USING POWERPOINT & VISUALS TO DOMINATE YOUR PRESENTATION

TCDLA Trainer of Trainers – July 8, 2020

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THE BEST POWERPOINT SHOULDN'T BE REMEMBERED

PowerPoint should fall into the background to support the message you're trying to get across

If not done correctly, PowerPoints can take away from your story and become a dristraction

GOALS OF AN EFFECTIVE POWERPOINT

Researched, Planned & Professionally Prepared

Clean & Concise

Free from Error

Rehearsed and delivered with poise

WHERE TO START?

- If you are unfamiliar with PowerPoint or Just not That Creative – Don't be afraid of templates

- Some are Built in

- Some you can download online (with tutotials)

- Envato Elements is one example WWW.ELEMENTS.ENVATO.COM

COMMON PITFALLS/DISTRACTIONS

- Overcrowding text
- Disjointed Flow
- Ugly Photos
- Poor Design

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THIS IS AN EXAMPLE OF OVERCROWING YOUR TEXT

- You don't need to type in every word you want to say.
- This can be distracting to your audience and is not proper use of presentation software.
  - Also, individuals taking notes on your presentation will struggle to summarize the important information for the brief period.
  - You should summarize it into 3 – 6 bullets that are no more than 6 words long.
- Don't get carried away and add too much text – break it up!
- Slides like this take away from the message and can get lost in translation.
- You also may waste too much time on a single slide, losing your audience.
- Some of the audience may only focus on the slide and not listen to what you're saying.

EXPERT TESTIMONY

- *Blasdell v. State, (CCA 2015),* excluded expert testimony on weapon-focus effect on eyewitness identification.

- Proponent must prove by clear and convincing evidence it is reliable

- Reliability requires proof that it is generally accepted in the professional community.

- No evidence of error rate or whether literature in the scientific community supports or rejects the theory.

- Expert had not published any peer reviewed articles or conducted any of his own studies.

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DISJOINTED FLOW

- Remember – your PowerPoint is only there to help you GET YOUR MESSAGE ACROSS

- Set up your slides to flow with your message

- Have a beginning, middle & end just like a story
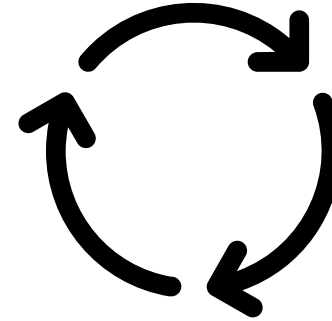
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UGLY PICTURES: INCONSISTENT SIZES ON ONE SLIDE

UGLY PICTURES: BLURRY OR DISTORTED IMAGES

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POOR DESIGN

- POOR LAYOUT
- FONTS AND COLORS THAT DETRACT FROM THE MESSAGE
- BAD BACKGROUNDS
- INCOMPATIBLE COLORS

Bad font choices:

- This font is too small

- # This font is too large

- *This font is too fancy*

- This font color is hard to read

  - this font doesn't line up

- very well with the other lines

  - Making it very hard to read

Annoying Custom Animation

- Select one type of animation

- And use it for each block of text

- DO NOT SELECT ANIMATION THAT MAKES YOUR READER NOT WANT TO FOLLOW ALONG

- *Do not pick animation that wastes time for no reason*

- Annimation that is too "busy" is also annoying!

SO WHAT MAKES AN EFFECTIVE PRESENTATION?

START WITH THE END IN MIND

- Think about:
  - The Purpose of your Presentation
  - Why you were asked to speak
  - What the audience expects
  - what the most important aspects are

KEEP IT SIMPLE

- Don't let your message get derailed by slides that are:
  - unnecessarily complicated
  - Busy
  - full of meaningless pictures/Graphics
- Less Clutter = More Power

LIMIT BULLET POINTS & TEXT

Some slides may not have any words at all

LIMIT BULLET POINTS & TEXT

- GOOD SLIDES SHOULD BE OF LITTLE USE WITHOUT YOU

- YOUR WRITTEN MATERIAL SHOULD HIGHLIGHT & EXPAND YOUR PRESENTATION CONTENT

- YOUR POWERPOINT SHOULD BE A TOOL IN GETTING YOUR MESSAGE ACROSS

LIMIT ANIMATIONS

- stick to the most subtle and professional animations

- Think of what you might see on the evening TV news broadcast

USE HIGH-QUALITY GRAPHICS

- Never stretch a small, low-resolution photo to make it fit your layout

- Avoid Cheesy Clip-Art

- If you have a powerful picture, don't use any text

BE CREATIVE

- Just like a good story – your PowerPoint needs to be creative!

