

Guidelines for Effective PowerPoint Slides

- Titles should contain five or fewer words
- Spaces between lines should be at least the height of an upper-case letter
- Each slide should illustrate a single point or idea
- Use large, legible letters
- Do not crowd the slide
- Message slides should contain no more than 7 lines with 7 or fewer words per line
- Content of a single slide should be easily comprehended in 20 seconds
- Limit the number of slides to no more than one (1) for each minute of your presentation. The slides should not contain your entire presentation. Their purpose is to support your talk and to emphasize the important points.
- If using slides with data, use white or yellow text on dark background, but keep in mind that if people are printing the slides, a white background is better (uses less ink).