

PowerPoint's Rules of Seven

(For creating more effective PowerPoints)

1. Follow the "Seven-by-Seven rule"

- a. Use no more than 7 words per line and no more than 7 lines per visual.
- b. If you need more words, make sub-points below the main point.
- c. Only present one main point with a maximum of six sub-points on a slide.
- d. Use your slides to emphasize a point, keep yourself on track, and illustrate a point with a graphic or photo.
- e. Keep your font size **24** or bigger.

2. Apply the "billboard" test

- a. Each slide or transparency should be easily read and understood similarly to information seen while driving.

3. Use images that relate and support your presentation

- a. Realize that people may forget lists, but they'll recall images.
- b. Don't overdo the graphics with too many or too contrasting in color.

4. Make sure your presentation is easy on the eyes.

- a. Stay away from weird colors and busy backgrounds.
- b. Use easy-to-read fonts such as Arial and Times New Roman for the bulk of your text.
- c. If you have to use a funky font, use it sparingly.
- d. Think "thin" when deciding on line thickness and "discreet" when picking colors.

5. Leave out the sound effects and background music, unless it's related to the content being presented.

- a. Make sure your audience has the ability to see and hear the presentation.
- b. Use slide transitions that pique interest. Do not get carried away with too many but do use a variety in your presentation.

6. Use the "one" principle:

- a. Limit each visual to one idea, one concept or one main point.

7. Put it to the one-minute test:

- a. If the audience will need more than 60 seconds to figure it out, it's too complex.
- b. Proofread, proofread, and proofread. You'd hate to discover misspelling during your presentation.