- Your audience expects you something NEW & EXCITING

- You can look to other presentations for guidance, but make it your own!!
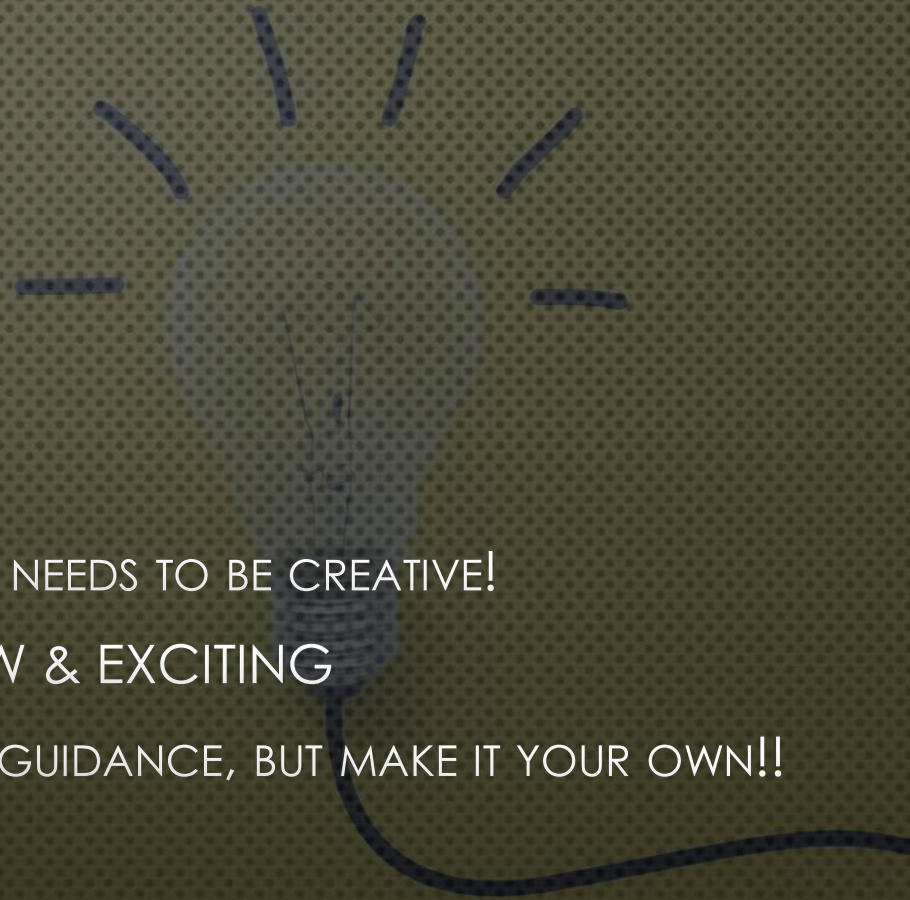
IF APPLICABLE, USE CHARTS!

Charts and graphs can be more powerful than words

Be sure they help highlight the most important aspects of your presenation

How many people are locked up in the United States?

The U.S. locks up more people per capita than any other nation, at the staggering rate of 698 per 100,000 residents. But to end mass incarceration, we must first consider *where* and *why* 2.3 million people are confined nationwide.

