

# A study on strategies for developing Power Point Presentation

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## ABSTRACT

This article attempts to highlight the strategies for developing power point presentation by using Microsoft Power Point software along with Microsoft Word and Excel. Reasons of power point presentation and its various types are also pointed out in this article. Discussions are also done on the title of power point presentation in accordance with theme, its layout, preparation of text and its size and usable colour, use of relevant charts and graphics, images, animations, audio and video programmes in power point presentation for attracting the attention of audience and enhancing their comprehensibility.

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## 1. Introduction

PowerPoint Presentation is a type of presentation of programme which is developed by using Microsoft PowerPoint software. This software is available in the standard Office and used along with Microsoft Word and Excel. It permits users to create all aspects of presentation from starting to the end slides in accordance with the contents of the particular theme. In order to present divergent contents of the theme, users can create slides consisting of recordings, narrations, transitions and other features by using this software(Fridlund, 1994;Kalyuga, et.al, 2004). Users can also easily rearrange the materials in any slide, delete slide and anything from slides, modify the contents of existing slides and add new slides for preparing the final presentation. Under power point presentation, the developed slides containing detail information on a theme are shown one after one(Gaskins, 2007;Gabrielle, 2010).At April 20, 1987, Robert Gaskins and Dennis Austin first created Power Point presentation by the help of Microsoft PowerPoint or simply PowerPoint of a software company named, Forethought, Inc. From there, this software is used to develop Power Point presentation and commonly used for presenting the agenda of business meeting, theme of educational training and for many other purposes(Magee& Thom, 2014).

At the time of presenting the theme through PowerPoint, the presenter may have scope of slide change at pre-set intervals or may decide to regulate its flow manually. Mouse, keyboard and sometime remote control are used by the presenter to regulate the overall presentation. Further, presenter may customize the flow of the presentation by creating slide load or one bullet point at a time and then another bullet point. Sometime, presenter includes several bullet points on a slide and in accordance with his prerequisite, he can show the bullet points one after one by clicking the mouse(Gold, 2002; Lasseur& Sawyer, 2006). This strategy of presentation brings greater focus to each point and helps to create an ideal environment for interaction with the audience. Furthermost, PowerPoint presentation is made from a template including a background colour or image, a standard font and a choice of several slide layouts. PowerPoint presentation is habitually displayed by using a projector, not on small computer or laptop screen (Kernbach& Bresciani, 2013;Brock, 2017).

## 2. Aims of PowerPoint Presentation

The Power Point is purposive to act as a visual aid and there, presenter goes along presentation with option, idea, pitch, etc. Use text with related graphic, image, animation, audio and video also helps in explaining longer concepts in a shorter time frame with more interest. However, different aims of PPT are stated as follows:

**Creating Slides for a Presentation:** PPT reproduces one's ideas in the form of text, images, charts and animations. The first slide generally introduces the topic of the presentation and then, one after one matter is presented in a sequence and ended with conclusion.

**Inserting Content:** In the Insert Tab, there are divergent options such as textboxes, images, charts, graphics and even videos and audios. All are self-explanatory and as per need, option may be used to develop PPT.

**Formatting Tools:** Selection of an object such as image, chart or textbox in a slide means to active the Formatting option tab from the Ribbon menu. For example, selection of an image or chart immediately shows Picture Tools or Chart Tools under the formatting options. Drawing Tool options for the text may also be used for changing the size, font and colour of the texts.

**Animations and Transitions:** Animation is used just to make flavour in the presentation. It is a selection of animate objects from the Animation Tab to give effect in the presentation. Whereas transition is applied between slides for switching a slide using an effect like- rising curtain.

**Presenting Content:** There is needed to hit F5,available on keyboard or click Slide Show, available on right corner of Power Point. By such hitting, keyboard allows to navigate the slides whereas the Right key proceeds forward and the Left key moves backward under slide show.

**Using PowerPoint Templates:** Generally, presenter uses high-quality of readymade templates and simply edits it to quickly create a professional looking presentation. Here,

presenter can easily customize and write down the basic slide elements.

