

# PowerPoint CPR

1. PowerPoint is a medium, not a method. (We should really talk about slideware, not PowerPoint.)
2. Slideware supports a presentation. It doesn't replace it.
3. First question: why do you even need slideware?
4. Good slideware design harnesses cognitive load theory.
5. CLT says we use two channels to communicate, and if you overload either, nothing sticks.
6. "Out loud" is not simply cheap information transfer. It is about impression creation.
7. Seth Godin says communication is about the transfer of emotion.
8. Print is good for detail. "Out loud" is good for context and inspiration. Slideware is part of "out loud."
9. A good slide deck cannot stand on its own. The attempt to do so creates a slideument.
10. You are likely to avoid bad slideware by following these guidelines:
  - a. No more than six words on a slide. Ever. Period.
  - b. Use images. But not cheesy ones.
  - c. No extraneous material, which implies simple templates.
  - d. No fancy transitions (slide to slide) or animations (within slide).
  - e. Prefer multiple slides over bullet points. But if you insist on bullet points, use simple animations to reveal them.
  - f. No more than two lines of text.
  - g. Do not underline. Use italic, bold, or color to emphasize.
  - h. Use an easy-to-read font.
  - i. Use real handouts or Web pages rather than print your slides.

***Find more tools to support effective communication at <http://donnellking.com/>***

***More resources for effective slideware at <http://donnellking.com/powerpoint-cpr/>***