State Prisons 1,291,000
- Violent 713,000
  - Murder 183,000
  - Manslaughter 17,000
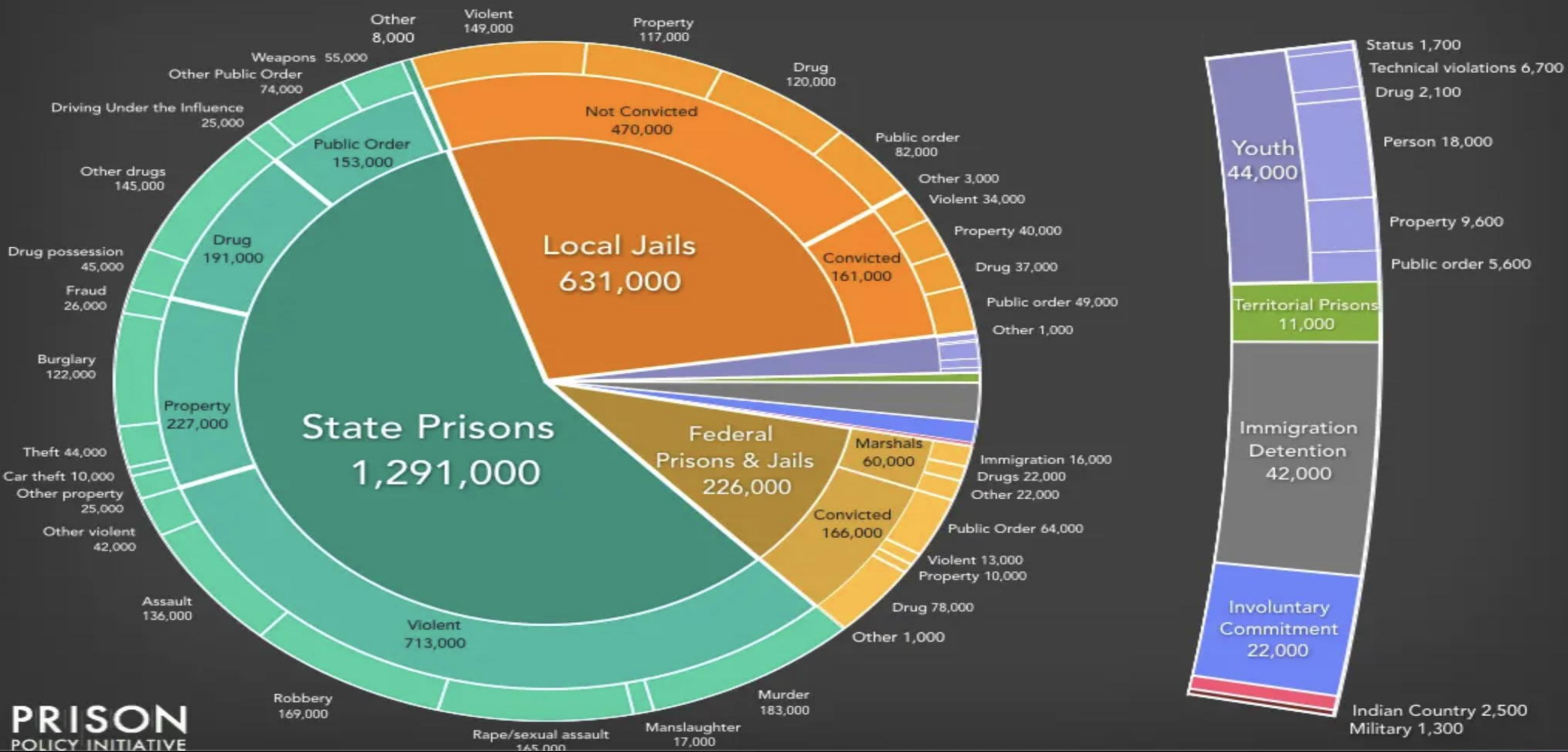 - Rape/sexual assault 165,000
  - Robbery 169,000
  - Assault 136,000
  - Other violent 42,000
- Property 227,000
  - Burglary 122,000
  - Theft 44,000
  - Car theft 10,000
  - Other property 25,000
  - Fraud 26,000
- Drug 191,000
  - Drug possession 45,000
  - Other drugs 145,000
- Public Order 153,000
  - Driving Under the Influence 25,000
  - Other Public Order 74,000
  - Weapons 55,000
  - Other 8,000