### 3. Collection of Materials & Presentation

Materials concerned to the power point presentation consisting of aims of power point presentation, its types, strategies for the developmental of PPT and its advantages and disadvantages were accumulated from various sources such as literature survey, professional & academic publications, media, internet, etc. Under literature, reports, copyrights, papers, documents, unpublished works and newsletters were consulted to collect the required materials. Professional and academic publications such as journals, conference papers, dissertations, etc were accessed for the collection of PPT related materials. Different newspapers and magazines were thoroughly read and radio and television programmes were followed in a regular manner to gather such important media materials. Regular searching of internet was very helpful to collect the concerned materials. Under this strategies, online publications, videos, user created contents, YouTube, Facebook, etc were tracked to collect materials. Lastly, all these collected materials were proceed, analysed and then represented in a consecutive manner.

### 4. Discussions

Discussion part of this article consists of types of power point presentation, various steps related to the strategies of its development, advantages and disadvantages of power point presentation which are stated as follows:

#### Types of Power Point Presentations

**Informative Presentation:** This is a very brief presentation and only the important points are included here. It generally focuses only the facts avoiding complicated information. Research result is the best example of informative presentation.

**Instructional Presentation:** This presentation is done following specific direction or order to deliver the topic completely. It addresses step by step discussions and checks the audiences' understanding. Tutorial classes are the example of instructional of presentation.

**Arousing/provocative Presentation:** Arousing presentation talks audience-centric enthusiastic discussions. It involves powerful language and uses real-life activities which rouse interest and more or less gain audiences' approval. Debate, motivational speech, etc are under such presentation.

**Persuasive Presentation:** Persuasive presentation usually reproduces supporting facts and gives advantages to reinforce credibility. It explains present problems and idea of the presenter for its solution. Political debate is the best example of Persuasive presentation.

**Decision-Making Presentation:** Under this type of PPT, presenter influences to the audience to adopt the presenter's proposal. Side by side, presenteral so points out the benefits which must be done by the adoption of his

proposal with evidences. Business meeting is the best example of such presentation.

### Strategies for Developing PPT

Power point presentation indicates a collection of individual slides which contain information on a topic. Such types of presentation are commonly used for orienting and teaching purposes and for addressing the meeting of corporate sectors. However, strategies for developing PPT are stated in the following manner:

#### 1. Title of Power Point Presentation (PPT)

1. PowerPoint presentations usually begin with a title slide which should contain the name of the topic of the presentation.
2. Title should be very simple, meaningful, interesting and logical.
3. Title should not be lengthy.
4. Title should be evocative that at a glance, overall theme about the presentation may be presumed by the audience.
5. First alphabet of almost all words of the title should be capital letter.
6. Font size of the title should be bigger(45-50) than overall presentation.
7. All words of the title should be placed only on a staring slide.

#### 2. Sub-title of Power Point Presentation

1. After presentation of title page, sub-titles of different contents of presentation should be presented in next one slide.
2. The sub-title, developed on the basis of different contents of total presentation should be arranged in a sequential manner and placed line by line under the head line of the title. This process may help to give an overall view to the audience about the steps of fourth coming presentation.
3. 3. Font size of the sub-title should be lesser than title.
4. There is no need to use capital letter in the words of sub-titles
5. Bullet indication may be used at starting of every sub-title.

#### 3. Power Point Layout

1. Simple and uncluttered layout should be available in each of the slides.
2. The text area should be fixed and it must be transmitted uniformly in every slide.
3. The other area should be divided in to different proportions for headings & sub-headings and relevant graphs and animation and also logo.
4. Headings or sub-headings and logos should be shown up in each of the slides.
5. Margins, fonts (Times New Roman or Arial or Verdana), font size (35-40) and background colours should be consistent on each slide.

