spacing must be clear and neat. All the content must suggest a visual flow for the viewer to follow.

5. Storytelling
Storytelling in presentations involves written and oral techniques that make information flow. Create your presentation with a strong introduction and an impactful conclusion. Storytelling acts like glue, connecting slides and making them flow from one to another. Slides that build upon one another help listeners understand the key takeaways and promote engagement.

6. Rehearse
Your oral presentation is also critical in storytelling. Be sure to rehearse your presentation. Create a simple script that aids the static information on the PowerPoint slides. Being prepared and familiar with the presentation allows your personality to come through and makes slides of text a radiant message.

TCCS Communications is available to assist with review and comments on your draft presentation. Please reach out to Communications@claremont.edu for assistance.