# GRADUATE STUDENT SUCCESS

# 10 TIPS FOR COMPELLING SLIDES

## The Basics

### 3 Primary Colors

Use black or dark blue text on a white background or white text on a black or dark blue background. Use only one other color for emphasis.

**01**

### Clearly Visible Fonts

Use sans-serif fonts no smaller than 18 points, preferably larger.

**02**

### 6 x 6 Rule

Less is more. No more than 6 bullets on a slide. Aim for 6 to 12 words per bullet. Use graphs, figures, and images to communicate more.

**03**

### Clear Images

Images should be in focus with a consistent resolution of no less than 220 PPI throughout.

**04**

### Relevant Images Only

Relevant images are powerful. Irrelevant images are distracting.

**05**

# ADVANCED

### Use Simple Animation

Simple animation can refocus your audience's attention to a specific place on a slide. A little goes a long way.

**06**

### Direct Attention

Layout the slide to direct attention to your most important point. The upper left quadrant is where most people look first in languages written left to right.

**07**

### Use Graphs and Figures to Communicate Data

Choose graphs and figures over tabular data. Always describe the graphs and figures to your audience.

**08**

### Use Declarative Headings and Titles

Use headings and titles to state your main point instead of labeling a section.

**09**

- **Use Visually**
- **Engaging**
- **Bullets**

**10**

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