6. Lines, boxes, borders and open space also should be consistent on each slide.

#### 4. Preparation of Text and its Size and Colour

1. Each slide should address a single concept and the concept should be discussed logically.
2. Except in title and sub-title, use of capital letter should be avoided.
3. Each slide should be prepared by following the 6x6 guidelines. There, 6 lines (6 bullets) or less and 6 words in every line in each of the slides should be used.
4. Use of paragraphs and quotations and even complete sentences should be avoided in any slide.
5. Instead of paragraphs and complete sentences, there are needed to use a fragment of sentence or use words and phrases for making points. Because, audience may consume their valuable time to read the paragraphs or complete sentences instead of listening and digesting the theme of presentation.
6. Minimum text presentation and maximum discussion are required and discussion should be less formal and more direct. Simplicity in minimum verbiage and maximum blank space is the ultimate sophistication yielding easier, quicker reading and greater impact.
7. At the end of one bullet point, full stop (.), exclamation sign (!) or question mark (?) should be avoided.
8. Uniformity in text arrangement among all concepts of every slide should be maintained.
9. Only one particular font and font size should be fixed to use in every slide. Such font and font size should be available in Windows of computer for easily use at the time of presentation.
10. Emphasize on text presentation should be shown by using only one style such as bold or italics, but not both.
11. Uniformity in colour of texts and background colour of every slide should be maintained for making simplicity.
12. The moderate size of one presentation should be near to 500 MB.

#### 5. Transition of Slides

1. Particular time should be allocated for transition of slides from one to another in overall presentation. Experience of presenter should be used to resolve the problem of overloaded contents which can help to distribute almost equal time to transit every slide.
2. Transition between slides should be the same for all slides which can dissolve, wipe or box-outs for making quite effective.
3. Presenter should avoid the more elaborate transitions which can simply distract from main message.

#### 6. Use of Picture, Chart and Graphic

1. Picture, Chart or Graphic covers very large area of the file which can affect the performance of computer and the proper running of presentation. Therefore, all usable pictures should be small as possible less than

100 KB and it should be independently, not as linked files.

2. One format, either pictures or charts or graphs should be used within the allocated space on any slide for making presentation more clear, understandable and attractive.
3. Format concerned to the pictures or charts or graphs may be varied from one to another slide in accordance with the matter. It may also be varied in accordance with the level of audience.

#### 7. Use of Animation

1. Animations usually attract the audience. But use of animated slide in presentation is very difficult. It takes more time during live presentation and as a result, audience may be distracted from presentation.
2. Presenter should be oriented to operate the animated slides.

#### 8. Image, Audio and Video Files

1. First of all, presenter should decide to use or not the image or audio or video for supporting particular matter, available on particular slide of presentation.
2. All formats such as image, audio and video should not be used for supporting the matter of slides. One of the formats like image or audio or video should be decided to use for supporting the matter of particular slide.
3. Use of image or audio or video-any format may be used with the transition of slide from one to another.
4. In that case, presenter should link to the image or audio or video file which should be available to the Presenter Centre.

#### 9. Technological Uncertainty

1. There may not be any prediction regarding proper function or malfunction of equipments. Therefore, presentation may be developed with having a back-up of on a CD-ROM.
2. A few colour transparencies of texts or background of slides may be prepared at a time for its uses by different computers in the worst-case scenario.

#### 10. Number of Slides and Time Budget

1. Number of slides may be varied from 20 to 25 throughout the presentation.
2. Time allocation may be varied from 40 to 50 minutes.
3. Almost 10 minute may be allocated for interaction with the audience.

#### 5. Advantages of PowerPoint Presentation (PPT)

As a presentation tool, power point offers some distinct advantages. Here some important advantages of using power point presentations are as follows:

1. PowerPoint is the most popular presentation programme which allows user to create, edit and show beautiful presentations with the help of slides.