Local Jails 631,000
- Not Convicted 470,000
  - Violent 149,000
  - Property 117,000
  - Drug 120,000
  - Public order 82,000
  - Other 3,000
- Convicted 161,000
  - Violent 34,000
  - Property 40,000
  - Drug 37,000
  - Public order 49,000
  - Other 1,000

Federal Prisons & Jails 226,000
- Convicted 166,000
  - Violent 13,000
  - Property 10,000
  - Public Order 64,000
  - Drug 78,000
  - Other 1,000
- Marshals 60,000
  - Immigration 16,000
  - Drugs 22,000
  - Other 22,000

Youth 44,000
- Status 1,700
- Technical violations 6,700
- Drug 2,100
- Person 18,000
- Property 9,600
- Public order 5,600

Territorial Prisons 11,000

Immigration Detention 42,000

Involuntary Commitment 22,000

Indian Country 2,500
Military 1,300

PRISON POLICY INITIATIVE

CHOSE YOUR COLOR WELL

- Color can convey EMOTION

- Cool colors (BLUE/GREEN) work best for backgrounds as they appear to recede away from audience

- Warm colors (ORANGE/RED) generally work best for objects in the foreground (such as text) because they appear to be coming at audience

Justice Alito: "But when the police act with an objectively 'reasonable good-faith belief' that their conduct is lawful ... the 'deterrence rationale loses much of its force,' and exclusion cannot 'pay its way.'" *U.S. v. Davis* (June 16, 2011).

CHOSE YOUR FONT WELL

- Fonts communicate subtle messages in and of themselves

- Use the same font throughout your presentation

- for on screen presentations, serif fonts tend to get lost due to the relatively low resolution of projectors

USE VIDEO AND AUDIO WHERE APPROPRIATE
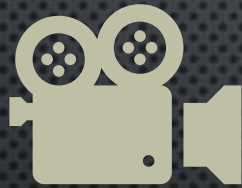
Using video clips to show concrete examples promotes active cognitive processing

Videos/audio can increase interest

USING VIDEO FROM YOUTUBE/ONLINE SOURCE

- In **PowerPoint**, click the slide that you want to add a **video** to.

- On the **Insert** tab, click **Video** > Online **Video**.

- In the From a **Video** Embed Code box, paste the embed code, and then click the arrow.

- A **video** rectangle is placed on your slide, which you can move and resize as you like.

IF NOT ONLINE, DOWNLOAD AND ATTACH A VIDEO

- Clipconverter.cc is a free way to download videos from youtube or online sources
- Allows you to do so without installing any new software

Welcome to Clip Converter - YouTube to MP4 & MP3 Converter!

Video URL to Download:

...or Upload and Convert File

[   ] **Continue**

Conversion Format:

| Download | 🎵 | MP3 | M4A | AAC | 🎬 | MP4 | 3GP | AVI | MOV | MKV |

Clip Converter is a free online media conversion application, which allows you to reocord, convert and download nearly any audio or video URL to common formats. Currently supported services: YouTube (HD, 720p, 1080p, 4K), Vimeo, Facebook Video and many more. Just try it out! This free and fast converter allows you to watch your favorite YouTube videos offline on your PC, TV or nearly any other device.

How to convert and download a YouTube video:
1. Paste your YouTube URL at 'Video URL' and press Continue.
2. Select the format (MP3, MP4, M4A) and the quality (720p, 1080p, 2k, 4k) for the conversion. The default options are a good start for most videos.
3. Press the 'Start' button at the bottom to start the conversion.
4. This may take several minutes. After the conversion is finished you can download the converted file.

👍 **Like** | **Share** 1.8M people like this. Be the first of your friends.

HOW TO CONVERT AND DOWNLOAD A YOUTUBE VIDEO:

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****CLOSE THE FREE ADS AND NEW BROWSERS THAT POP UP ALONG THE WAY***

HOW TO CONVERT AND DOWNLOAD A YOUTUBE VIDEO:

- Once the Video is downloaded:
- In PowerPoint, hit INSERT > MOVIE FROM FILE
- Also works with Audio

DELIVER EFFECTIVELY!

Show your passion

Start & end strong

Use a remote control device – Move around!