

The Art, Science, and Story of PowerPoint Presentation Design

Act I: Set up the story

The setting	Around the world today, the stakes have never been higher for many worthy causes.
Audiences' role	We often need to inform and persuade people for very important reasons.
The challenge	But alas, our slide presentations don't always produce the desired results.
The solution	We need a dependable way to impress our audiences and spur them to action.
The call to action	We can use the Art + Science + Story = Impact formula to achieve stellar success!

Act II: Develop the action

5-Minute Column:

15-Minute Column:

45-Minute Column (verbal track):

We'll be covering four important topics...

Topic 1: Make your presentation remarkable by starting off with a needs assessment

Topic 2: Use the Artistic & Multimedia Principles to make an impact in any situation

Topic 3: Apply the Story Principles to help produce the most powerful impression overall

Topic 4: Keep these three final points in mind to create impact during delivery

<p>Topic 1: Make your presentation remarkable by starting off with a needs assessment!</p>	<p>Ask yourself at least five key questions...</p>	<ol style="list-style-type: none"> 1. What <i>purpose</i> will it serve? What's at stake, and how critical is the outcome? Poll: What are your reasons for creating a presentation? 2. What is your anticipated <i>audience's</i> frame of reference? Tip: Identify <i>personas</i> who represent your audience's characteristics and concerns 3. What <i>actions</i> do you want your audience to take as a result? (Be very specific about this...) Do you want them to buy, endorse, fund, follow recommendations, etc.? 4. <i>Where</i> are you planning to deliver the presentation — in person, online? 5. In the future, could you expand your presentation into something more? Your initial slide presentation might spawn a range of specialized spin-offs.
	<p>Use your answers to help determine how much time and effort to invest, and which principles to apply.</p>	<ul style="list-style-type: none"> ❖ Here's a planning guide... ❖ If your requirements are low-key, use at least the Artistic and Multimedia Principles at a minimum. ❖ If your requirements are high-stakes, add Story Principles to boost impact.
	<p>For more insights, see the resources and research by these authors.</p>	<ul style="list-style-type: none"> ❖ Cliff Atkinson (Beyond Bullet Points) ❖ Garr Reynolds (Presentation Zen) ❖ Ruth Clark and Richard E. Mayer (E-Learning & Science of Instruction)

<p>Topic 2:</p> <p>Use the Artistic and Multimedia Principles to make an impact in <i>any</i> situation</p>	<p>Artistic principles are especially important when you plan to deliver a slide presentation <i>in person</i>.</p>	<ul style="list-style-type: none"> ❖ With <i>in-person</i> delivery, the speaker appears in the foreground, and slides in the background (two focal points). ❖ With <i>online</i> delivery, slides appear in the foreground only (one focal point).
	<p>Designing presentations for live, in-person delivery requires balancing the effects of both focal points.</p>	<ul style="list-style-type: none"> ❖ Poll: What are your own observations about slide presentations you've seen? ❖ Poll: What "guidelines" have you heard about designing presentations?
	<p>To see why this matters, we'll explore the <i>visual</i> and <i>verbal</i> channels of the human brain.</p>	<ul style="list-style-type: none"> ❖ The visual and verbal channels are two separate conduits for receiving... ❖ Either sensory channel can become overloaded with multiple inputs.
	<p>The Artistic & Multimedia Principles help resolve <i>sensory</i> design dilemmas.</p>	<ul style="list-style-type: none"> ❖ Dilemma #1: Many of us learned to use mostly <i>text</i> to get ideas across... ❖ Dilemma #2. Often, we aren't sure how to use graphics, or why... ❖ Dilemma #3: We try to include too much detail in our projected images. ❖ Dilemma #4: It's tempting to depend on fancy special effects... ❖ In summary...
<p>Topic 3:</p> <p>Apply the Story Principles to help produce the most powerful impression overall</p>	<p>People often associate a "story" with an <i>anecdote</i> instead of an overarching framework of ideas.</p>	<ul style="list-style-type: none"> ❖ Think of Story Principles as framing your <i>focus</i>, <i>structure</i>, and <i>scope</i>. ❖ This story structure has a beginning (Act I), middle (Act II), and end (Act III).
	<p>Borrowing from Hollywood filmmaking, your audience becomes the protagonists in a structured 3-act play.</p>	<ul style="list-style-type: none"> ❖ Act I orients the audience, Act II then develops the action, Act III recaps... ❖ Tell anecdotes in the story framework to illustrate and amplify key points.
	<p>The Story Principles help resolve the <i>focus</i>, <i>structure</i>, and <i>scope</i> design dilemmas.</p>	<ul style="list-style-type: none"> ❖ Dilemma #5: "That's enough about me... what do you think about me?" ❖ Dilemma #6: It's natural to build a talk by quickly brainstorming "idea lists." ❖ Dilemma #7: We love telling people every thing we know about a subject! ❖ In summary...
<p>Topic 4:</p> <p>Keep these final three points in mind to create impact during delivery</p>	<p>Remember to face your audience.</p>	<ul style="list-style-type: none"> ❖ Dilemma #8: Many people feel compelled to look back at projected slides to remember what to say.
	<p>Remember to converse with your audience.</p>	<ul style="list-style-type: none"> ❖ Dilemma #9: We often tend to treat our presentations like one-sided conversations.
	<p>Remember to respect your audience's time.</p>	<ul style="list-style-type: none"> ❖ Dilemma #10: It's very hard to know how to condense gracefully....

Turning point	Act III: Frame the resolution
The solution	In conclusion, an engaging slide presentation will help you broadcast a clear, powerful message
The crisis	You might have only one chance to tell your story effectively
The climax	Start with a needs assessment to determine what to do
The resolution	Use Art + Science + Story = Impact to make every presentation a smashing success!

Adapted from
 Beyond Bullet Points Story Template © 2005 Cliff Atkinson www.sociablemedia.com