2. The user can combine the text, graphics and multimedia to support presentation.
3. Presenter can not only create and modify professional-looking presentation but also can organize the slides in a professional way and gain mastery on the topic by a little practice.
4. 4 Presenter can use images and animations which are also a good way to bring the clarity and to create interesting and appealing presentation.
5. There is other feature, such as fast or slow slide transition. This is depended on the need of brief or descriptive discussion of particular content.
6. *Power Point presentation sometime offers matter through outlining, drawing, graphing and style of presentation management for learning easily.*
7. Presenter can get scope to make easy the complicated message, summarise the lengthy text of particular content and present in a short form through the Power Point.
8. In according with the need, presenter can quickly trace any particular number of page for repeatedly showing to the audience.
9. At the end, presenter is enabled to quickly provide the summary of overall contents for providing the clear message.
10. PowerPoint presentations can be displayed via most video projectors and can be printed out as a takeaway for the audience.

7. PowerPoint Presentation may affect the value of actual report. Possibilities are that many audiences read only the text of the slides and they lose interest in what presenter is discussing.
8. Time constraint is a factor and sometimes, presenter is unable to properly cover the whole theme through PPT within the allocated time. In that case, presenter can compromise only with the major information which cannot retain the interest of audience (Kosslyn, et.al,2012).

## 7. Summary and Conclusions

The foregoing discussions replicate that Power Point Presentation is developed by using Microsoft Power Point Software along with Microsoft Word and Excel. In accordance with the contents of the particular topic, this software is used to create slides consisting of recordings, narrations, transitions and other features. It also provides the scope that presenter can easily rearrange the materials in any slide, delete anything from slides, modify the contents of existing slides and add new slides for preparing the final presentation. Presenter can include several bullet points on a slide and accordingly, he can show the bullet point one after one by clicking the mouse which brings greater focus to each point and helps to create an ideal atmosphere for interaction with the audience. The Power Point is also purposive to act as a visual aid and it helps in explaining longer concept within a shorter time frame. Under a specific direction or order and time frame, presenter can discuss step by step, deliver the topic completely and check understanding of the audience. Consultations of both text materials and media-materials, collected from difference sources also help for development of Power Point presentation and its arrangement in a sequential manner.

PowerPoint Presentation is usually started with a simple, meaningful, interesting and logical title slide. In the next slide, sub-titles of different contents of total presentation are arranged in a consecutive manner to give an overall view to the audience about all the steps of fourth coming discussion in this presentation. Font size of the sub-title should be lesser than title and there is no need to use capital letter for sub-titles but bullet indications are necessary. In every slide, the text area is fixed and the other areas reused for heading & sub-headings and relevant graph and animation and also logo. Margins, fonts, font size and background colours must be reliable and transferred from one to other slide. Each slide must be prepared by following the 6x6 strategies. Strategies also address a single concept that is required to follow in a logical manner and use of paragraphs and quotations and even complete sentences in PPT must be avoided. Minimum text presentation and maximum discussion are having greater impact to hold the attention of audience. Discussions with interactive mode and simultaneous exhibitions of text with relevant picture, chart, animation, image, audio and video programmes on big screen through power point presentation usually play a great role not only to attract the attention of audience but also to enhance their comprehensibility on the topic.

## 6. Disadvantages of PowerPoint Presentation (PPT)

Various disadvantages of teaching-learning with PPT disclose to the presenters to come on decision whether they should use PPT or not. However, discussions are done on a few common disadvantages are as follows:

1. Presentation through PPT requires electricity facility, computer or laptop, projector, screen, special dim lights in the room for proper viewing, software, etc which are not available anywhere. Problem in functioning of technology makes hurdle of succession of presentation through PPT.
2. A certain set of skills in both the areas of computer hardware and software is needed for preparing a powerpoint presentation. Presenter with little or no computer knowledge may find difficult to develop PPT and its use.
3. Presenter cannot rely to use another computer or laptop to run presentation because of so many software conflicts and disk space barriers.
4. PowerPoint is not the accurate option to present poetry recitations, commencement speeches or technical reports because it requires in-depth information or details.
5. It also lacks flexibility in Power Point presentation. Presenter may not be able to change anything in the content of using format during presentation.
6. It gives the liberty to use various graphics, animations, background pictures and other visuals which sometimes divert the mind of audience from the message of presentation.

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