

Rate Your Presentation Slides Audit

Rate how effective your presentation slides by answering these questions. Check your score at the end of the checklist.

Slide Design

Colors

- Is there high contrast between the text and background colors?
- Have you considered the emotional responses to colors?
- Did you use a subtle or no background pattern or graphic?

Fonts

- Are the fonts easy to read (no script fonts)?
- Are the font sizes at least 24 point size (preferable 28 point or bigger)?
- Are there three or less fonts used in the presentation?
- Did you use font effects such as bold and italic sparingly?

Slide Text

Slide Density

- Does each slide observe the 6x6 guideline (maximum 6 words per line and maximum 6 lines per slide)?
- Does each slide have proper side margins (no cheating to get more on)?

Text Builds

- Do the slides use bullet points instead of sentences?
- Did you use a filled bullet point so people can see it?
- Did you build the bullet points using the animation effects?

Text Movement

- Did you only use text animation effects where the movement is within the boundaries of the text?
- Are slide transitions used to give visual variety?

Graphics/Multimedia

Graphics/Clip Art

- Does each graphic add to the points on that slide?
- Do the graphic colors have high contrast with the slide background?
- Did you avoid using the clip art that is overused by everyone else?
- Did you avoid using animated graphics (those that move on their own)?
- Did you consider the emotional impact of the photographs you used?

Copyrighted Material

- Have you obtained permission to use all images?
- Have you obtained permission to use all audio/video segments?
- Have you observed the rules of "reasonable use" when quoting text?
- Have you given recognition on the slide when using other's material?

Audio/Video

- Is the sound level loud enough on audio tracks for people to hear it?
- Are the video segments large enough at high resolution to be seen?
- Does each audio or video segment add to the points you are making?

Charts

- Have you selected the appropriate chart type for the data?
- Do the chart colors have high contrast with the slide background?
- Is the chart text large enough to be read clearly?
- Did you add emphasis to highlight key chart areas?

Ease of Understanding

Fit of Slides with Topic

- Are you clear on the objective of the presentation?
- Did you prepare an outline of key points to reach the objective?
- Does each slide fit in the outline and move you towards the objective?

Presentation Map Indicator

- Did you include a presentation map indicator on each slide to show the audience where you are in the presentation?

Scoring

27-34 Your presentation slides are almost ready to go

19-26 Your presentation slides need some work, review the areas where you didn't check off the audit questions.

10-18 Your presentation slides require considerable work, check your overall presentation objective and outline and remember that the slides should add to the message, not be the message

0-9 You should start over on your presentation slides, keeping these areas in mind

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Dave Paradi helps people effectively use technology to communicate. He is the author of the "Build & Deliver Effective Presentation Slides" CD training product and the bi-weekly e-zine "Communicating Using Technology". Access more articles at his web site www.communicateusingtechnology.com or contact Dave by e-mail at dave@communicateusingtechnology.com.

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