



**Friends of
the Earth**

Considerations when designing presentations

Before you begin using PowerPoint to create your presentation, you should spend some time planning what you want to say and how you want to say it. Also, give careful consideration to where you are giving your presentation and who your audience will be. Check what resources you will need and make sure they are available to you, such as computer and projection equipment.

Presentation planning tips:

- ✚ **Purpose, Where & Who?** – Establish the answers to these key questions. Feel confident about the why, the location, and the audience for your presentation.
- ✚ **Resources** – what will you be using and is it available?
- ✚ **Visual identity** – keep it exciting for young people but don't overdo it as this will take away from your message, Friends of the Earth have designed a template in PowerPoint that could be adapted, email localgroups@foe.co.uk or call 020 7566 1677.
- ✚ **Message** – in a nutshell, what is your presentation about? Give your presentation a meaningful title.
- ✚ **Supplementary materials** – do you want supplementary materials such as handouts for your audience and will you give these out before or after the presentation?
- ✚ **Evaluation** – how will you assess learning? This could range from a question and answer session at the end of the presentation to a group activity / task.

The following are listed as suggestions

Presentation design tips:

- * **Text** – limit text to approximately six lines per slide with six words per line
- * **Font size** – 18 points or larger;

44 points for titles, 32 points for text, and 28 for subtext

- * **Font type** – limit to two font types per slide. Generally this will be **Arial Black** for titles and **Arial** for other text, for a younger audience you may want to **spice it up** a bit but stick to the 2 font types per slide rule.
- * **Background** – nothing too busy, make sure the text still stands out. PowerPoint contains a range of pre-designed templates.
- * **Slides** – use simple designs and limit the number of lines, textures, and other effects. You can make judicious use of clip art or graphics to enhance your slides.
- * **Text only slides** – consider how many come in a row and use tables or charts when appropriate.
- * **Images** – can be inserted into the presentation. You may find 2-3 powerful and relevant images can support your message.